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ROCKY MOUNTAIN ASSOCIATION OF FAIRS November 13—16, 2019 Davis Conference Center Layton, Utah



2019 RMAF Board of Directors

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2019 CONVENTION COMMITTEE

Judy Duncombe Mark Campbell Dave Hansen Jamie Porter Jim Logan Jen Berrett Veteran's Program Marty Davis Judy Duncombe Kenny Liebenson **RMAF Convention badges are <u>REQUIRED</u>** for admittance to all activities, including visiting the Service Member rooms. Your name badge <u>and</u> its corresponding ribbon will serve as your admittance to the meals. Extra meals tickets will not be for sale but day registrations, which included all the meals for that day, can be purchased at the convention. If you plan to invite guests to the meals, showcasing and visiting the service member rooms, they <u>MUST</u> have a day registration badge.



Davis Conference Center

IMPORTANT CONVENTION LOCATIONS

- Eclipse Expo is the site for all meals & showcasing.
- RMAF Convention Office is located in the Sky Lobby.
- Hilton Garden Inn: The Hilton Garden is attached to the Davis Conference Center and all the Service Member display rooms are located on the 1st & 2nd Floors. Stop by & see what they have to offer your event.





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Director - JeffCo Fair & Festival

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Rocky Mountain Association of Fairs Past Presidents & Convention Sites

	ust it estuents a conver
1960	Roy Rogers, Terry, MT (deceased)
1961	Allan Hanson, Havre, MT (deceased)
1962	Jim Gustin, Kalispell, MT (deceased)
1963	R.V."Irish" Walker, Scobey, MT (deceased)
1964	Les Jourdonnais, Missoula, MT (deceased)
1965	Fred Morrow, Baker, MT (deceases)
(chan	ged in 1965 to November Meetings)
1965	Marion Waters, Dodson, MT (deceased)
1966	Vearle Addy, Shelby, MT (deceased)
1967	Grant Pratt, Hamilton, MT (deceased)
1968	Don Eyre, Miles City, MT
1969	Don Eyre, Miles City, MT
1970	Ole Lunden, Chinook, MT (deceased)
1971	Wallace Westermark, Shelby, MT (deceased)
1972	Dolf Bosshard, Sidney, MT (deceased)
1973	Kermit Fleming, Casper, WY (deceased)
1974	Chris Stobie, Plains, MT (deceased)
1975	Bill Chiesa, Great Falls, MT (deceased)
1976	George Johnson, Glasgow, MT
1977	Bill Nooney, Missoula, MT
1978	Bill Nooney, Missoula, MT
1979	Steve Christian, Shelby, MT
1980	Robert Glasgow, Billings, MT (deceased)
1981	Jerry Iverson, Minot, ND
1982	Jack Hunter, Ardmore, SD (deceased)
1983	Peggy Metcalf, Bozeman, MT (deceased)
1984	George Okano, Rock Springs, WY (deceased)
1985	Roy Howell, Blackfoot, ID (deceased)
1986	Bob Sivertsen, Havre, MT
1987	Don Hartman, Miles City, MT (deceased)
1988	Bob Cartwright, Kalispell, MT
1989	Bill Ogg, Great Falls, MT
1990	Doug Barnes, Billings, MT
1991	Kathy Gavin, Blackfoot, ID
1992	Glen Meier, Glasgow, MT
1993	Sam Yewusiak, Missoula, MT
1994 1995	Mary Lynn Taylor, Miles City, MT Barbara Ronner, Coour d'Alone, ID
	Barbara Renner, Coeur d'Alene, ID Karen Bonomo, Rock Springs, WY
1996	Bill Ammen, Chinook, MT (deceased)
1997 1998	Rae Ann Conforti, Kansas City, KS
1990	Eldon Rice, Forsyth, MT
2000	Reed Williams, Nampa, ID
2000	Patty Gumenberg, Great Falls, MT
2002	Doris Wallace, Blackfoot, ID
2002	Kris Weltikol, Sidney, MT
2000	Stan Steen, Great Falls, MT
2005	Jay Scott, Kalispell, MT
2006	Barney Cosner, Douglas, WY
2007	John Pitz, Filer, ID
2008	Ron Edwards, Medicine Hat, AB
2009	Jeff Martin, Salem, OR
2010	Bob Batista, Boise, ID
2011	Vicki Rupert, Douglas, WY
2012	Gary Fjelstad, Forsyth, MT
2013	Sue Shockley, Bozeman, MT
2014	Pam Martin, Salem, OR
2015	Jim Abendschan, CO
2016	Brandon Bird, ID
2017	Dane Dugan, MT
2018	Bill Dutcher, MT

