

## OFFICERS

President ..... Jason Lawrence, Norwich  
 1st Vice President..... Edward Rossley, Walton  
 2nd Vice President..... John Craft, Chatham  
 3rd Vice President ..... Julia Reynolds, Greenwich  
 Treasurer..... Jane Luskin, Schaghticoke  
 Executive Secretary..... Russell Marquart, CFE, Elma  
 Past President ..... Nick Pelham, CVFM, Bath

## DIRECTORS

Your members of the Board of Directors  
 and Fairs in each District are:

District 1 Gary Newkirk, New Paltz - Chatham, Goshen,  
 Grahamsville, Long Island, Middletown,  
 New Paltz, Otisville, Rhinebeck

District 2 Martin Kelly, Fonda - Altamont,  
 Ballston Spa, Cairo, Fonda, Greenwich,  
 Schaghticoke

District 3 Scott Christian, Westport - Gouverneur, Malone,  
 Plattsburgh, Westport

District 4 Robert Simpson, Watertown - Boonville,  
 Frankfort, Lowville, Sandy Creek, Watertown

District 5 Rhonda Barriger, Afton - Afton, Brookfield,  
 Cortland, Morris, Norwich, Owego, Walton,  
 Whitney Point

District 6 Mike Reese, Horseheads - Bath, Horseheads,  
 Penn Yan, Trumansburg, Waterloo, Weedsport

District 7 – Sharlene Reeves, Rush - Albion, Avon, Caledonia,  
 Canandaigua, Hemlock, Palmyra, Rush

District 8 Jessica Underberg, CFE, Hamburg - Angelica,  
 Batavia, Dunkirk, Hamburg, Little Valley, Lock-  
 port, Pike

New York State Fair Director  
 Troy Waffner, Syracuse

Associate Directors:  
 Joseph Sofo Jr., Auburn  
 Jeff Lloyd, Utica

## PRESIDENTS

### NEW YORK STATE ASSOCIATION OF COUNTY FAIRS 1888-1943

Col. A.B. Lawrence, Warsaw	Ray Colby, Oswego
A.C. Brundage, Plattsburgh	Elmer Motsford, Plattsburgh
J.H. Durkee, Hudson Falls	William Pearson, Ithaca
W.D. Burliegh, Plattsburgh	Robert Seaman, Jericho
John A. Kloepfer, Hamburg	Irving Wiswall, Ballston Spa
Dr. Anderson Crowforth, Lockport	Albert E. Brown, Batavia
Edward Thompson, Northport	Oscar W. Ehrhorn, Blauvelt
W.J. Greenman, Cortland	Lewis K. Rockerfeller, Chatham
John D. White, Altamont	David Miller, Penn Yan

### NEW YORK STATE ASSOCIATION OF TOWN AGRICULTURAL FAIRS 1915 - 1943

George I. Wilber, Oneonta	Harry G. Horton, Afton
Garry A. Willard, Boonville	Bligh A. Dodds, Gouverneur

### COMBINED SOCIETIES IN 1944 - NEW YORK STATE ASSOCIATION OF AGRICULTURAL FAIRS, INC.

*Bligh A. Dodds, Gouverneur	*James A. Slocum, Hemlock
*Alfred Valentine, Mineola	Jacob Sammons, CFE, Fonda
*W. Ray Converse, Palmyra	*Reid Northrup, Altamont
*J. Victor Faucett, Bath	Douglas Cater, Cobleskill
*Edward Hardeman, Elmira	*Peggy Lipinski, Schaghticoke
*George Sipprell, Hamburg	Dale M. All, Morris
*Langley Collier, Cobleskill	Larry Zelfiff, Angelica
*Phillip B. Caird, Schaghticoke	*Larry Wollert, Dunkirk
*Maurice Finnegan, Malone	*Jerry Thomas, Oswego
*J. Vincent Hartigan, Chatham	Dr. Marilyn H. Trainor, Boonville
*Len Tyler, Norwich	*John K. Anderson, Penn Yan
*Robert Turner, Elmira	Frances I. Tepper, CFE, Henrietta
*George Barker, Henrietta	*Gary Tweedie, Walton
*Alex Duffy, Watertown	*Dr. Robert McGuire, Cobleskill
*H. Joseph Pendergast, Cobleskill	*Dr. Harry O'Connor, Lowville
*S. Richard Lloyd, Rhinebeck	Dick Rowland, CFE, Ballston Spa
*Robert Hay, Gouverneur	Dennis Lang, CFE, Hamburg
*Ben DeYoung, Jr., Hamburg	Russell Marquart, CFE, Hamburg
*Frederick Perras, Plattsburgh	Mark St. Jacques, CFE, Greenwich
*Stuart T. Rombaugh, Altamont	Glenn Gillespie, Plattsburgh
*Newell Wagoner, Boonville	Gerry Elthorp, Herkimer
*Philip Mickle, Chatham	Jessica Underberg, CFE, Hamburg
*Kenneth Joslin, Whitney Point	*John W. Burr, Lowville
*Samuel Hamilton, Schaghticoke	Robert C. Grems, Boonville
Henry Leworthy, Dunkirk	Steven G. Berninger, Chatham
*Dr. Garth Murray, Bath	R. Harry Booth, Greenwich
*Gordon Wright, Greenwich	Robert Simpson, Watertown
*Harold Woolshlager, Lowville	Andy Imperati, Rhinebeck
*Paul Laing, CFE, Hamburg	Gary Newkirk, CFE, New Paltz
*Thomas Odak, CFE Rhinebeck	Scott Christian, Westport
Howard Maneely, Malone	Nick Pelham, CVFM, Bath

