



# NYSAAF

## NEWSLETTER

New York State Association of Agricultural Fairs, Inc.



### **From The President**

The last two years have certainly been an adventure. As my tenure is coming to an end, I am thankful for the opportunity to have worked closely with many of our fairs throughout the state. I am impressed by the perseverance and creativity that has been demonstrated through very challenging times. I hope everyone is planning on attending our convention in Rochester on January 14-17. On Friday night, join me at the President's reception in the Hyatt Hotel Grand Ballroom as we kick off the convention

with national recording artists, The Beadle Brothers. The educational sessions that begin on Saturday promise to be interesting and engaging. There are a variety of activities throughout the conference that will showcase our theme "Carnival Fun." Take time to enjoy the holidays with friends and family. See you soon at the NYSAAF Convention in January. Stay safe and be well, Jason Lawrence

Jason Lawrence – President NYSAAF

### **2022 Ag Awareness**

The Ag Awareness program is an important part of what our Association offers to its member Fairs. This year thirteen (13) Fairs will have the opportunity to participate and receive funding to spear-head their endeavor. The Association provides these funds for improvement to the agricultural related exhibits, equipment purchases or to develop a new ag related exhibit.

The Fairs eligible in 2022 are; Boonville, Cayuga, Chemung, Clinton, Dutchess, Erie, Lewis, Madison, Monroe, Orange, Saratoga, Ulster and Washington.

Our Board of Directors is committed to funding this program through 2022 to give each Fair the opportunity to benefit from the program.

As a reminder to the participating Fairs, your application is due to be submitted by December 27, 2021 for review by the committee.

See you all at the Convention in Rochester!

Russ Marquart, CFE

Ag Awareness Project Coordinator

### **Executive Secretary Report**

Since our last newsletter much has been happening. Things are well underway for the Convention. By now everyone should have received the Convention information via email which was sent in early November. Don't forget the deadline is rapidly approaching.

Communication is very important to our success. Member Fairs will find in their registration packet at the Convention an "INFORMATION SHEET" for you to update your contact information. It is very important that you complete this form and return it so we have correct information.

Lastly, our annual Fair passes will go on-sale on March 15th. Please share the information with people in your area. These funds allow our Association to provide you with funding for Ag Awareness and our Public Policy efforts among other things.

Best Wishes for a Happy, Healthy Holiday Season!

Russell Marquart, CFE



NY Delegation to the IAFE Convention, San Antonio, Texas

### **From 1st Vice President Ed Rossley**

I hope you are rested up from the fairs and had a great fall time. I know its hard to think about January but we have been busy putting together the NYSAAF Convention program and I can't thank the presenters enough that have stepped up to do our breakout sessions as well as our three main speakers we have coming to speak to all of us. It will be great to see everyone together once again. Until then I hope you have a Happy Thanksgiving and a Merry Christmas and we will see you at the NYSAAF Convention in January. Thanks!

## 2022 Convention Alert!

The 133rd Annual Meeting of the New York State Association of Agricultural Fairs, Inc. will be held January 14 – 17, 2022 at the Joseph A. Floreano Rochester Riverside Convention Center, Rochester, NY.

**Hotel Reservations:** Make room reservations directly with the Hyatt Downtown Rochester at: 585-546-1234, be sure to advise that you are with "NYSAAF Ag Fairs". The online link is as follows; <https://www.hyatt.com/en-US/group-booking/ROCHE/G-FAIR>. Register by name and by Fair to eliminate repetition. Cut-off date is December 27 for the hotel. If your Fair is tax exempt, you must present the necessary form at the time of registration. 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 Association 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 Joseph A. Floreano Riverside 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: NYSAAF, PO Box G, Elma, NY 14059 by December 15. Registration, banquet and breakfast tickets will increase on December 16. See the enclosed menu options sheet.

**Door Prize:** Please bring one door prize per Fair for the meetings and leave it at the Registration Desk. Be sure your name is on the item.