Great Falls Billings Great Falls Billings Great Falls Billings Missoula

Great Falls Billings Missoula Great Falls Billings Missoula Casper Lethbridge Coeur d'Alene Billings Kalispell Great Falls Billings Coeur d'Alene Rapid City Billings Great Falls Casper Kalispell Boise Minot Billings Coeur d'Alene Bozeman Casper Minot Calgary Great Falls Billings Idaho Falls Casper Coeur d'Alene Great Falls Minot Billings Boise Great Falls Billings Colorado Spgs Great Falls Rapid City Billings Coeur d'Alene Great Falls Missoula Billings Boise Casper Great Falls Layton Spokane Colorado Spgs Billings







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RMAF Fairs By District Be sure to attend your District Meetings Thursday @ 1:30 p.m.

Big Horn Co. Fair, MT Blaine County Fair Carter County Fair Central Montana Fair Chouteau County Fair Daniels County Fair Dawson County Fair Eastern Montana Fair Fallon County Fair Great Northern Fair Lethbridge & District Ex Lloydminster Ag. Ex.

Beaverhead Co. Fair Benton Franklin Fair Big Sky Country State Fair

Bonner County Fair Boundary Co. Fair Broadwater Co. Fair Clark County Fair, WA Grant County Fair

Adams County Fair Albany County Fair Arapahoe County Fair Big Horn Co. Fair, WY Boulder County Fair, Campbell County Fair Central States Fair Colorado State Fair Crook County Fair Douglas County Fair NORTHEAST DISTRICT Jamie Larson, Director

Marias Fair McKenzie County Fair Medicine Hat Ex Montana State Fair MontanaFair NILE North Dakota ST Fair North Dakota Winter Show NE Montana Fair Park County Fair, MT Phillips County Fair

NORTHWEST DISTRICT Mark Campbell, Director

King County Fair Kittitas County Fair Lake County Fair Last Chance Stampede Latah County Fair Madison Co. Fair, MT Main Street Cowboys Nez Perce County Fair North Idaho State Fair

SOUTHEAST DISTRICT Ron Jeffries, Director Lori Cox, Director-at-Large

Eagle County Fair El Paso County Fair Fremont County Fair Garfield County Fair Jeffco Fair & Festival Johnson County Fair Laramie County Fair Larimer County Fair National Western Stock Show Prairie County Fair R.I.D.E.

Red River Valley Fair Richland County Fair Roosevelt County Fair Rosebud/Treasure Co. Fair

Sheridan County Fair Upper Missouri Valley Fair

Vegreville Exhibition Wibaux County Fair

NW Montana Fair NW Washington Fair Ravalli County Fair Sanders County Fair Tri-County Fair Walla Walla Fair Western Montana Fair

Nebraska State Fair Park County Fair, WY Platte County Fair Sioux Empire Fair South Dakota ST Fair Weld County Fair Weston County Fair Wyoming State Fair

SOUTHWEST DISTRICT Judy Duncombe, Director

Bannock County Fair Canyon County Fair Caribou County Fair Clark County Fair, NV Davis County Fair Eastern Idaho ST Fair Elmore County Fair Franklin County Fair Jerome County Fair Juab County Fair Lincoln County Fair, ID Lincoln Co. Fair, WY Madison Co. Fair, ID Meridian Dairy & Stock Show Mesa County Fair Minidoka County Fair Payette County Fair Rupert 4th of July Celebration Sublette County Fair Sweetwater Co. Fair Teton County Fair Twin Falls County Fair Uinta County Fair Uintah County Fair Utah State Fair Valley County Fair Washington Co. Fair Western Idaho Fair



