



# Fair Exchange

OCTOBER  
2019

## *Message from Mark Campbell, RMAF President*

Time to connect our community

Fall, and in some areas early winter, has quickly come to the Rocky Mountain region which means another Fair season is almost to an end. The final event is to gather with our fair family and friends for the 2019 RMAF Conference, November 13-16<sup>th</sup> in Layton, Utah. From all reports, **this year's fairs and performances were successful and well received** by our guests. Hats off for a job well done by thousands of dedicated volunteers, committed temporary and full time staff, and talented service members who share and support week after week.

Fairs and fair people are a special group. I know of no other long-standing tradition that collects and displays such a wide array of talents under the umbrella of a single event. From competitive exhibits to rodeos, great fair food to the roots of agriculture, local to national talent and everything in between is all placed together in the annual event called a fair. Just as the RMAF, it works better when grouped together. As a standalone item, none of the components above is as strong or resilient. It simply works best together. I believe there are two reasons for the strength of this industry. First, fairs provide an area of interest for everyone in their community. Secondly, the dedications of the people who make this happen year after year.

The 2019 Convention theme is Connecting Communities. It is time to connect with those who share our similar passions. Take full advantage of the opportunities to learn, grow, network, and engage during the upcoming RMAF conference. You will re-energize for the upcoming season and undoubtedly take home new and innovative ideas. The first deadline is for early bird registration due by October 11<sup>th</sup>. The price increases after the 11<sup>th</sup> and adds to Nancy's workload during a busy time. Display ads and sponsorship opportunities are available until October 18<sup>th</sup>. Summit award entries are also due the same day to the Davis County Fair office. So get your plans made, reservations completed, and bags packed as it's time to connect.

Safe travels and we look forward to seeing everyone in Layton!



## Convention Issue

## Up-Coming Conventions

**November 13—16, 2019**—94th Annual RMAF Convention, Davis Conference Center, Layton, Utah

**November 11—14, 2020**, 95th Annual RMAF Convention, Hotel Elegante, Colorado Springs, Colorado

**November 10—12, 2021**, 96th Annual RMAF Convention, The Billings Hotel, Billings, Montana

**November 9—11, 2022**, 97th Annual RMAF Convention, Davis Conference Center, Layton, Utah

**November 8—10, 2023**, 98th Annual RMAF Convention, Coeur d'Alene Resort, Coeur d'Alene, Idaho

## 2019 RMAF Board of Directors

President:	Mark Campbell, NW MT Fair, NW District
1st Vice-President:	Michael Mezmer, Service Member
2nd Vice-President:	Jamie Larson, Richland Co. Fair, NE District
Director:	Ron Jeffries, Central States Fair, SE District
Director:	Judy Duncombe, Utah State Fair, SW District
Director:	Marty Davis, Service Member
Director:	Tammie Ryan, Service Member
Director-At Large:	Lori Cox, Nebraska State Fair, SE District
Past President:	Bill Dutcher, Metra Park

## Attention...we have a new Email Address!

There is a new email address for the RMAF Office.

[rmafairs@gmail.com](mailto:rmafairs@gmail.com)

The original rmaf@filertel.com address will be monitored until after this year's convention and then it will be closed.



## Mark Your Calendar

### » UPCOMING EVENTS

#### October 11, 2019

Early registration for the 2019 Convention will end and the registration cost will increase from \$250 to \$275. The room blocks with the various hotels will also be closing so if you have reserved your room, you will not be able to get the RMAF convention rate.

#### October 18, 2019

Entries for the Summit Award program are due into the Davis County Fair Office, Farmington, Utah.

#### November 1, 2019

The 2020 Fair Directory Sheets are due into the office. This is important so that we can have a 2020 consecutive fair dates list for the convention. This is a valuable tool for routing entertainment.