**Register before December 15,  
prices go up December 16**

**Memorial:** Enclosed is a memoriam form. Complete and mail to Dr. Marilyn Trainor, 436 Harris Dr., Watertown, NY 13601 by January 1, 2022. We will have a memorial display, so include a picture of the deceased or bring it with you to the convention. All pictures will be returned at the conclusion of the convention.

**Past Presidents:** The Past Presidents will gather for breakfast, Saturday, January 15th at 7:30am at the Hyatt Hotel, Grand Ballroom. Please purchase your breakfast ticket with your Registration. If you do not plan on eating breakfast, you are still welcome to come and meet with our fellow Past Presidents for a short meeting. Past Presidents should gather for the Opening Ceremony near the Empire Hall, at the Convention Center to enter as a group.

**FRIDAY:** The NYSAAF Board of Director's Meeting at the Joseph A. Floreano Riverside Convention Center and will be held at 3:00pm, the location to be determined. The President's Reception will be held on Friday, January 14, the exact location to be determined and will begin at 9:00pm.

**SATURDAY:** A ticketed breakfast will be held at the Hyatt Hotel, Grand Ballroom for \$18.00 per person and will be served from 7:00am to 8:30am. Tickets will be collected at the Buffet line. NO EXCEPTIONS!

**Opening Ceremony** will be held at 9:00am with Keynote Speakers, Bill Stainton followed by Keynote Speaker, Bill Ogg, CFE sponsored by the Erie County Fair. Also, the Trade Show opens at 11:00am in the Lilac/Highland Ballrooms, with lunch (on your own) available.

**Dinner Option:** Saturday Evening Buffet dinner is available for \$30.00. This buffet is being offered as an alternative to the hotel restaurant. Buffet tickets must be purchased prior to December 15, 2021. (see the enclosed Menu sheet for the menu choices) Tickets will be collected at the Buffet line.

The Past Presidents' Reception and Scholarship Auction will begin at 7:30pm in the Empire Hall South at the Convention Center.

**Auction:** The Auction will benefit the Scholarship fund. Each Fair or individual persons are asked to bring an item of minimum value of \$25.00. Crafts and wooden items are popular. They can be left at the Registration Desk. Include the name of your Fair on the item donated.

**SUNDAY:** A ticketed breakfast will be held at the Hyatt Hotel, Grand Ballroom for \$18.00 per person and will be served from 7:00am to 8:30am. (see the enclosed Menu sheet for more details) Former Fair Manager, Frances Tepper, CFE will introduce her book "Fair Lady". Tickets will be collected the Buffet line. NO EXCEPTIONS!

**The General Session Roll Call** will begin at 9:00am followed by Keynote Speaker, Alicia Shoults, Ohio State Fair. The Trade Show opens in the Lilac/Highland Ballrooms at 11:00am. A lunch (on your own) will be available in the Trade Show.

**Parade:** Our Little Red Wagon Parade with a "Highlighting Carnival Fun" theme will begin at 2:45pm. Enclosed is an entry form and instructions. Mail completed form to: Nelson Eddy, 31571 Peck Road, Black Rock, NY 13612, telephone number 315-771-7889.

At 3:30pm Special drawings will take place in the Trade Show area.

At 6:30pm the Annual Banquet will be held followed by the Entertainment Showcase.

**Banquet:** Ticket Required, \$48.00 Sirloin Steak or Chicken French, before December 15th. \$53.00 on December 16th.

**Hall of Fame Award:** The Hall of Fame Award will be presented during the Banquet. Enclosed is a Hall of Fame nomination form. Mail completed form to: Hall of Fame Awards Committee, NYSSAF, PO Box G, Elma, NY 14059 by December 1, 2021.

### **Please note:**

**Breakfast:** Saturday and Sunday Breakfast tickets will be \$18.00 per person, if purchased by December 15th. The price will increase to \$20.00 on December 16th.

**Lunch:** Check your registration packet for a Luncheon Discount Coupon being offered by the NYS Association of Agricultural Fairs and The Joseph A. Floreano 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 2022 Banquet ticket will be \$48.00 for either choice of Chicken French or Grilled Sirloin Steak, if purchased by December 15th. On December 16th the cost of the Banquet tickets will increase to \$53.00. Please indicate if there are other options that are required.

