

New York State Association of Agricultural Fairs, Inc.  
2018 Convention Alert!

November 4, 2017

To: Associate Members  
From: Russell L. Marquart, CFE  
Executive Secretary  
Subj: 130th NYSAAF Convention

The 130th Annual Meeting of the New York State Association of Agricultural Fairs, Inc. will be held January 12-15, 2018 at the Joseph A. Floreano Riverside Convention Center, Rochester, NY.

Attached are your forms for Convention Registration and the Little Red Wagon Parade.

**Hotel Reservations:** Make your room reservations directly with the Radisson Hotel, at 585-546-6400 or [mark.entress@rochesterriversidehotel.com](mailto:mark.entress@rochesterriversidehotel.com) or the Hyatt Regency Rochester Hotel at 585-546-1234 or <https://aws.passkey.com/go/NYSAAFAH18>. Be sure to advise you are with "NYSAAF". The cutoff date is December 31 for both hotels. The hotels join the Convention Center by skywalks.

If you choose to make your room reservation outside the Association group block, we need to advise you that the Association can suffer financial penalties. The NYSAAF can be held financially responsible for the difference between what was guaranteed in the room block and what was actually utilized.

**Registration:** The registration desk will be located in the Convention Center Galleria at Street level. It will be open 2:00 PM - 5:00 PM on Friday; 8:30 AM - 4:00 PM on Saturday and 9:00 AM - 4:00 PM on Sunday.

Enclosed you will find a registration form. Please complete and return to me at:  
[NYSAAF, PO Box G, Elma, NY 14059](mailto:NYSAAF, PO Box G, Elma, NY 14059) by December 15.

**Reminder.....Associate Member Dues:** If you have not already done so, please mail in your associate member application so you can be included in the 2018 Associate Member Directory – **Deadline, December 1.**

**FRIDAY:** NYSAAF Board of Director's meeting at the Riverside Convention Center is scheduled for 3:00 PM and the President's Reception at the Rochester Riverside Hotel, Riverside Ballroom starts at 9:00 PM.

**SATURDAY:** A ticketed breakfast will be held at the Rochester Riverside Hotel, Grand Ballroom for \$14.00 per person and will be served from 7:00 AM to 9:00 AM. (see the enclosed Menu sheet for the menu choices). Order your tickets on the enclosed Registration Form.

Opening Ceremony will be held at 9:00 AM with Keynote speaker, Frank Pastizzo, presenting "Warm Up The Workplace".

The Trade Show opens at 11:00 AM with a buffet lunch (on your own) available. Breakout sessions begin at 1:00 PM. A Past Presidents' Reception and Auction will begin at 7:30 PM.

**Dinner Option:** Saturday Evening Buffet Dinner is available for \$25.00. This buffet is being offered as an alternative to the hotel restaurants. Buffet tickets must be purchase prior to December 15, 2017. (see the enclosed Menu sheet for the menu choices)

**Auction:** The auction will benefit the scholarship fund and general fund. You are invited to bring an item of minimum value of \$25.00. Crafts and wooden items are popular. They can be left at the Registration desk as early as possible on Saturday, with your name on the item.

<b><u>Trade Show:</u></b>	Set up time:	Friday, January 12	2:00PM – 6:00PM
		Saturday, January 13	7:00AM–11:00AM
	Show hours:	Saturday, January 13	11:00AM–5:00 PM
		Sunday, January 14	11:00AM-4:00 PM

**SUNDAY:** A ticketed breakfast will be held at the Rochester Riverside Hotel, Grand Ballroom for \$14.00 per person and will be served from 7:00 AM to 9:00 AM. (See the enclosed Menu sheet for menu choices). Order your tickets on the enclosed Registration Form.

At 8:00 AM a prayer service will be held at the Convention Center, Highland D; General Session begins at 9:00 AM followed by guest speaker, Mark & Kristin Kimball, presenting "Motivate Youth". Breakout sessions follow. The Trade Show opens in the Empire Hall South at 11:00 AM. A buffet lunch (on your own) will be available in the Trade Show.

**Parade:** Our Little Red Wagon Parade with a "Show Your Olympics, Summer/Winter & Fair" theme will begin at 2:45 PM. Enclosed is an entry form and instructions. Mail completed form to: Nelson Eddy, 31571 Peck Road, Black River, NY 13612 by January 1, 2018.

