



April 2016

# NYSAAF

## NEWSLETTER

New York State Association of Agricultural Fairs, Inc.



### From The President

Well it sounds like most of us have had a mild winter compared to the last couple.

I hope that you are all doing well

and your plans for the upcoming season are well under way.

We have been very busy since the convention. There were multiple meetings in Albany leading up to Lobby Day, making sure that the ground work was in place for our visit.

On February 29th we walked the halls of the Capitol and the Legislative Office Building meeting with representatives from across the state. Thank you to all that participated. I hope your experience was a positive one. While everyone we talked with was supportive of our requests I know that anything can happen, so we will have to wait and see what, if anything, the budget contains for us when it is finalized. We have asked for the funding, if approved to be handled through NYS AG & Markets like it was in 2007. There will be much more

work to do if the funding is awarded. We will keep you posted.

Our spring Board of Directors meeting was held April 16th at the NYS Fairgrounds in Syracuse. Melissa Beardslee, who was elected at the convention in Rochester to fill the Treasurers position officially took over from Joan Rowland.

The Board of Directors also appointed Russell Marquart to the position of Executive Secretary of our association. Russell takes over from Norma Hamilton who has retired after serving 25 years.

Welcome aboard Melissa and Russell, I am sure you will both do a great job!

As we turn the page to the next chapter I would like to say "Thank you" to Norma and Joan for their service, guidance and support to our organization and all of us that have gone through the chairs. You have both helped to make the experience gratifying.

There are always challenges it seems but we all find a way to meet them and get the job done. I have no doubt that this year will be no different. As fair season approaches I wish you all the best of luck!

Andy Imperati - President

### Ag Awareness helps "Feed New York!"

**Russell L. Marquart, CFE**  
**Agriculture Awareness**  
**Project Coordinator**

2016 is the last year of the 5 year rotation for funding County Fair projects. This year 7 fairs will round out the program offering our guests some insight in the importance of agriculture in New York. The participating fairs are; Essex County Fair with a "Glimpse into the Secret Life of the Honeybee" and "Bunny Bonanza". Broome County Fair, where new signs will be directing visitors to the livestock area, the signs will be in the shapes of the animal species. Grahamsville Fair is upgrading animal wash racks and purchasing new rabbit and chicken cages for the comfort of the animals. Hemlock "Little World Fair" will help children learn how to grow vegetables from a seed, as well as an apple exhibit, peek-box to guess the vegetables. Otsego County Fair is building an egg incubator to display eggs hatching and new signs will grace the Dairy Products, Maple Products, and Broom making exhibits. Seneca County Fair's new farrier/blacksmith area should be a big hit. Wyoming County Fair 4-H will host a "Make and Take" agricultural station for the public.

The Board of Directors remains committed to the Ag Awareness program of improving the exhibits and display areas at your Fair's. In 2017, we will begin the next 4 year rotation to provide funds to the fair's for these exhibits. Each fair will have an opportunity to secure these funds in the future.



### 2016 Officers

**Board of Directors, Front Row; Melissa Beardslee, Treasurer; Russell Marquart, CFE, Executive Secretary. Back Row; President Andy Imperati; 3rd VP Nick Pelham; Past President Robert Simpson; 2nd VP Scott Christian; 1st VP Gary Newkirk, CFE.**

### New NYSAAF Contact Information

NYSAAF  
Attention: Russ Marquart  
PO Box G  
Elma, NY 14059  
Phone: 716-655-1958  
FAX: 716-655-1958  
Email: rlmarquart@aol.com

## **New District Directors**

### **District #2 Director**

**Lauren Rowland,  
Saratoga County Fair, Ballston Spa**

Lauren has been involved with the Saratoga County Fair for her entire life, following in her parents, Dick and Joan's footsteps. She has been a member of the Board of Directors for 6 years. In addition, she has served as the complimentary ticket coordinator at the Fair, an intern at the IAFE Conference, NYSAAF Scholarship Chairperson for the committee and recording Secretary at the annual conference. Lauren is currently employed as Sales Manager at the Saratoga Springs City Center.