#### **FAIR EXCHANGE**

Rocky Mountain Association of Fairs Newsletter  
PO Box 77, Filer, ID 83328-0077  
208-326-2288

Nancy Pitz, Editor

The FAIR EXCHANGE is published four (4) times yearly and is the official newsletter of the Rocky Mountain Association of Fairs

#### **We would love to hear from you!**

If you have items of interest/news that you would like to get out to RMAF membership in the newsletter, you can drop a line to the RMAF office via email—[rmafairs@gmail.com](mailto:rmafairs@gmail.com)

All newsletter submission need to be into the RMAF office by 25th of the month proceeding the publication dates (January, April, July & October)

# Welcome New Member!

**TicketScene**  
 Robert McFee  
 361 Victoria St. North  
 Kitchener, ON N2H 5E4  
 Phone: 519.501.8069  
 Email: rob@ticketscene.ca  
 Website: www.ticketscene.ca  
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**Birds n Beasts, Inc.**  
 Joe Krathwohl  
 PO Box 97136  
 Las Vegas, NV 89193  
 Phone: 702.896.4274  
 Email: birdmanlv@aol.com  
 Website: BirdsnBeasts.com  
 Animals/Variety Act

**NW Express Railroad**  
 Gordon Jacobs  
 1371 N 700 W  
 Mapleton, UT 84664  
 Phone: 801.341.9241  
 Fax: 801.491.9745  
 Email: nwexpressrailroad@gmail.com  
 Website: www.nwexpressrailroad.com  
 Carnival

## From the RMAF Office

The membership invoices for the 2020 dues have been mailed out along with the directory information update sheets. Fairs updates are due by **November 1, 2019**. We need this information before the convention to put together the 2020 fair dates list that members use to plan for routing entertainment. Service Members updates are due by **January 1, 2020**.

**New for 2020:** Many service members would benefit from an additional category listing and many fairs members produce an additional event besides the annual fair. Members can now purchase one (1) additional listing for \$25.00. Service members...refer to your directory update sheet for the list of categories. If you would like to add a category, contact the RMAF Office with your suggestion.

We are also working on a revision of the Fair Exchange newsletter for the coming year...we plan to transition from the current PDF copy of the newsletter emailed to your inbox to a true digital newsletter. There are still some details to be worked out but watch your inbox for the more details.

### ROCKY MOUNTAIN ASSOCIATION OF FAIRS 2019 CONVENTION MARKETING OPPORTUNITIES

***NQ posters/promo materials maybe attached to any walls or doors.***

#### SPONSOR LEVELS

##### PLATINIUM LEVEL

Custom with details TBD  
 Contact the RMAF Office

##### GOLD LEVEL

\$1,200 SPONSOR

- 1 Full Convention Registration
- 1 full page, B&W ad in the convention program
- Name on the Thank You banner
- Slide in the Sponsor PowerPoint that run during meals
- Mention in the newsletter
- Option to included Item in the delegate bags

##### SILVER LEVEL

\$600 SPONSOR

- ½ page, B&W ad in the convention program
- Name on the Thank You banner
- Slide in the Sponsor PowerPoint that run during meals
- Mention in the newsletter
- Option to included item in the delegate bags

##### BRONZE LEVEL

\$400 SPONSOR

- Mention in the Convention Program
- Name on the Thank You banner
- Slide in the Sponsor PowerPoint that run during meals
- Mention in the newsletter
- Option to included Item in the delegate bags

##### \$200 DELEGATE BAG DROP

- Option to included Item in the delegate bags

##### \$75 EMAIL AD

- One (1) email blast featuring two (2) photos/logos and brief description & link to website.



*Each Service Member organization is allowed 1 poster (maximum size of 8" x 11") to hang on the grid wall display located near the entrance to the Conference Center via the Hilton Garden Inn were the service member rooms are located.*

#### POP-UP DISPLAY SPACE RESERVATION

- Service Members attending the convention can reserve one (1) Pop-up Banner Display space along the wall in the Eclipse Expo ballroom, the location for all showcasing & meals.
- Pop-up Banner can be no wider then 36" and must stand flush with the wall when open.
- **One (1) pop-up per organization.** Agencies representing multiple acts cannot reserve multi spaces.
- Space locations will be not pre-assigned & are first-come-first-serve.
- Cost of the Pop-Up Display reservation is \$25.00



#### RMAF CONVENTION PROGRAM AD PRICES

**\*\*all ad space is subject to availability**

Ad copy is to be in a **Print Quality PDF** and emailed to [rmafairs@gmail.com](mailto:rmafairs@gmail.com) by **October 18, 2019**