At 3:30 PM special drawings and refreshment break will take place in the trade show. At 6:30 PM the Annual Banquet will be held followed by the Entertainment Showcase.

**Please note:**

**Breakfast:** Saturday and Sunday Breakfast tickets will be \$14.00 per person, if purchased by December 15<sup>th</sup>. The price will increase to \$16.00 after December 15<sup>th</sup>.

**Lunch:** Check your registration packet for a Luncheon Discount Coupon being offered by the NYS Association of Agricultural Fairs and The Rochester Riverside Convention Center redeemable for a savings of \$1.50 off any concession purchase of \$5.00 or greater at the trade show.

**Banquet:** The 2018 banquet ticket will be \$36.00 for either choice of Chicken Piccata or Grilled Top Sirloin Steak, if purchased by December 15<sup>th</sup>. On December 16<sup>th</sup> the cost of the banquet tickets will increase to \$43.00.

**Saturday Evening Buffet Dinner:** Advance Ticket purchase is required by December 15. This is an alternative to the hotel restaurants. (see the enclosed Menu sheet for the menu choices)

We hope that you will join us for the 130th annual Banquet and Entertainment Showcase on Sunday, January 14 in the Empire Hall North of the Convention Center.

Order your tickets on the enclosed registration form.

**MONDAY:** From 7:30 AM to 9:00 AM, a complimentary Breakfast will be held at the Rochester Riverside Hotel, Grand Ballroom sponsored by the Ulster County Fair. The final business meeting will be conducted at 9:15 AM in the Lilac Ballroom of the Convention Center.

As always, every effort is being made to make this convention not only fun and entertaining, but informational, productive and educational.

A final convention program will be included in the December newsletter and on our web site at [www.nyfairs.org](http://www.nyfairs.org). If you have questions, concerns, or requests, please contact me at 716-655-1958 or E-mail at [rlmarquart@aol.com](mailto:rlmarquart@aol.com).

*Best Wishes for the Holidays!*

# New York State Association of Agricultural Fairs, Inc.

January 12, 13, 14 & 15, 2018

Joseph A. Floreano Riverside Convention Center, Rochester, N.Y.

## 2018 CONVENTION REGISTRATION FORM

Name of Fair/Associate Member \_\_\_\_\_

Contact Person \_\_\_\_\_ Phone \_\_\_\_\_

Address \_\_\_\_\_ E-Mail \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

	Advanced Registration by Dec 15th	* Registration after Dec 15th
Total # of Registration Badges:	_____ @ \$10.00 = _____	_____ @ \$20.00 = _____
Total # of Sunday Banquet Tickets:		
Chicken Piccata	_____ @ \$36.00 = _____	_____ @ \$43.00 = _____
Sirloin Steak	_____ @ \$36.00 = _____	_____ @ \$43.00 = _____
Total # of Saturday Breakfast Tickets:	_____ @ \$14.00 = _____	_____ @ \$16.00 = _____
Total # of Sunday Breakfast Tickets:	_____ @ \$14.00 = _____	_____ @ \$16.00 = _____
NEW Saturday Evening Buffet: (available only with Advanced Registration)	_____ @ \$25.00 = _____	
Total Enclosed \$ _____		
<p>Advise of any dietary restrictions</p> <p><u>Please Note:</u> *Registration fee &amp; ticket prices increase on December 16<sup>th</sup>.</p> <p>All tickets purchased are the responsibility of the purchaser to resell if they do not need them.</p>		

Your State Association will be subsidizing certain events at the Convention to assure strong participation. This is being made available to you by the Association in the hope that you will join us for the 130th annual Convention, Trade Show, Banquet and Entertainment Showcase. All registrations payable in U.S. funds only. Returned checks will be charged an additional \$20.00.

Return this form with check made payable to **NYSAAF** by *December 15, 2017* to:  
**Russell L. Marquart, CFE, Executive Secretary**  
**NYSAAF, PO Box G, Elma, NY 14059**

Room reservations should be made directly with the Rochester Riverside Hotel at 585-546-6400 or email to Mark.Entress@rochesterriversidehotel.com. Prior to December 31, 2017. Contact the Hyatt Regency at: <https://aws.passkey.com/go/NYSAFAH18> or 585-546-1234. Advise them that you are with the NYSAAF. The cut-off date for reservations is December 31, 2017. If you are tax-exempt you must present the necessary paper work at the time of registration.