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Room #130



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Schedule of Events

Wednesday, November 13	
8 a.m. to noon.	RMAF Board of Directors Meeting Aurora Board Room
10 a.m. to 6 p.m.	Convention Registration Room Open Registration Desk—Sky Lobby
11 a.m.	IAFE CyberSeminar " <u>OPEN TO ALL DELEGATES</u> (Stratus 5) Entertainment Basics—Mark Sparks, Triangle Talent, LLC & Brett Chance, CFE, Ohio State Fair. This session will introduce the history of Fair entertain- ment, the purpose of entertainment programming, an over- view of types of attractions and how used, and terms and concepts associated with buying entertainment. In addition, the instructors will outline formulas for success.
2 to 4 p.m.	IAFE Institute of Fair Management Course "OPEN TO ALL DELEGATES (Stratus 5) What Does Your Agriculture Competitive Programming Look Like? Jen Cannon, Iowa State Fair Have you taken a look at what your Agriculture Competitive Programming Portfolio looks like on your fairgrounds? Ex- plore the basic components of Competitive Agricultural Pro- gramming. The instructor-led course, provided by the IAFE Education Foundation, identifies the value of successful competitive events, logistics, procedures, and effective exhibitor communication. Gain tools to improve your fairs Competitive Agricultural Programming.
5 to 6 p.m.	Welcome New Attendees Reception ((Meridian H) First-time attendees to the convention, stop by for an overview on what you can expect to see and do during the convention!
6:00 to 7:15 p.m.	President's Reception Cowboy Dinner Buffet Eclipse Expo Honoring RMAF President Mark Campbell
7:15	Showcasing Eclipse Expo
Following Showcases until 11 p.m.	Visit Service Member Rooms 1st & 2nd Floors in the Hilton Garden Inn Please take time to visit the Service Members & see what they have to offer your fair.



Showcasing

Wednesday, November 13-7:15 p.m.

Emcee: Jeff Martin

SHOWCASE ACT

JukeBox Rock

Comic Ventriloquist Joe Gandleman

The Doo-Wah Riders

Video The Silver Starlets

Video Hypnotist Michael Mezmer

> Video Team Big Air

Fantastick Patrick

Robert Henry Band

Strolling Mobile InfoMan

REPRESENTED BY

Creative Community Promotions Room #265

Self Represented Room #134

Harmony Artists Room #257

Self Represented Room #207

Michael Mezmer Entertainment Room #101

Capitol International Productions Room #248

G. L. Berg Entertainment Room #107

> Liz Gregory Talent Room #130

Leapfrog Entertainment Room #266





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- El Paso County Fair, Calhan, CO