\*Deceased

## Convention Presenting Sponsors:

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

### 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

### 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

The Fairs of New York

## 133rd Annual

# CONVENTION

of

**New York State  
 Association  
 of Agricultural  
 Fairs, Inc.**



2020 & 2021 Association President



Jason Lawrence  
 Chenango County Fair  
 Norwich, NY

## JOSEPH A. FLOREANO ROCHESTER RIVERSIDE CONVENTION CENTER

Rochester, New York  
 January 14, 15, 16, 17, 2022

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

**Friday, January 14, 2022**

**2pm-5pm**  
Registration Open Convention Center, Galleria  
Sponsored by Boxall's Concessions

**3pm**  
Board of Directors Meeting Convention Center,  
Cascade Room

**3pm-6pm**  
President's Suite Open Hyatt Hotel, Rochester Suite

***Dinner on Your Own***

**9pm**  
President's Reception Hyatt Hotel, Grand Ballroom  
Hosted by Jason Lawrence & Chenango County Fair

**Saturday, January 15, 2022**

**7am-8:30am**  
Breakfast - Ticket Required Hyatt Hotel, Grand Ballroom  
Sponsored by Lewis County Fair & Saratoga County Fair

**7:30am**  
Past President's Breakfast Hyatt Hotel, Grand Ballroom  
Ticket Required

**7am-11am**  
Trade Show Setup Convention Center,  
Lilac/Highland Ballrooms

**8:30am-4pm**  
Registration Open Convention Center, Galleria  
Sponsored by Boxall's Concessions

**9am-12 noon**  
Coffee Break Convention Center, Empire Hall  
Sponsored by The Corner Grill BBQ

**9am-10am**  
Opening Ceremonies Convention Center, Empire Hall  
Introductions  
Pledge of Allegiance  
Roll Call  
Memorial Resolution  
Committee Reports  
Ag Awareness  
Parade  
NYS Department of Agriculture & Markets

**10am-11am**  
Keynote Speaker - Bill Stainton Convention Center, Empire Hall  
"Connect the Dots: Breakthrough Thinking  
for Agricultural Fair Professionals."

**11am-12 noon**  
Keynote - IAFE Speaker - Bill Ogg, CFE, Convention Center,  
sponsored by Erie County Fair Empire Hall  
"Corndogs & Elephant Ears"

**11am-5pm**  
Trade Show Open Convention Center,  
Lilac/Highland Ballrooms

**Lunch - On Your Own**

available in the Trade Show

**1:30pm-2:15pm**  
Breakout session - Bill Stainton Convention Center, Empire Hall  
"Crunch Time - The Agricultural Fair  
Professionals Guide to Producing Under Pressure"

**2:30pm-3:15pm**  
Breakout session - IAFE Speaker-Bill Ogg, Convention Center,  
sponsored by Erie County Fair Empire Hall  
"Successful Livestock Events for  
Exhibitors and Fairgoers"

**3:15pm-3:30pm**  
Refreshment Break Convention Center,  
Sponsored by Coleman Bros. Shows West Corridor

**3:30pm-4:30pm**  
*Breakout Speed Series*  
What does it take to Prepare your Grounds? Cascade A/B/C  
Patrick Kelly-Lewis County

What's your Dream and how did you Make it Work? Cascade A/B/C  
Allison Ward-Wheelock Shows

How do you Plan to Draw People to your Fair? Cascade D/E/F  
Carly Reyna-Schaghticoke Fair

What Draws People to your Business Cascade D/E/F  
(food/rides/games)?  
Bill Pfeifer-NYS Showpeople

Ag Awareness what's it all about? Aqueduct A/B  
Jenn Flinton-Saratoga County

Livestock Shows Through a Young Person's Eyes? Aqueduct A/B  
Lilly Underberg-Erie County

Entertainment Tent How does it work? Aqueduct C/D  
Jenny Laing & Jamie Churchill-Ulster Co

