

NYSAAF

NEWSLETTER

New York State Association of Agricultural Fairs, Inc.



Nick Pelham, CVFM

President's Message

I would like to start by thanking everyone who braved the snow and cold to attend the 2019 annual convention, there is no group more capable of overcoming adverse weather conditions with a positive attitude than "Fair People". I would like to thank all of the presenters who came to make the convention educational and informative. I hope you all enjoyed our speakers, Aaron Alejandro who not only taught us how to 'live our brand' but also volunteered to do a break-out session to fill in for a presenter that was unable to make it and Mark Mayfield who spent two days doing the "airport shuffle" but never gave up in order to entertain us after the banquet. A big thank you also goes out to Russ, the registration crew and all the volunteers that make the convention happen. I would also like to thank Melissa Beardslee for all of her hard work as our treasurer the last several years, Melissa has taken on a new career working as a 911 dispatcher and felt that it was best that she step down as our treasurer, but will be staying on as our scholarship auction chair. Melissa was a pleasure to work with and I wish her the best in her new career and know that she will continue to be a part of our great organization.

March once again found many of us

heading to Albany for our annual lobby day. 21 people representing 9 fairs converged on Albany and were able to meet with 30 of our legislators. Once again Harry and Mark organized a great lobby day for us in order for our voices to be heard. I encourage everyone that is able to make the trip to attend this event to do so in the future, it does make a difference.

Changing the calendar to April, hopefully spring will arrive and we can all get back to working on our never-ending projects. April also will find many of us making the trip to Maine for the IAFE Zone 1 meeting. The folks with the Maine Association of Fairs have put together a great program for us filled with education, entertainment and maybe a lobster or two. I have been attending these Zone meetings for years and always come away with new ideas and new friends to network with. The YPI scholarships are available on the IAFE web-site for the 2019 convention in San Antonio, so if you know anyone under 40 encourage them to fill out the application to be considered for one of these great scholarships. If your fair is not a member of the IAFE please consider joining, there are many great opportunities available with the membership for fairs of all sizes.

I would like to wish you all a fantastic Fair season and look forward to visiting as many fairs as possible this year.

– Nick Pelham, CVFM, President

Lobby Day

On March 4th we had 21 representatives from 10 of our county fairs attend lobby day, We visited the offices of 30 legislators plus we talked to Pat Hooker, the Deputy Secretary for agriculture in the Governor's office.

With a change in the majority in the Senate there were many new faces and it seemed we were starting over again educating some legislators of the importance to our communities. We feel all of the appointments that day were very successful. Many of us also attended the Farm Bureau taste of NY receptions. Thank you Rebecca Breese for putting together the display and to Ida Williams for the amazing cookies.

As of last week both one house budgets had reinstated the premium dollars to \$500,000 and include \$5 million for capital expenses with same language as last year was also being proposed that will include restrooms, septic systems, and some other water safety measures.

However, in the final negotiations the \$5 million was taken out of the budget. The good news is that the \$500,000 is still there and we good in that respect for another year.

However, the Governor is expected to submit a capital bill in June for the legislature to consider. There is an outside chance that the \$5 million could be included.

We have been very successful and grateful for the capital dollars that we have received. It's Gratifying to see the positive impact that those dollars have had on our county fairs and the amazing projects that some have been able to accomplish. It's been a great windfall for us and what comes from the capital bill would be yet another, not that I'm greedy, but one can only hope.

– R. Harry Booth



IAFE Zone Meeting, Rockland, Maine



New York State Association of Agricultural Fairs, Inc. 2019 Convention

The 131st annual New York State Association of Agricultural Fairs Convention at the Joseph A. Floreano Riverside Convention Center in Rochester, NY was held January 18-21, 2019. Forty (40) Fairs attended as well as many Associate Members of the Association. Over 700 individuals were in attendance. President Scott Christian, Essex County Fair, Westport, NY welcomed everyone to the Convention.

Saturday's keynote speakers were Aaron Alejandro "Live Your Brand" and Sunday's speakers Mark Mayfield presenting "Mamma Told Me There'd Be Days Like This".