List each person attending the convention as you would like their name printed on the badge. If you are a trade show participant, two badges were included with your contract.  
Do not duplicate them on this form.


Additional names may be continued on the back of this page.

## ***Menu Selections for meal functions***

**Saturday Breakfast Menu**, Tickets Required, \$14.00 before December 15<sup>th</sup>, \$16.00 after December 16<sup>th</sup>.

Served – 7:00 – 9:00am – Rochester Riverside Hotel Grand Ballroom

Sliced Fresh Seasonal Fruit  
Assorted Muffins, Danish & Bagels served with Butter and Preserves  
Fluffy Scrambled Eggs  
Home Fried Potatoes  
Smokehouse Bacon, Breakfast Sausage  
Assorted Beverages

## ***OFFERED FOR YOUR CONVENIENCE***

**Saturday Evening Buffet** – Advance ticket purchased by December 15 required, \$25.00

Served 5:00 – 7:00pm – Rochester Riverside Hotel, Bausch, Carlson, Douglass Rooms

Fresh Garden Salad with choice of dressing  
Tomato Mozzarella Salad  
Dinner Rolls & Butter  
Roasted Turkey Breast with Gravy & Cranberry Sauce and Baked Penne Pasta with Marinara  
Sauce & Mozzarella Cheese  
Garlic Whipped Potatoes  
Green Beans Almondine  
Chocolate Layer Cake  
Assorted Beverages

**Sunday Breakfast Menu**, - Tickets Required, \$14.00 before December 15<sup>th</sup>, \$16.00 after December 16<sup>th</sup>.

Served – 7:00 – 9:00 – Rochester Riverside Hotel Grand Ballroom

Sliced Fresh Seasonal Fruit  
Assorted Muffins, Danish & Bagels served with Butter & Preserves  
Fluffy Scrambled Eggs  
Home Fried Potatoes  
Smokehouse Bacon & Breakfast Sausage  
Assorted Beverages

**Monday Breakfast** – hosted by and sponsored by the Ulster County Fair

Served – 7:30 – 9:00am, Rochester Riverside Hotel Grand Ballroom

**See the Reverse side for Annual NYSAAF for Banquet Menu selection options.**

**Annual NYSAAF Banquet Menu** - Tickets Required, \$36.00 before December 15<sup>th</sup>, \$43.00 after December 16<sup>th</sup>.

Cocktails - 5:45pm, Dinner - 6:30pm,  
Joseph A. Floreano Riverside Convention Center, Empire Hall

Entree choices;

Chicken Piccata

Sauteed Chicken Breast with Capers, Chopped Parsley and Parmesan Cheese  
Topped with Lemon Cream Sauce

OR

Grilled Top Sirloin Steak  
Sirloin Steak with Bordelaise Sauce

Served with;

Mixed Green Salad with Champagne Vinaigrette and Ranch Dressings  
Warm Rolls & Butter

Red Skin Mashed Potatoes  
Chef's Vegetable Medley

Salted Carmel Cappuccino Cheesecake

Assorted Beverages



**NEW YORK STATE ASSOCIATION  
OF AGRICULTURAL FAIRS, INC.**

**2018 Associate Member Application**  
**\$65.00/Year**  
(Please type or print)

Application date: \_\_\_\_\_

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Contact person: \_\_\_\_\_

Telephone: (\_\_\_\_) \_\_\_\_\_ Fax: (\_\_\_\_) \_\_\_\_\_ E-Mail: \_\_\_\_\_

Web Site: \_\_\_\_\_

Type of Product or Service (List 10 words or less)

\_\_\_\_\_

Signature: \_\_\_\_\_ Title: \_\_\_\_\_

Type of Business: (please check only one)

Association  
 Attractions & Acts  
 Booking Agency  
 Carnival & Rides  
 Commercial Exhibit  
 Concessions – Food  
 Concessions – Other  
 Equipment

Events  
 Fair Supplies  
 Fireworks  
 Insurance  
 Security  
 Special Services  
 Other