### **District # 4 Director**

**Doug Hanno,  
Lewis County Fair, Lowville**

Doug has been a member of the Lewis County Fair for 25 years. Doug has served as President for the past 3 years and prior to that was Treasurer. Doug has also been in charge of the fair parade for several years. He retired this past January from being Clerk of Lewis County, which will allow he and his wife, Mary, more time to devote to their car wash business which they have owned since 2003. He also operates a yard care business and snow removal business. Doug and Mary, have 3 children, Ben, Brian, Sarah and 2 grandchildren. They plan to leave soon after the fair this year to travel to California on the Spyder.

### **District #6 Director**

**Rich Freligh,  
Seneca County Fair, Waterloo**

Rich currently holds the office of Vice-President with the Seneca County Fair. He has been active on the board for more than 20 years serving on the entertainment committee. Rich worked as a Service Technician at Geneva Club Beverages, a Pepsi distributor. He has 2 children, Shelby and Craig. In his spare time Rich enjoys, golf, billiards, bowling and helps his son and friends with their race cars.

### **District #8 Director**

**Alton MacDuffie,  
Genesee County Fair, Batavia**

Alton is continuing a second term as District Director. Alton comes from Pavilion, NY, where he operates a small, family-owned sand and gravel business with his father and sister. He is the third generation involved with the Genesee County Fair, serving on the Board for over 25 years. Alton has served as Assistant Secretary, Secretary Treasurer and Fair Manager throughout the years.



**District Directors, Front Row; Steven Berninger, Lauren Rowland, Richard Freligh  
Back Row; Douglas Hanno, Donald Peck, Alton MacDuffie, Jefferson Mayne, missing  
Shana Jo Hilton**

Although life outside of fair bars him from currently holding office, Alton still manages to stay very active in the fair's planning and implementation. He is also serves on the Ag Awareness Committee, IAFE Conferences and recently attended Lobby Days in Albany.

### **3rd Vice President**

**Nick Pelham,  
Steuben County Fair, Bath**

Nick has been elected to the Board of Directors as 3rd Vice President. Nick's interest in Fair's began at an early age, the son of a local cattle dealer, the family traveled to Fairs with their standard bred race horses and a family concession business. He also has established an electrical contractors business and he and his wife started Everything Medical a durable medical supply company. Nick has served on the Board at his fair since 2006. Nick became Secretary Manager of the Fair 2013, has served as the District 6 Director and is currently enrolled in the IAFE Institute of Fair Management. He can be reached via email at nick\_p@stny.rr.com or by phone 607-329-6356.

### **Treasurer**

**Melissa Beardslee,  
Delaware County Fair**

Melissa has been elected to the position of Treasurer, replacing Joan Rowland who has stepped down. Melissa grew up on a Dairy Farm in Walton, NY. Throughout her

teen years, she showed 4-H Hereford Beef Cattle and began assisting in the Secretary's Office to support the Fair Board. She joined the Delaware County Fair Board in 2006 for a 5 year term. She has been active in the NYSAAF Association serving on the Scholarship Auction committee as the clerk and now as chairperson. She also chairs the 50/50 Raffle committee, has been a member of the Ag Awareness committee and attended several IAFE Conferences throughout the years. Melissa has 2 children, Morgan and Nick. She owns and operates a small bottle redemption business in Walton and lives within walking distance of the Fairgrounds.

### **Executive Secretary**

**Russ Marquart, CFE,  
Erie County Fair, Hamburg**

Russ Marquart, CFE is the new Executive Secretary. He is taking over for Norma Hamilton who has retired. Russ has been involved in the Fair industry for 37 years, employed at the Erie County Fair, Hamburg and the New York State Fair, Syracuse. Russ has been active in the state association for many years as well as a member of OABA, New York Showpeople's Association and IAFE. He earned his "Certified Fair Executive" in 1991 and completing the Institute of Fair Management in 2010. He has served as the Ag Awareness Project Coordinator for the past eight years.