AD SIZE	COST	LOCATIONS
Full page, Color, 4.25" w x 11" h <i>allow for full bleed</i>	\$400	**Back Outside Cover
Full page, Color, 3.75" w x 10" h <i>allow for full bleed</i>	\$300	**Front or Back Inside Covers
Full page, B&W, 3.75" w x 10" h	\$200	Inside pages
½ page, B&W, 3.75" w x 5" h	\$100	Inside pages
¼ page, B&W, 3.75" w x 2.5" h	\$50	Inside pages
Mini ad, B&W, 3.75" w x 1.5" h	\$25	Inside pages



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# RM Young Professionals

## ***Well I FAILED...and I LOVED IT.***

SO, taking an idea from a workshop at the RMAF 2018 Conference, I made the decision to change every class in our extremely traditional Baked Goods Show, in an attempt to provide a challenge, liven things up, spark some creativity, reverse the steady decline in show entries, and to continue the mantra of “change is a good thing” that I am applying to the Fairgrounds, Fair, and Events Center.

The decision, and the new class list, breezed by the Fair Board, the Show Superintendent, and a few key other people that enjoy baking... and I thought I was onto a great adventure. As the 2019 Fair had a circus theme, I tried to use that to make the new classes fun:

### **Old Class List:**

Quick Breads (1 Loaf)  
Yeast Breads (1 Loaf)  
Cookies (4 pieces)  
Cake (Whole)  
Pie (whole)  
Candy (4 pieces)  
Decorated (Cake or Cookie)  
Gluten Free

### **New Class List:**

Colored Rolls (any color, bring 6 for judging)  
Bountiful Breadsticks (bring 6)  
Braided Breads (any kind of bread, must be braided)  
Decorated (focus on the use of glitter)  
Booze Infused Pie (recipe must contain alcohol)  
Chocolate Daredevil (anything goes, use Chocolate)  
Gluten Free  
First Time Exhibitor (special recognition class)

So we published the Fair Book about six weeks before the Fair, as per the normal schedule, and I made special signs to take to the three local grocery stores for them to display in their bakeries, and the people I was talking to face to face all said “very interesting ... sounds fun ... I like a challenge” or something along those lines.

Until about a week later I got an email opening with the words “what the hell have you done”. That was the first of many emails, phone calls, Facebook messages, and office visits of area residents who were highly agitated that this change had occurred. The most common, and almost universal, reason for the agitation, was that the area residents had been bringing the exact same entry for ten, fifteen, or even twenty years.

So then Fair Exhibit Check-In came and we had no entries in Colored Rolls or Bountiful Breadsticks, 5 braided breads, 10 decorated items, 7 pies, 20 chocolate entries, and 10 gluten free products. 52 total entries, in a show that had 133 entries in 2018 and 171 in 2017. The one positive note, of the 52 entries, 18 of them were from individuals who had never entered into the Fair before.

While the Fair Board has five official letters of complaint to respond to at their next meeting, and I had several conversations each day of Fair with angry bakers about the changes that I made to the show, and a cadre of judges who were disappointed by the low number of entries, I would do it all again, and will make more changes in the future.

The reason I will continue to make changes, is while I apparently really made some people upset about the class list, and we had lower entries for one year, this is the most I have seen my community engaged with this Show at the Fair, and talking to both myself, and the Fair Board, about the show, and I think that is a good thing, and something can be capitalized on in the future. Yes, I had to eat a fair amount of crow, and I will probably bring back a few of the old classes (maybe under the title of “really boring and basic bread”), but the lesson I learned was, “well that may not of worked how I thought it would, but we will make the best of it, and continue to do so”.

Lesson learned: Some residents are very resistant to change, change anyway.

Jim Logan  
Director  
Latah County Fair.



# RMAF Member named Small Business of the Year 2019

*RMAF Service Member Games Galore Party Rental is named Small Business of the Year 2019!*

The Fargo Moorhead West Fargo Chamber of Commerce announced its 2019 Chamber Choice Award winners at its annual awards luncheon on May 17. Nearly 900 people attended the event, which honors the important contributions made by businesses, non-profit organizations and entrepreneurs in the Fargo Moorhead West Fargo area.

The Chamber has members in Minnesota and North Dakota, including more than 2,100 private, public and non-profit member firms representing more than 109,000 people.

In all, 84 businesses, entrepreneurs and non-profit groups took part in the process and were evaluated by a panel of judges who evaluated accomplishments in business growth, innovation, creativity, community involvement and unique achievements.