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Schedule of Events

Thursday Morning, November 14	
8:00 to 6:00	Convention Office Open Registration Desk in the Sky Lobby
8:30 to 9:45	WORKSHOPS
	Bacon Buddies—Putting Together a Livestock Show for Individuals with Disabilities (Stratus 5) - Jen Cannon, Iowa State Fair
	Social Media Advertising—Is It Worth the Money? (Meridian H) - Jodi Buresh, Saffire "I thought Boosting a post on Facebook would pay off"? If that's something you are confused about, we will explore the different options to Social Media Advertising and the risks and benefits of placing ads, boosting posts or riding the wave. We'll give specific examples of what worked, how much was spent and help you determine what's the best route for your event.
	Non–Traditional Entertainment—What's New? (Stratus 6) - Pat Wood, The Source Management Group Discussion Group—come prepared to share
9:30 to 10:15	Refreshment Break Sky Lobby
10:00 to 11:15	WORKSHOPS
	Its's an Activist World—Are You Ready? (Stratus 5) - Marla Calico, IAFE PETA, HSUS, ALF, DXE, ALDF, SHAC, ASPCA,FARM. What do you know about this alphabet soup of animal rights activ- ists groups? Stop, Tell, Demand, Ask, Let, Join, Help. Did you know there are over 180,000,000 people "taking action" every day via just one on-line petition platform (and there are dozens)? Fairs are squarely in the target of animal rights activists because of the association with agricultural and other animals (especially in educational exhibits and attractions and rodeo events). But, other activists have clearly seen that the large crowds and heavy media expo- sure are the ideal grounds for getting their messages out, whether during fair time or non-fair events. The Interna- tional Association of Fairs & Expositions (IAFE) has creat- ed the ARK - Activists Response Kit. In this session IAFE's President & CEO will not only provide an update on the work of activists and the shifts in their tactics, but also share some ideas on how fairs can prepare to respond and be proactive in their advocacy for agriculture.
	Entertainment Contracts (Meridian H) - Bryan Schulz, RRVF & Jamie Meyer, Romeo Entertainment Group What to watch for in your contracts and what you can get rid of.
	The Last Straw—Future of Biodegradables at the Fair (Stratus 6) - Dorrick Gilday, PMXP
11:30 to 12	(Stratus 6) - Derrick Gilday, RMYP Strolling Showcases Eclipse Expo Foyer



Schedule of Events

Thursday	Morning,	November 14
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SHOWCASE ACT

REPRESENTED BY

Strolling Steve's Fun Balloons

TEI Room #210

Strolling The Uni-Corn Leapfrog Entertainment Room #277

Worlds Funniest Photo Booth Marcus Wilson Room #256

11:30 to noon	Strolling Showcases Eclipse Expo Foyer
Noon to 1:15	LUNCH Roast Beef & Cheese Sandwich Keynote Speaker—Aaron Alejandro Executive Director of Texas FFA "Live Your Brand"





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Schedule of Events

Thursday Afternoon, November 14		
1:30 to 2:15	RMAF DISTRICT MEETINGS Northeast (Meridian C) - Jamie Larson Northwest (Meridian D) - Mark Campbell Southeast (Stratus 5) - Ron Jeffries & Lori Cox Southwest (Stratus 6) - Judy Duncombe Service Members (Meridian H) - Marty Davis & Tammie Ryan	
2:30 to 3:45	WORKSHOPS The Psychology & Magic of Capturing the Attention: How To Turn Chaos Into a Captivated Audience (Stratus 5) - Mike Van De Carr By The end of this presentation, you will be able to capture attention on demand. This guarantees you will get more people through the gates of your fair. Carnival Safety Issue— Rules & Regulations from State to State (Meridian H) - Danny Brown, Browns Amusements & John Hanschen, Thomas Carnival The state ride safety regulations vary from state to state. Get a overview of what is common and what is new. When to RepairWhen to Replace (Stratus 6) - Jay Brower, Sublette Co. Fair Discussion group—come prepared to share you ideas.	
3:45 to 6:00 6:00.	Visit Service Member Rooms 1st & 2nd Floors in the Hilton Garden Inn Please take time to visit the Service Members & see what they have to offer your fair. Social Time & Strolling Showcases	
6:30	Eclipse Expo Foyer Dinner Chicken Picatta Eclipse Expo Presentation of Fair Manger, Fair Person & Service Member of Year Awards	
7:30 After		
Showcases until 11 p.m.	1st & 2nd Floors in the Hilton Garden Inn Please take time to visit the Service Members & see what they have to offer your fair.	



Showcasing

Thursday, November 14—7:30 p.m.

Emcee: Marty Davis

SHOWCASE ACT

Marty Putz

Jessie Leigh

Video Crazy Contest From Freddie Prez

Video Xpogo Stunt Team

ALLEZ-OOPS!