**Saturday Evening Buffet:** Dinner option, meal alternative to restaurant menu. Tickets must be purchased in advance by December 15th, \$30.00.

We hope that you will join us for the 133rd Annual Banquet and Entertainment Showcase on Sunday, January 16 in the Empire Hall South of the Joseph A. Floreano Rochester Riverside Convention Center.

The NYSAAF Annual Business Meeting will be conducted at 9:30am in the Empire Hall South of the Convention Center.

The Officers and Directors Orientation will be held at approximately 10:30/11:00am in the Cascades Room at 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 with 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 716-652-1348 or e-mail at [nysaaf@gmail.com](mailto:nysaaf@gmail.com).



**Keynote Speaker  
Bill Stainton**



**Connect the Dots: Break-through Thinking for Agricultural Fair Professionals**

As we emerge from a changed world into a changing world, innovation and breakthrough thinking are more important than ever. But how can you become the one who comes up with those innovative, breakthrough ideas — even when you don't feel innovative? 29-time Emmy Award winner and Hall of Fame keynote speaker Bill Stainton knows that feeling. As the producer of the longest-running, highest-rated, and most award-winning regional comedy TV show in the United States, he learned that innovation isn't an event that you turn on and off. It's a mindset — a "master key" that unlocks any challenge that may come our way. In this high-energy, interactive keynote, Bill will share that master key with us.

**IAFE Keynote Speaker  
Alicia Shoults, CFE**



Alicia Shoults, CFE, is the assistant general manager and marketing and public relations director of the Ohio State Fair. She got her start in the fair industry during her youth in 4-H as a county junior fair board member, then landed a summer internship at the state fair in college and knew that she would be back. In January 2011, she was back, stepping in as a communications jack-of-all-trades, overseeing and executing all the fair's marketing, advertising, public relations, and social media efforts. Whether she is toying with the latest marketing technique or navigating through a crisis in the national spotlight, Alicia is calm, dedicated, and eternally optimistic. Alicia has served on the IAFE Young Professionals Initiative; the IAFE Advertising, Promotions, and Public Relations Committee; and is currently the IAFE Zone 3 Director.

**IAFE Speaker  
Bill Ogg, CFE**



**Compliments of the Erie County Fair**

Bill Ogg, CFE is Executive Director for the Nebraska State Fair. His formative years in Wyoming included active 4-H and FFA participation including an annual summer highlight of exhibition at the county and State Fair. He began his Fair management career at age 26 as Director of the Wyoming State Fair. Continued general manager responsibilities at the Montana State Fair and ExpoPark, Kansas State Fair, Greeley Stampede and Walla Walla Fair and Frontier Days working for county or state governmental agencies, not for profit organizations and a private management company has given Bill a broad base of experience. He has served as an officer on boards of fair associations in four states, the RMAF and NALSRMA. Bill has served on many IAFE Committees and as IAFE Zone Director and Convention Program Chair. Bill and wife Patti are parents of four grown children who each earned National 4-H Congress trips, three state FFA officers and multiple state and national speaking and judging awards representing four states.

**Dates to Remember**

- December 15 .....NYSAAF Convention Center Registration Closes
- January 14 – 17 ..... NYSAAF Annual Convention, Joseph A. Floreano Riverside Convention Center, Rochester, NY
- January 22-23..... IAFE Institute of Fair Management Summit, Denver, CO
- February 14-16..... NICA Business Expo & Fare Foods Food Show, Tampa, FL
- March 15 ..... NYSAAF Annual Pass Sale begins
- April 6-8 ..... IAFE Management Conference, Phoenix, AZ
- May 12-14..... Combined Florida Federation, IAFE Zone 1 & Zone 2 Meeting, Naples, FL
- November 27-30 ..... 131st Annual IAFE Convention & Trade Show, Indianapolis, IN

**"Together we can grow our Association"**

Our NYSAAF organization is always looking for new Associate Members that will enhance our membership and their business opportunities. The Association is open to people who are valuable partners in the Fair's throughout New York. If you are already an Associate Member or a Member Fair who knows someone or an organization that already exhibits, I would encourage you to reach out to them to seek out membership. Please encourage them to visit our website at [www.nyfairs.org](http://www.nyfairs.org) and complete the 2022 Associate Membership Application. Membership is \$65.00 per year. "Together we can grow our Association!"