How does your Business Complement others? Aqueduct C/D  
Joe Zutter-NYS Showpeople

**4:30pm**  
Trade Show Drawings, Convention Center,  
Hosted by the Otsego County Fair Lilac/Highland Ballrooms  
Sponsored by Automated Cash Technologies

**5pm-6pm**  
Young Professionals Initiative (YPI) Hyatt Hotel, Rochester Suite  
(40 & Younger)

**5pm-7pm**  
Buffet Dinner – Ticket Required Hyatt Hotel, Grand Ballroom

**7:30pm**  
Past Presidents Reception Convention Center, Empire Hall  
Sponsored by Joseph A. Floreano  
Riverside Convention Center & Visit Rochester

**8:00pm**  
Scholarship Auction Convention Center, Empire Hall  
Sponsored by Seneca County Fair

**9pm-midnight**  
President's Suite Open Hyatt Hotel, Rochester Suite

**Sunday, January 16, 2022**

**7am-6:30am**  
Breakfast - Ticket Required Hyatt Hotel, Grand Ballroom  
Sponsored by Variety Attractions  
Past President Frances Tepper, CFE, Introducing her "Fair Lady"

**9am-4pm**  
Registration Open Convention Center, Galleria  
Sponsored by Boxall's Concessions

**9am-9:45am**  
General Session  
Roll Call  
Reports  
IAFE  
OABA  
NICA  
UCA  
Committee Reports  
Public Policy  
Scholarship

**9:45am-10:45am**  
Keynote IAFE Speaker  
Alicia Shoults - Ohio State Fair Convention Center,  
"Communicating a Crisis" Empire Hall

**10:45am-11am**  
Coffee Break Convention Center, Empire Hall  
Sponsored by Visit Rochester

**11am-4pm**  
Trade Show Open Convention Center,  
Lilac/Highland Ballrooms

**11am-12 noon**  
Keynote IAFE Speaker Convention Center, Empire Hall  
Alicia Shoults, Ohio State Fair  
"Boost Attendance with Marketing and Promotions"

**12 noon**  
NYS Showpeople's General Meeting Convention Center,  
Riverside Court

**Lunch - On your own**

available in the Trade Show

**1pm-2pm**  
*Breakout Speed Series*  
What does it take to Put on a Fair? Cascade A/B/C  
Lisa Jones & Kelly Darragh-Otsego County

Rides & Inspections Cascade A/B/C  
Joseph Sofo, Jr. – Playland Amusement  
How do you keep Animals and People Safe? Cascade D/E/F  
Jenny Laing & Jamie Churchill – Ulster County

Key to having a prospering yet Cost Cascade D/E/F  
Effective Business – NYS Showpeople  
H2B Labor Issues Aqueduct A/B  
Debbie Powers – Powers Great America Midway

Do you have an Emergency Plan Aqueduct A/B  
and how does it work?  
Jason Craig, Delaware County

NICA presentation Aqueduct C/D  
Jessica Gottsche, NICA  
UCA presentation Aqueduct C/D  
Samantha Fairlie

**2pm-2:30pm**  
Refreshment Break Convention Center,  
West Corridor

**2:45pm**  
Little Red Wagon Parade Convention Center,  
Lilac/Highland Ballrooms

**3:30pm**  
Trade Show Drawings, Convention Center,  
Hosted by the Otsego County Fair Lilac/Highland Ballrooms  
Sponsored by Automated  
Cash Technologies

**3:30pm-5pm**  
President's Suite Open Hyatt Hotel, Rochester Suite

**4pm-5pm**  
Breakout sessions Cascade A/B/C  
Haas & Wilkerson Insurance – Andrew Vandepopulier  
Past President Frances Tepper, CFE, Cascade D/E/F  
author of "Fair Lady"

**5:45pm**  
Attitude Adjustment Convention Center, Empire Hall

**6:30pm**  
Banquet & Entertainment Convention Center, Empire Hall  
Showcases Showcases

**9pm-midnight**  
NYS Showpeople's Party Convention Center, Riverside Court

**Monday, January 17, 2022**

**8am-9:30am**  
Continental Breakfast Hyatt Hotel, Grand Ballroom  
Sponsored by Jason Lawrence & Chenango County Fair

**9:30am**  
Final Business Meeting Convention Center, Empire Hall  
Roll Call

Executive Secretary Report  
Treasurers Report  
Committee Reports  
Audit Committee Chairman  
Time & Place  
Old Business  
New Business  
Nominating Committee  
Election of Officers & Introductions  
Presentation to Past President  
50/50 Raffle Drawing  
Door Prizes  
Adjournment

***Farewell & Thank You!***  
***Immediately following the Meeting***

New Officers and Directors Photographs Convention Center,  
New Director & Officers Orientation Cascade Room