REPRESENTED BY

Leapfrog Entertainment Room #266

> TEI Room #210

Self Represented Room #128

Capitol International Productions Room #248

G. L. Berg Entertainment Room #107

The Linford Band

Winterset Concert Events Room #203

Leapfrog Entertainment Room #266

Alastair Barnswallow's Airship

Strolling

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Leapfrog Entertainment Room #266

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Schedule of Events

Friday Morning, November 15		
8:30 to 9:45	WORKSHOPS	
	Competitive EdgeGet It! Use It! Share It! (Stratus 5) - Aaron Alejandro, Executive Director Texas FFA Whether we are promoting our local program—competing for minds and attention of students and communities—or empow- ering young people to excel in their collegiate or professional careershaving a competitive edge can make the difference. Participants will be provided strategies, methods and tools to assist in developing the individual brands of teachers, exten- sion agents, local FFA/4-H programs and way to empower stakeholders.	
	Grow Your Event: Ticket Sales with Digital Advertising & Pixel Tracking (Meridian H) - Hannah Saunders, Love Communica- tions	
	Creating Partnerships with your Local Community & Civic Organizations (Stratus 6) - Jessica Underberg, Erie Co. Fair Discussion Group—come prepared to share	
9:30 to 10:15	Refreshment Break Sky Lobby	
10:00 to 11:15	WORKSHOPS	
	Emotional Intelligence in Today's Workplace (Stratus 5) - Martha Bryan, Bryan & Bryan Associates This program covers theory, knowledge, and practical skills needed to apply emotional intelligence to specific situations to gain success with others. The program will help increase self- awareness and learn strategies to manage counterproductive tendencies to self and others.	
	Special Events & Fundraising (Meridian H) - Jim Logan, Latah Co. Fair, Angela Miller, Roosevelt Co. Fair Fundraisingfinding what works and what doesn't	
	Road Secrets—Service Member Brainstorming Session (Stratus 6) - Kate Davis, Bear Creek Productions Discussion Group—come prepared to share	
11:30 to 12	Strolling Showcases Eclipse Expo Foyer	
12 to 2:00 p.m.	0	
	Presentation of the Hall of Fame Award	



Showcasing

Friday, November 15-12:45 p.m.

Emcee: Keith Raymond

SHOWCASE ACT

Cowgirl Tricks

Kiki Totally Outrageous

Video Mind Works!

Video Kate Escape

Video Ride the Vibe

PowerHouse Percussive Dance **REPRESENTED BY**

GiddyUp Productions Room #225

Select Entertainment Room #105

> IG Presents Room #228

G. L. Berg Entertainment Room #107

Select Entertainment Room #105

> Harmony Artists Room #257

Matt Baker Stunt Show Source Management Group Room #237

Strolling Barrell O Fun Magic Leapfrog Entertainment Room #266

Strolling Parrott Rider Leapfrog Entertainment Room #266





JURCE 5 51 Management Group ROOM #237 GUVOUN The Rock Bottom Boys ROOM #235 THE JUNEBUGS HOMORY Patsy Cline Tribute The Marty Davis Band THANK YOU RMAF fairs for a great year! WWW.THESOURCEMANAGEMENT.COM fammie Ryan Pat Wood tammic@thesourcemanagement.com pat@thesourcemanagement.com 541-815-1027 541-948-7605 ALL DAY--NATIONAL--SPECIALTY--REGIONAL--VARIETY-

Schedule of Events

Friday Afternoon, November 15	
2:15 to 3:30	WORKSHOPS
	The Employee's Role in Service Excellence (Stratus 5) - Marth Bryan, Bryan & Bryan Associates
	Traditions vs. Change: Finding the Right Mix (Meridian H) - Marla Calico, IAFE This is an <u>interactive</u> workshop/facilitated session designed to challenge fairs to identify areas of programming, operations, marketing, and governance which are sacred traditions as well as those that ought to change.
	4-H & Fair Relations (Stratus 6) - Jessie Hadfield, Utah 4-H Livestock/Horse Coordinator & Angela Miller, Roosevelt Co. Fair Discussion Group—come prepared to share
3:30 to 6:00	Visit Service Member Rooms 1st & 2nd Floors in the Hilton Garden Inn Please take time to visit the Service Members & see what they have to offer your fair.
6:00	Social Time & Strolling Showcasing Eclipse Expo Foyer
6:30	Dinner Sirloin Steak Eclipse Expo
	Live & Silent Auction Finale
7:30	Showcasing
After Showcases until 11 p.m.	Visit Service Members Rooms 1st & 2nd Floors in the Hilton Garden Inn Please take time to visit the Service Members & see what they have to offer your fair.