Annual dues run from January 1, 2018 to December 31, 2018. The fee is **\$65.00** for all categories. Dues are payable in U. S. Funds. All checks returned for any reason will be charged an additional \$20.00. Please make checks payable to: **NYS ASSOCIATION OF AGRICULTURAL FAIRS, INC.** Mail your application and check to:

New York State Association of Agricultural Fairs, Inc. (NYSAAF)  
Russell L. Marquart, CFE, Executive Secretary  
PO Box G  
Elma, NY 14059

By becoming a 2018 member of the NYSAAF, you will be eligible for advance notice of the January 2019 convention with opportunity to network with fairs and associate members and attend educational seminars; listing of all fairs & contacts in New York State, newsletters and your name listed in the Membership Directory. This application must be received with your check prior to **December 1, 2017** to be listed in the 2018 Directory. Those joining after December 1<sup>st</sup> will be listed in the next issue of the newsletter.

**WANTED: SHOWPEOPLE, AGRICULTURAL & YOUTH FAIRS  
TO TAKE PART IN OUR LITTLE RED WAGON PARADE**  
Sunday, January 14, 2018, at 2:45 PM in the Trade Show

The Library and Records Committee will be sponsoring a Little Red Wagon Parade at the State Convention in Rochester.

Have fun; create excitement, plus earning money for your fair. Tell about your fair with your own ideas. Theme this year: **“Show Your Olympics; Summer/Winter & Fair”**.

Awards for costumes: Humorous, Vintage, Theme Costumes; Best Dressed Couple, Male & Female \$25.00 award for each category.

The rules for the floats are as follows:

- use a small size red wagon, platform tow
- cover and drape platform with any material
- we encourage as many as possible to march in parade
- if dressed in costume of era of float, it will be counted in judging
- music is also accepted
- you **must** have a **US flag** (any size)
- name of County Fair or Fair related business and date when organized

Prize money for 1<sup>st</sup> place is \$125.00, 2<sup>nd</sup> place \$75.00, 3<sup>rd</sup> thru 5<sup>th</sup> place \$50.00.

Please return your entry form with a **Very Short Resume** about your fair or fair related business for the MC to announce the floats and costumes in the parade. The parade will be held in the Trade Show. For questions, call Nelson Eddy, (315-523-3923)

=====Entry Form=====

RETURN BY JANUARY 1, 2018 TO: Nelson Eddy  
31571 Peck Road  
Black River, NY 13612  
Telephone (315) 523-3923

Please enter my Fair or Fair related business in the “Little Red Wagon” Parade

Name of Fair or Related Business \_\_\_\_\_

Names of member’s participating \_\_\_\_\_

Theme promoting your Fair or Fair related business \_\_\_\_\_



# Preliminary Program 130<sup>th</sup> Annual Convention:

## Friday, January 12, 2018

**1:00 PM**

Executive Committee Meeting

Room 1444, Rochester Riverside Hotel

**2:00 – 5:00 PM**

Registration Open

Galleria, Convention Center

**3:00 PM**

Board of Director's Meeting

Highland D, Convention Center

**3:00 – 6:00 PM**

President's Suite Open

Room 1444, Rochester Riverside Hotel

### Dinner on your own

**9:00 PM**

President's Reception

Riverview Ballroom, Rochester Riverside Hotel

## Saturday, January 13, 2018

**7:00 – 9:00 AM**

Breakfast

Advanced Ticket Purchase Required

Grand Ballroom, Rochester Riverside Hotel

**7:00 – 11:00 AM**

Trade Show Set Up

Empire Hall South, Convention Center

**8:30 - 4:00 PM**

Registration Open

Galleria, Convention Center

**9:00 – 9:45 AM**

Opening Ceremonies

Lilac Ballroom Convention Center

**9:45 – 10:45 AM**

Keynote Speaker

Frank Pastizzo – "Warming Up the Workplace"

Lilac Ballroom Convention Center

**11:00 – 5:00 PM**

Trade Show Opens

Empire Hall South, Convention Center

### Lunch on your Own

Available in the Trade Show

**1:00 – 2:00 PM**

Panel Discussion

1. The Fair Funding Program Highland A, Conv. Center  
Hector Gonzalez, NYS Dept. of Ag & Markets
2. How to Get Free Corporate Merchandise IS OU Highland B, Conv. Center  
Harold Smith, Oswego County Fair
3. Is Your Fair Ready for an Emergency? Highland C, Conv. Center  
Robert Simpson, Jefferson County Fair
4. Where Is Our Convention Headed? Highland D, Conv. Center  
Jason Lawrence, 3<sup>rd</sup> VP, Chenango County Fair