## Saturday Evening Buffet Dinner

The Association is making available an alternative dining option during the Convention. A Buffet Dinner will be available on Saturday, January 15 from 5:00 – 7:00pm at the Hyatt Hotel. Advance Ticket purchase is required, \$30.00 each and must be ordered with Registration. In the past, it has been a concern of the Fair's that there was not enough dining options to fit into the schedule. We hope you enjoy the experience, please take advantage of this dining option.

## Fair Reports

### Schaghticoke Fair

Attendance: paid gate 42,000  
 Gate Admission: Adult - \$12.00, Child: Free, Senior - \$5.00 – Senior Day only  
 Parking: Free  
 Weather: 70's daytime, High 50's in PM  
 Carnival: Dreamland Amusements  
 Entertainment/Fee/Attendance: Lucky E Rodeo – Paid – 1400; NYSTPA – Paid – 2100; Stoney Roberts Demo – Paid 2500; Stoney Roberts Demo-Paid-2500  
 2022 Fair Dates: August 31 – September 5, 2022  
 Reported by: Carly Ostrander, Fair Manager

### Long Island Fair

Attendance: 10,373  
 Gate Admission: Adult - \$20.00, Child - \$10.00, Senior - \$15.00  
 Parking: N/A  
 Weather: Sunny mid 70's  
 Carnival: N/A  
 Entertainment/Fee/Attendance: Stunt Dog Show-Free; Circus Dubois-Free  
 2022 Fair Dates: September 16, 17, 18, 2022  
 Reported by: Gary Haglich, Fair Manager

## New Associate Members

**WailOn-Tribute to Waylon Jennings & Classic County**  
 Christopher Wisniewski  
 1033 Avon Road  
 Schenectady, NY 12308  
 518-951-9243  
 Email: cmwisniewski@gmail.com  
 Attractions & Acts

## Bits & Pieces

### Premium Reimbursement Report

In order for your Fair to be eligible for premium reimbursement for 2021, you must complete the Annual Report sent to you and return to us before December 15, 2021.

The Annual Report, Premium Book and Harness Race Summary (if applicable) are due by December 15, 2021. It is important that you meet this deadline since our calculations cannot be completed until all of the Annual Reports have been received. If your report is received after this deadline, your Fair will be deemed ineligible for reimbursement. Please submit the following:

1. Agricultural Society Annual Report (AF-8)
2. Harness Race Summary Sheet (AF-1) (if applicable)
3. Premium Book

BEFORE DECEMBER 15 SEND TO:

Rachel Weaver, Fiscal Management  
 NYS Department of Agriculture & Markets  
 10B Airline Drive, Albany, NY 12235

If you have any questions, would like an electronic version of the form e-mailed to you, or believe that you may not be able to make the filing deadlines, please email Rachel.Weaver@agriculture.ny.gov or call (518) 457-9564.

### Mini Trade Show Showcase

This year we will offer Associate Members & Trade Show Exhibitors the opportunity to show off your talents during the Trade Show. Several 15 minute time slots are available on a small stage set up on the Trade Show Floor to further show off your talents to the Fairs.

Deadline is January 1, 2022.

Email: nysaaf@gmail.com for more information, include your Name of the Act, Presenter, Type of Act, Contact Phone number.

### Newsletter

The NYSAAF Newsletter is published 3 times a year in April, September and December. Our Convention Newsletter deadline is November 1st. Send information for the newsletter to Russell Marquart at nysaaf@gmail.com. Thank you to all who contributed to this newsletter. Visit us on our website at: www.nyfairs.org.

### NYSAAF Fair Dues Reminder

Association Treasurer, Jane Luskin, reminds all Fair Treasurers and Managers that the dues notices went out in October and are payable by December 5 so that all are accounted for by convention time.