## Scholarship Winners

### Christopher Sweeney

Christopher Sweeney, has growing up on the 105 year-old family owned dairy farm in Niagara County which given me the opportunity to develop this passion for agriculture by exhibiting at the county and state fairs levels. My first memory of 4-H was as a five-year old 4-H clover bud, explaining to news reporters how to care for a calf. I was all dressed in white with my little Ayrshire calf at my side. Thirteen years later I continue to exhibit dairy cattle and have expanded my responsibilities as a Junior Leader in the 4-H Dairy Cattle program. As a barn superintendent I worked with the public by answering questions and giving tour, while working in the 4-H Milk Bar, 4-H Food Room and selling fundraising items. Public presentations about foods, swine, and dairy to the public helped to improve my communication skills which gave me the opportunity to traveling across the U.S. as a ProDairy Junior Leader. I was part of a team that developed leadership skills to make positive changes and contributions to the dairy industry in New York State.

Christopher is a student at Cornell University majoring in Animal Science with the ultimate goal of returning to the family farm. I have traveled abroad to tour dairy facilities related to cheese production in Italy and a member of the Cornell University Dairy Science Club. He plans to return to the family farm and bringing back ideas that will

increase our milk production and improve our forages, therefore making more milk on the farm. My collegiate education will benefit not only my family farm, but also how we are a part of the global network for the future in agriculture. My favorite quote by Og Mandino, states, "Always do your best. What you plant now, you will harvest later."

### George Lamb

George Lamb, Schaghticoke Fair, is currently a freshman at SUNY Cobleskill studying Animal Science & Dairy Production Management. Since June of 2011 George is a 12 year member of the Rensselaer County 4-H and Country Bumpkins 4-H Club. He is a member of the NYS Jr. Holstein and Tri-County Holsteins Clubs. Additionally, he is a member of the Cornell Junior Dairy Leaders and SUNY Cobleskill Dairy Cattle Clubs. He has competed in the local, state and national levels with the 4-H Dairy Bowl. In 2015 he was District Captain which helped to earn him the distinction as Captain of the NYS State Team at the national convention in Louisville, Kentucky for which the team placed first.

The youngest of five kids he credits the Schaghticoke Fair as an important grow-



ing tool for his development and love of agriculture. He comments; "Attending my county fair was always a central part of my childhood. The activities and tasks I faced there were focused on emphasizing the importance of leadership. Leadership, they made us realize, was something valued in almost any career path you may find yourself taking. I think of myself as a leader how, but I never used to. It was through showing my cows at the Fair that I was introduced into this lifestyle. It's made me who I am, it's helped me realize who I want to become."

### Bridget Kackos

Bridget Kackos, has been involved with the Little World's Fair in Grahamsville, New York since the age of 5. As a member of the Tri-Valley FFA and Sullivan County 4-H, she has shown horses, rabbits and beef cattle at the Fair. In addition to Grahamsville, she competes at the New York State Fair and Eastern States Exposition.

Bridget is expanding her knowledge of agriculture by working at various jobs at a garden center, a horse farm, and a beef farm to provide her with practical hands-on experience. She participates in a number of career development programs such as Agriculture Issues, Veterinary Science, Horse Judging, Nursery/Landscape, and Food Science in FFA at the state and national levels. 4-H has also allowed me to expand my knowledge through competitions in the areas of Horsebowling, Hippology, and Horse Communications at the local, regional, and state levels.

These experiences were part of what helped develop my appreciation and love for the agricultural industry. Bridget is majoring in agriculture at North Dakota State University in Fargo, North Dakota, with a minor in Extension Education and Animal Science.

## Dates to Remember

### 2016

- April 16 ..... NYSAAF Board of Directors Meeting, NYS Fairgrounds, Syracuse, NY
- April 25-28 ..... 48th Annual IAFE Management Conference, Hyatt Regency Tulsa Hotel, Tulsa, OK
- May 6-7 ..... IAFE Zone 1 Annual Meeting, Grappone Conference Center, Concord, NH
- July-September ..... Fair Season, be sure to visit your local County Fair
- September 1 ..... September newsletter articles due
- October 1-2 ..... NYS Fair Manager Meeting, Oneonta, NY
- November 27-30 ..... 126th Annual IAFE Convention and Trade Show, Paris Hotel, Las Vegas, NV

### 2017

- January 13-15 ..... NYS Association of Agricultural Fairs Convention, Joseph A. Floreano Rochester Riverside Convention Center, Rochester, NY
- February 21-23 ..... Impact& Impressions Specialty Seminar, Menger Hotel, San Antonio, TX



## Hall of Fame Award

### Dennis Lang, CFE, Erie County Fair, Hamburg

In recognition of devoted and invaluable service to the NYSAAF and one of its member fairs, this annual award is presented to individuals who exemplified and distinguished themselves by their commitment.