North Star Amusements Dreamland Carnival



ROOM # 129

Showcasing

Friday, November 15—7:30 p.m.

Emcee: T. C. Hatter

SHOWCASE ACT

The Junebugs

REPRESENTED BY

The Source Management Group Room #237

Magic of Roger Boucher

Video Circus Imagination

Video NorthFire Circus

Brewers Grade

Select Entertainment Room #105

Self Represented Room #124

Select Entertainment Room #105

> TEI Room #210

Tim the Dairy Farmer

Leapfrog Entertainment Room #266

Strolling Steve's Fun Balloons TEI Room #210

Strolling Barrel O Fun Magic Leapfrog Entertainment Room #266

Worlds Funniest Photo Booth

Marcus Wilson Room #256





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ROOM #211

Schedule of Events

Saturday Morning, November 16		
8:00 to 9:00 a.m.	Past President's of RMAF Breakfast Twilight 1	
8:30 to 9:45	WORKSHOPS	
	RM Young Professionals Group (Stratus 5)- Jim Logan, Group Chairman Open to all delegates under 40. Come by & meet with other RMYP members. Talk about the fair industry and plan for 2020.	
	Entertainment Strategies (Meridian H) - Cindy Ward, CS Talent Entertainment Strategies looks at the wide variety of grounds entertainment available to fairs and festivals with a description of those acts as well as their uses plus their pros and cons. There are suggestions for effective place- ment of acts, specialty areas and scheduling so your audi- ence stays. Also included are tips for ways to save money on acts by planning ahead and cooperating with other ven- ues. A valuable resource for not only new entertainment directors but also a refresher for the seasoned veterans	
	Water Conservation on Your Grounds (Stratus 6) - Dave Hansen, Davis Co. Fair Discussion Group—come prepared to share	
9:30 to 10:15	Refreshment Break Sky Lobby	
10:00 to 11:15	WORKSHOPS	
	Fair Sharing—Small Fairs (25,000 & under) (Stratus 5) - Ami Barker, Uinta Co. Fair Discussion Group—come prepared to share	
	Fair Sharing—Medium Fairs (25,000 to 90,000) (Meridian H) - Chris Ashby, Larimer Co. Fair Discussion Group—come prepared to share	
	Fair Sharing—Large Fairs (90,000 & up) (Stratus 6) - Renae Korslien, North Dakota ST Fair Discussion Group—come prepared to share	
10:00 to 11:30	RMAF Board of Directors Meeting Aurora Board Room	
12:00 to 2:00	Lunch & Showcasing Club Sandwich Eclipse Expo	



Showcasing

Saturday, November 16—12:45 p.m.

Emcee: Michael Mezmer

SHOWCASE ACT

Thistle & Lace

Briana Renea

Video Woody's Menagerie **REPRESENTED BY**

G. L. Berg Entertainment Room #107

The Source Management Group Room #237

Creative Community Promotions Room #265

Video Scales and Tails Utah Self Represented Room #262

Louie Foxx

TEI Room #210

Jessica Lynne

Liz Gregory Talent Room #130

2:15 to 4:00	Visit Service Members Rooms 1st & 2nd Floors in the Hilton Garden Inn Please take time to visit the Service Members & see what they have to offer your fair.
6:00 to 6:30	Social Time & Strolling Showcases Eclipse Expo Foyer
6:30	Dinner Roasted Prime Roast Beef Eclipse Expo Foyer Presentation of Summit Awards Passing of the gavel ceremony



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ROOM # 248



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