Note that your dues are determined by your 2019 attendance. Mail your dues payable to NYSAAF C/O: Jane Luskin, Treasurer  
 349 Johnsonville Road, Valley Falls, NY 12185.  
 Thank you!

### Trade Show Excitement!!

The Otsego County Fair has taken on the task of coordinating our Trade show drawings this year. Be sure to check in your Registration packet for information on how you can be a winner!! Thank you Otsego County Fair!

### Convention Help Needed

Looking for people to monitor and check badges at the Trade Show Entrance. Contact Russ Marquart, if willing to assist.



## IAFE Institute of Fair Management

**Enroll now for a great learning experience!**

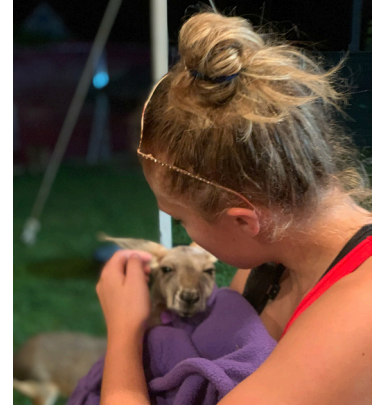
The mission of The Institute of Fair Management is to enhance the professional development of the employees and volunteers of our member fairs and expositions by providing education and training in areas of core competency necessary for the operations of today's fairs, large or small.

The core competency areas in which the courses of the Institute will be focused include management, risk management, marketing, programming, operations and facility usage.

For more information visit the [www.fairsandexpos.com](http://www.fairsandexpos.com).



## Presidents' Fair Showcase Chenango County Fair - Norwich, NY





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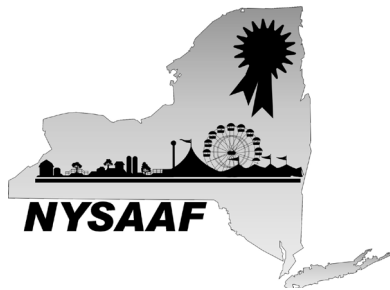
**NEW YORK STATE ASSOCIATION  
OF AGRICULTURAL FAIRS, INC.**

Russell L. Marquart, CFE, Executive Secretary  
PO Box G • Elma, NY 14059  
www.nyfairs.org



**Visit us on our website  
at: [www.nyfairs.org](http://www.nyfairs.org)**

**Thank you to all who contributed to  
this newsletter.**



**JOIN US January 14 - 17, 2022  
133rd NYSAAF Annual Convention**

**Joseph A. Floreano Rochester  
Riverside Convention Center • Rochester, NY  
Convention Program – [www.nyfairs.org](http://www.nyfairs.org)**

**Call for room reservations:  
Hyatt Regency – 585-546-1234**

**Convention Presenting Sponsors:**

***Amusements of America,  
Dreamland Amusements,  
Erie County Fair,  
McGown Allied Specialty Insurance, Inc.,  
Powers Great American Midways,  
Strates Shows***

**Gold Plus Sponsors - \$1500**

Amusements of America • Dreamland Amusements • Erie County Fair  
McGowan Allied Specialty Insurance, Inc. • Powers Great American Midways  
Strates Shows

**Bronze Sponsors- \$500**

Lewis County Fair • Saratoga County Fair • Variety Attractions, Inc. • Visit Rochester

**Contributing Sponsors - up to \$350**

Automated Cash Technologies • Boxall's Concessions • Coleman Bros. Shows  
Herkimer County Fair • Seneca County Fair • The Corner Grill BBQ • Zutter Designs

**Acknowledgements**

Chenango County Fair • The Joseph A. Floreano Riverside Convention Center  
Hyatt Regency Rochester • Fair Publishing House • Dutchess County Fair • Upstate Milk  
Valley Beverage (Pepsi) • Agents and Promoters Furnishing Showcase Acts  
Associate Members who support the Convention

**TRADE SHOW**  
Lilac/Highland Ballrooms  
Saturday, January 15, 2022  
11:00 am - 5:00 pm  
&  
Sunday, January 16, 2022  
11:00 am - 4:00 pm