## **NYSAAF 2016 Convention**

The 128th Annual New York State Association of Agricultural Fairs Convention at the Joseph A. Floreano Riverside Convention Center in Rochester, NY was held January 15-18, 2016. Forty two fairs attended as well as associate members of the Association. Over 800 individuals were in attendance. President Robert Simpson of Jefferson County Fair, Watertown, NY, welcomed everyone to the convention.

Saturday's keynote speaker was Master Storyteller and Comedian Steve Gilliland and Sunday speaker Gary Berg on "Seeing Straight in a Cross Eyed World".

A variety of breakout sessions continued throughout the four day event and delegates enjoyed a new interactive game show experience "Ag Jeopardy".

The auction to benefit the scholarship program grows in items and attendance each year.

The trade show held on January 16 & 17 included 88 booths and was the location of the Little Red Wagon "County Fair" Parade.

NYSAAF "Hall of Fame" award was presented to NYSAAF Past President Denny Lang, CFE of the Erie County Fair in Hamburg.

New York State Showpeoples Association awards were presented to Bob Simpson of the Jefferson County Fair for "Fair Person of the Year"; Rene' Piche, of Jack's Fries for "Show Person of the Year" and Lisa Dean of Dean's Concessions for "Workhorse of the Year".

### **Parade Results - Little Red Wagon Parade**

#### **Floats**

1st Place ..... Washington County Fair  
2nd Place ..... Otsego County Fair  
3rd Place ..... Saratoga County Fair  
4th Place ..... Trumansburg Fair  
5th Place ..... Hemlock Little World's Fair

#### **Costumes**

1st Place ..... Trumansburg Fair  
2nd Place ..... Herkimer County Fair  
3rd Place ..... Otsego County Fair  
4th Place ..... Washington County Fair  
5th Place ..... Saratoga County Fair

Andy Imperati of the Dutchess County Fair in Rhinebeck is the NYSAAF 2016 President. First Vice President, Gary Newkirk, CFE of the Ulster County Fair in New Paltz; Second Vice President, Scott Christian of the Essex County Fair in Westport; Third Vice President, Nick Pelham of the Steuben County Fair in Bath; Treasurer, Melissa Beardslee, Delaware County Fair. Treasurer Joan Rowland of the Saratoga County Fair and Executive Secretary, Norma Hamilton of the Schaghticoke Fair will be retiring in April.

#### **District Directors are:**

District 1 ..... Steven G. Berninger, Columbia County Fair  
District 2 ..... Lauren Rowland, Saratoga County Fair  
District 3 ..... Donald Peck, Gouverneur and St. Lawrence County Fair  
District 4 ..... Douglas Hanno, Lewis County Fair  
District 5 ..... Jefferson L. Mayne, Madison County Fair  
District 6 ..... Richard Freligh, Seneca County Fair  
District 7 ..... Shana Jo Hilton, Ontario County Fair  
District 8 ..... Alton M. MacDuffie, Genesee County Fair  
NY State Fair Acting Director ..... Troy Waffner, Syracuse  
Associate Directors ..... Joseph Sofo, Jr., Auburn & Jeff Lloyd, Utica  
Showcase Acts: Alyssa Trahan; Courtney Cole (Klein's Entertainment); The Stickers, (Variety Attractions) and The Houston Bernard Band

2017 Convention dates are January 13-16 at the Joseph A. Floreano Rochester Riverside Convention Center, Rochester, NY

For more information on NYSAAF Fairs & Convention contact Russell Marquart, CFE, Executive Secretary at rmarquart@aol.com or visit our website at www.nyfairs.org.