The award finalists and winners were selected by a panel of independent judges from the regional business community, who evaluated accomplishments in the areas of business growth, innovation, creativity, community involvement and unique achievements relating to a specific business or industry.

Pictured:

Corey Heiser is pictured with his wife Tera, key employees and family members.



## At Your Service...

Hi Service Members, we hope everyone has had a productive and safe season! It is always fun to hear the stories of "On the Road". Convention is coming soon. Got your plans made?

We have a few comments you might want to think about:

First, think about this: We have about 90 service member organizations (around 180 people) trying to get noticed by 75-80 fairs and festivals. You need a plan.

We all get a packet at registration containing rules and regulations. We hate having to tell you to review them, but it seems that we do. Every year some folks feel the need to push the envelope, please don't. You can also find them on-line on the web site.

Workshops are a wonderful opportunity for service members to see the "other side" of our business. Try going to workshops which do not necessarily pertain to your specific service. Learn how the fairs operate and what their problems and challenges are. The objective is to help each fair have the

best year they can have. In order to do that you need to know what their needs are. Get involved in discussions and learn the business from both sides. A great place to make friends, get to know your potential buyers and get your face out there.

When I walk down a hallway of service members and I look ahead and see bodies sticking out of each door, bodies with expectant looks on their faces, I am reminded of the Alligators at a car dealership, just waiting to jump and devour. I often see potential buyers divert to the nearest exit. Not all buyers are good at saying "no". So, you get ignored. Be creative at getting people to come visit you. Send invitations, make appointments, connect during social hour. In the last few years things have changed in our room visitation method. No more signs, no more posters, limited ways to get folks into your room. Don't butt heads with the new ways, embrace them and figure out other ways to increase traffic. Be Pro - Active!

Our sincere hope is that everyone has a productive convention experience. If you are a service member who can't think of ways to create traffic, then find someone to help you. If you are not getting work, take a close look at what it is that you offer. Consult someone who is successful. There are people out there who are willing to act as consultants and mentors. Don't ask for freebies, be willing to invest a few dollars. If a person is experienced enough to attract your attention, then they need to be compensated for that knowledge and experience. Just try it, you might be surprised. It never hurts to ask for help.

We are excited to see all of you in November. We would love to have some new, thoughtful ideas which we can address and resolve. Think realistic - We are here to help.

So long for now and "May the Good Lord take a liking to ya"(Roy Rogers)

Travel Safe and Thanks,

Marty Davis  
Tammie Ryan

**Visit [www.rmaf.net](http://www.rmaf.net)  
for the preview  
of the Showcase Acts!**

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# 2019 CONVENTION— November 13—16

## Wednesday, November 13

8:00 - 12 noon	RMAF Board of Directors Meeting
10:00 to 6:00	Convention Registration Open
11:00 - 12 noon	<i>IAFE CyberSeminar "Entertainment Basics"</i>
2:00 - 4:00	<i>IAFE IFM Course "What Does Your Agriculture Competitive Programing Look Like"</i>
5:00 - 6:00	Welcome New Attendees Orientation
6:00 - 7:15	President's Reception Honoring Mark Campbell
7:15	Showcasing
Following Showcases	Visit Service Member rooms @ the Hilton Garden Inn Floors 1 & 2

## Thursday, November 14 (morning)

8:00 to 6:00	Convention Office Open
8:30 - 9:45	<b>WORKSHOPS</b>
#1	<i>Bacon Buddies - Livestock Shows for Individual with Disabilities</i>
#2	<i>Social Media Advertising - Is It Worth the Money?</i>
#3	<i>Non-Traditional Entertainment - What's New?</i>
9:30 to 10:15	Refreshment Break
10:00 - 11:15	<b>WORKSHOPS</b>
#1	<i>It's An Activist World - Are You Ready?</i>
#2	<i>Entertainment Contracts: What to Watch for &amp; What You Can Get Rid of</i>
#3	<i>The Last Straw - Future of biodegradables at the Fair</i>
11:30 - 12 noon	Strolling Showcases
12 noon - 12:30	Lunch
12:30 - 1:30	Keynote Speaker, Aaron Alejandro, Executive Director Texas FFA