**2:15 – 3:30 PM**

Panel Discussion

Highland Rooms A-D

1. Where do you see the Convention Headed?  
Jason Lawrence, 3<sup>rd</sup> VP, Chenango County Fair
2. What's Brewing with NEW Competitive Exhibits?  
Paula Smith, Erie County Fair
3. How to Deal with Negative Comments on Social Media?  
Vicki Imperati, Dutchess County Fair
4. What's your Fair's Problems, Open Discussion – Round Table  
Mark St. Jacques, CFE, Washington County Fair

**4:30 PM**

Trade Show Drawings  
Sponsored by:

Empire Hall South, Conv. Center

**5:00 – 6:00 PM**

Young Professionals Initiative (YPI)  
hosted by: (40 & Younger)

## Dinner on Your Own

**7:30 PM**

Past President's Reception  
Sponsored by: The Joseph A. Floreano Rochester Riverside Convention Center &  
Visit Rochester

Empire Hall North, Conv. Center

**8:00 PM**

Scholarship Auction

Empire Hall North, Convention Center

**9:00 PM – Midnight**

President's Suite Open

Room 1444, Rochester Riverside Hotel

## Sunday, January 14, 2018

**7:00 – 9:00 AM**

Breakfast  
Advanced Ticket Purchase Required

Grand Ballroom, Rochester Riverside Hotel

**8:00 AM**

Prayer Service

Highland D, Convention Center

<b>9:00 – 4:00 PM</b> Registration Open	Galleria, Convention Center
<b>9:00 – 9:45 AM</b> General Session	Lilac Ballroom, Convention Center
<b>9:45 – 10:45 AM</b> Keynote Speaker Mark & Kristen Kimball – “Motive Youth”	Lilac Ballroom, Convention Center
<b>11:00 AM – 12:00 PM</b> Panel Discussion	
1. US Postal Service, Benefits & Services	Highland A, Convention Center
2. Non-Fair Facility Usage, Hosting Events Hosting Events Versus Ground Rental Nick Pelham, Steuben County Fair	Highland B, Convention Center
3. New York State Department of Labor Ride Inspection Presenter: TBD	Highland C, Convention Center
<b>11:00 AM – 4:00 PM</b> Trade Show Opens	Empire Hall South, Convention Center

**Lunch on Your Own**  
Available in the Trade Show

<b>12:00 PM</b> NYSSA General Meeting	Riverside Ballroom, Rochester Riverside Hotel
<b>1:15 – 2:15 PM – Each Fair is requested to put together a team to participate!</b> Ag Trivia – The Interactive Game Show Experience Martha Bush, Cortland Junior Fair	Lilac Ballroom, Convention Center
<b>2:15 – 2:45 PM</b> Visit the Trade Show, support our Trades Show vendors	Empire Hall South, Convention Center
<b>2:45 PM</b> The Little Red Wagon Parade	Empire Hall South, Convention Center
<b>3:30 PM</b> Trade Show Drawings	Empire Hall South, Convention Center
<b>3:30 PM – 5:00 PM</b> President’s Suite Open	Room 1444, Rochester Riverside Hotel
<b>5:45 PM</b> Attitude Adjustment	Empire Hall North, Convention Center
<b>6:30 PM</b> Banquet & Showcases	Empire Hall North, Convention Center

**9:00 PM – Midnight**

NYS Showpeoples Party

Riverview Ballroom, Rochester Riverside Hotel

**Monday, January 15, 2018**

**8:00 – 9:30 AM – Change the time, closer to meeting**

Complimentary Continental Breakfast

Sponsored by: Ulster County Fair

Grand Ballroom, Rochester Riverside Hotel

**9:30 AM – Final Business Meeting**

Lilac Ballroom, Convention Center

**Approximately 11:00 AM or immediately following the meeting.**

New Officers and Directors Photographs, Orientation and Luncheon

Cascades, Convention Center

**Farewell & Thanks  
Program Subject to Change**