## **2016 NY Fairs Pass Available**

An official New State Fairs Pass is available for \$100.00. The pass is good at all NYSAAF member Fairs and the New York State Fair. The pass admits the person named and one companion plus parking where available. Applications and a complete list of member fairs is available at [www.nyfairs.org](http://www.nyfairs.org).

## **NYS Fair Managers Meeting**

"Mark Your Calendar" The NYS Fair Managers Meeting will be held October 1-2, in Oneonta, New York. Lisa Jones of the Otsego County Fair is planning a program that will include speakers on marketing, advertising and social media for the future. Hotel information will be forwarded at a later date.

## **Fair Report**

The Long Island Fair, Old Bethpage, NY

Submitted by: Robert Hansen, Secretary/Treasurer

Date: September 25-27 & October 2-4, 2015, Attendance: 13,956

Weather: 1st weekend was good, 2nd weekend rain

Admission: Adults \$12, Children \$8, under 5 Free, Early Bird Special, \$7.00 before noon.

## **IAFE Institute of Fair Management – San Antonio, Texas**

I recently attended the IAFE Institute of Fair Management Summit in San Antonio Texas. This was my first summit and I have to say I was not disappointed. The classes were very well presented with very knowledgeable instructors. This was the largest summit to date with 102 students enrolled which lead to some lively conversations and excellent networking opportunities. While in San Antonio we had the opportunity to attend the San Antonio Stock Show and Rodeo, which included a guided tour of the grounds, sky box seats for the rodeo and a concert by Randy Houser. On the final day of the Summit I had the honor of participating in the "Fresh Faces/Fresh Voices" strategic planning session to help plan for the future of the IAFE. I feel that with sessions like this there is no doubt that there are great things coming in the future for IAFE. We were also given a tour of the Henry B. Gonzalez Convention Center, the home of the 2018 convention. After visiting San Antonio I have no doubt that this is going to be the place to be in 2018, from the ample hotels, the many restaurant opportunities, the gorgeous river walk/entertainment opportunities to the exceptional convention center I feel you will not be disappointed with the move to Texas. Please feel free to contact me with any questions you may have about the IAFE, the Institute of Fair Management or the San Antonio area. I look forward to seeing everyone in San Antonio in 2018.

Submitted by,

Nick Pelham, 3rd VP NYSAAF

## Lobby Day in Albany

Thank you to everyone who attended Lobby Day on February 29<sup>th</sup>. We had 28 people from our county fairs and we visited the offices of 17 Senators and 18 Assembly members. The information received from so many fairs outlining their capital needs was a tremendous help in demonstrating our needs. Thank you for taking the time to put those numbers together and getting them to us for our presentation. We have the support of many high-ranking members of both parties in both houses, so I'm cautiously optimistic that we will be successful. Farm Bureau has also included our capital dollar request in their priority list, and that's a big plus.

Some of us were able to stay for the Farm Bureau Taste of NY reception later that afternoon. Not only did that give us an opportunity to enjoy the products of NY, and also gave us the opportunity to meet and talk to more of our legislators.

It was a very good day and thank you again for all the county fair support and also a big thank you to Jeff Townsend and Saratoga County Fair for providing our lunches for the day.

Submitted by R. Harry Booth



**R. Harry & JoAnne Booth with Senator Patty Ritchie, Chair of the Senate Ag Committee**

## New Members

### Authentic Greek Food Corp

George Charidmou  
99 Franklin Avenue  
Franklin Square, NY 11010  
Phone: 516-302-6364  
Email: authenticgreekfood@gmail.com

### Booths Sugar Waffles

Anna & Mike Booth  
2603 Cowan Road  
Pifford, NY 14533  
Phone: 585-746-1938  
Email: boothwaffles@gmail.com  
Concessions-Food

### Broken B. Rodeo Company

Tracy English  
9768 Barkertown Road  
Dalton, NY 14836  
Phone: 585-329-9541  
Attractions & Acts