## Thursday, November 14 (afternoon & evening)

1:30 - 2:15	District & Service Member Meetings
	Northeast—Jamie Larson Director
	Northwest—Mark Campbell Director
	Southeast—Ron Jeffries & Lox Cox Directors
	Southwest—Judy Duncombe Director
	Service Members—Tammie Ryan & Marty Davis Directors
2:30 - 3:45	<b>WORKSHOP</b>
#1	<i>The Magic of Attention: How to Turn Chaos into a Crowd &amp; Grow Your Attendance</i>
#2	<i>Carnival Safety Issues</i>
#3	<i>When to Repair...When to Replace</i>
3:45 - 6:00	Visit Service Member Rooms @ the Hilton Garden Inn Floors 1 & 2
6:00 - 6:30	Social Networking & Strolling Showcases
6:30 - 7:30	Dinner
7:10	Presentation of the Fair Manger, Fair Person & Service Member of the Year Awards
7:30	Showcasing
Following Showcasing	Visit Service Member rooms @ the Hilton Garden Inn Floors 1 & 2

### NOTE: Fair Member Convention Items

- Be sure to visit the Service Member display rooms to see what they have to offer your event. Service Member display rooms are open for visitation during specific times during the convention & they are located on the 1st & 2nd floors in the Hilton Garden Inn that is attached to the Davis Conference Center.
- Be sure to bring your auction items which can be checked in with the RMAF Convention Office, located in the at the Information Desk in the Davis Conference Center.

# 2019 CONVENTION— November 13—16

## Friday, November 15

8:30 - 9:45	<b>WORKSHOP</b>
#1	<i>Competitive Edge...Get It! Use It! Share It!</i>
#2	<i>Grow Your Event: Ticket Sale with Digital Advertising</i>
#3	<i>Creating Partnership with Your Local Community &amp; Civic Organizations</i>
9:30-10:15	Refreshment Break
10:00- 11:15	<b>WORKSHOP</b>
#1	<i>Emotional Intelligence in Today's Workplace</i>
#2	<i>Special Events &amp; Fundraising</i>
#3	<i>Road Secrets – Service Member Brainstorming Session</i>
11:30 - 12 noon	Strolling Showcases
12 noon - 12:45	Lunch
12:15	Presentation of Hall of Fame Award
12:45	Showcasing
2:15 - 3:30	<b>WORKSHOPS</b>
#1	<i>The Employee's Role in Service Excellence</i>
#2	<i>Tradition vs Change: Finding the Right Mix</i>
#3	<i>4-H &amp; Fair Relations</i>
3:30 - 6:00	Visit Service Member rooms @ the Hilton Garden Inn Floors 1 & 2
6:00 - 6:30	Social Networking & Strolling Showcasing
6:30 - 7:30	Dinner
7:30	Showcasing
Following Showcasing	Visit Service Member rooms @ the Hilton Garden Inn Floors 1 & 2

## Saturday, November 16

8:00 - 9:00	RMAF Board Past Presidents Breakfast
8:30 - 9:45	<b>WORKSHOP</b>
#1	<i>RMYP Group Meeting</i>
#2	<i>What Sets Your Event Apart: Fairs vs City Celebrations</i>
#3	<i>Water Conservation on Your Grounds</i>
9:30-10:15	Refreshment Break
10:00 - 11:30	<b>WORKSHOP</b>
#1	<i>Fair Sharing - Small Fairs 25,000 attendance &amp; under</i>
#2	<i>Fair Sharing - Medium Fairs 25,000 to 90,000 attendance</i>
#3	<i>Fair Sharing - Large Fairs 90,000 &amp; up attendance</i>
10:00 - 11:30	RMAF Board of Directors Meeting
11:30 - 12 noon	Strolling Showcasing
12 - 12:45	Lunch
12:45	Showcasing, followed by FINAL Visit Service Member Room at the Hilton Garden Inn
2:15 -6:00	Visit Service Member rooms @ the Hilton Garden Inn Floors 1 & 2
6:00	Dinner & Summit Award Presentations

### NOTE: Service Member Convention Items

- If you have reserved a pop-up banner space, the *Eclipse Expo* is the where those pop-up banners are to be placed. They will go at the opposite end of the ballroom from the main stage.
- If you are shipping items to the hotel, those packages will not be accepted more than 3 days before our event.
- You are not allowed to put up poster on any walls. You can **however, hang (1) 8.5" x 11" maximum poster on the grid wall display in the corridor between the Hilton Garden Inn & the Davis Conference Center.**