### B. Wilson Enterprises, Inc.

Arthur & Barbara Pokorny, Jr.  
3308 24th Avenue S.E.  
Ruskin, FL 33570  
Phone: 813-918-2114  
Email: babsypok@aol.com  
Concessions-Food

### DiRienzo's Concession

Dawn DiRienzo  
8885 CTY RD 3  
Freedom, NY 14105  
Phone: 716-380-2471, FAX: 585-567-4876  
Email: dirbandsawmills@yahoo.com  
Concessions-Food & Equipment

### G-Crew Concessins

Chris Bonacci  
17 King Fisher Drive  
Spencerport, NY 14559  
Phone: 585-617-5100  
Email: hds9995@gmail.com  
J.S. Concessions, Inc.

### John Ohan

18 Buttonwood Lane  
Rhinebeck, NY 12572  
Phone: 845-876-8238, FAX: 845-876-6077  
Email: OHANSLCK@aol.com  
Concessions-Food

### King's Concession

29 Plains Road  
Peru, NY 12922  
Phone: 315-591-0196  
Concessions-Food

### Moose Joose Slush

Jody Conklin  
135 Creekwood Drive  
Mooresville, NC 28117  
Phone: 704-609-8494  
Email: codycarts@gmail.com  
Concessions-Food

### Promotional Images

Nicole Alico  
4422s Walden Avenue  
Lancaster, NY 14086  
Phone: 716-685-4433 ext 113  
Email: nalico@promoimages.com  
Retail promotions/ASI Distributor

### Red's Red Apples

Lindsey Constantine  
605 Grand Canyon Drive  
Valrico, FL 33594  
Phone: 813-478-6610  
Email: lindsayconstantine@gmail.com  
Concessions-Food

### Steve Mills Variety Entertainer

480 Bahama Circle  
Marion, OH 43302  
Phone: 740-361-5651  
Email: steve@dazzlingmills.com

### Vanna Banana

Sherry Hilborn  
451 County Route 11, Lot 58  
West Monroe, NY 13167  
Phone: 315-723-9357  
Concession-Other

## Todd Boltin, Variety Attraction nominated for 2016 ACM Award

Todd Boltin, Variety Attractions has been nominated for the 51st Academy of Country Music Award for the "Don Romeo Talent Buyer of the Year" award. The nominees will be honored and recognized formally at the 10th Annual ACM Honors event this fall in Nashville. Todd was honored with this same award in 2009 as well Bill Magann in 2006 and Variety Attractions founder George Moffett in 1994 and 1995.



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

### Newsletter

The NYSAAF Newsletter is published 3 times a year in April, September and December. Send information for the newsletter to Russell Marquart at [rmarquart@aol.com](mailto:rmarquart@aol.com). Thank you to all who contributed to this newsletter. Visit us on our website at: [www.nyfairs.org](http://www.nyfairs.org).

# Convention Scrapbook



**NYSAAF 50/50 winner - Cheryl MacPhee (seller), Billy Gagon (winner), Melissa Beardslee, Joan Tweedie**



**NYSSA Board of Directors**



**Little Red Wagon Parade Float**



**Little Red Wagon Parade**



**Lisa Dean, NYSSA Workhorse of the Year**



**NYSAAF President Robert Simpson & NYSSA Representative Jeff Lloyd**



**Rene' Piche - NYSSA Showperson of the Year**

## Convention Scrapbook



*Bob Simpson presents his thank you gift to his wife, Pat*



*Bob Simpson presents retiring Treasurer Joan Rowland with a thank you gift*



*Bob Simpson honors Norma Hamilton*



*President Andy Imperati presents Bob Simpson with a Past President's Gift*



*Bob Simpson and the Past Presidents pay tribute to retiring Executive Secretary Norma Hamilton*

# Convention Scrapbook



**NYSAAF General Session**



**2016 Trade Show**



**Marla Calico, CFE, IAFE President & CEO gives the update**



**President Robert Simpson, Jefferson County Fair, official Welcome!**



**Keynote Speaker, Master Storyteller and Comedian, Steve Gilliland**



**Guest Speaker, Gary Berg, "Seeing Straight in a Cross Eyed World!"**



**NYSAAF – Board of Directors**