Mark Mayfield



Aaron Alejandro

A variety of breakout sessions continued throughout the four-day event and delegates enjoyed Ag Trivia, the Interactive Game Show Experience, hosted by Martha Bush of the Cortland County Junior Fair.

The auction to benefit the Scholarship program grows in saleable items and attendance each year. The Auction proceeds will fund scholarships for students pursuing continuing education programs. Funds raised are in excess of \$13,000.00.

The 50/50 Raffle was won by Mike Reese of the Chemung County Fair. Proceeds from the raffle also benefit the Scholarship fund.

The Trade Show was held on January 19 & 20 and included 80 vendors and attractions. The "Little Red Wagon Parade" with its theme "Fairy Tales" was again a tremendous success during the conference.

The Association's "Hall of Fame" Award was presented to NYSAAF Past President Gerry Elthrop from the Herkimer County Fair in Frankfort, NY.

New York State Showpeople's Association awards were presented to R. Harry Booth of the Washington County Fair as "Fair Person of the Year"; "Show Person of the Year" was awarded to Kevin Fritschler, American Fireworks & Manufacturing; "Workhorse of the Year" went to Jerome Wakefield, also of American Fireworks & Manufacturing.

The Officers for 2019 are as follows; Nick Pelham, CVFM of the Steuben County Fair, Bath, NY will serve as President of the NYSAAF for 2019. First Vice President, Jason Lawrence, Chenango County Fair, Norwich, NY, Second

Vice President Edward Rossley, Delaware County Fair, Walton, NY, Third Vice President John Craft, Columbia County Fair, Chatham, NY, Treasurer, Jane Luskin, Schaghticoke Fair, Schaghticoke, NY and Russell Marquart, CFE, Executive Secretary, Elma, NY.

Showcase acts included The Davison Brother Band, presented by Variety Attractions, The Magic of Chris Yantek, presented by the Cincinnati Circus.

2020 Convention dates are January 17 – 20, at the Joseph A. Floreano Rochester Riverside Convention Center, Rochester, NY

50/50 Raffle

Congratulations to Mike Reese from the Chemung County Fair, winner of this year's 50/50 Raffle. The raffle generated \$1,387.50 to help with the operations of the Association. Thank you to everyone that purchased ticket for the drawing.

Thank You Melissa Beardslee

Thank you Melissa for your dedication and loyalty to NYSAAF throughout the past several years as Treasurer. Melissa took over as Treasurer when Joan Rowland resigned to pursue other interests. Likewise, Melissa has taken on some new adventures in her own personal life and felt it time to pass the Treasurer's responsibilities on to Jane Luskin. Melissa has moved from Walton to Preston Hollow, New York to be able to spend more time with her significant other Brain Wood. Melissa will continue to serve as Chairperson for the Scholarship Auction Committee in the future. Our thanks and appreciation go out to Melissa and we wish her well.

On behalf of the entire Association we thank you!

2019 Board of Directors



Front Row, Russ Marquart, Jane Luskin, John Craft, Ed Rossley, Jason Lawrence, Nick Pelham. Back Row, Sheila FitzSimmons, Rich Freigh, Joe Kolka, Bruce Fox, Bridget Brown, Julia Reynolds, Andy Imperati

IAFE Chair Jessica Underberg, CFE

Have you ever heard the Johnny Cash song "I've Been Everywhere?" You know, the one where he cleverly rhymes and rattles off all of the places he's been. That's what I feel like and it's only April!

Even though the weather has sometimes made it tricky I have been able to make it to many meetings crisscrossing the countryside. While I am at the meetings, I share with the attendees the CHAMPIONS OF CHANGE theme for 2019.

Fairs change the lives of those they touch. Exhibitors, Board members, volunteers, 4-H and FFA members, and the guests are all changed by their involvement in the Fair. We give that shy 9 year old support and praise after they have shakily given their first public presentation, creating a platform for that youth exhibitor to go on to successfully and confidently speak in public. Fairs give the youth livestock exhibitors the opportunity to become leaders in their clubs, circle of friends, in the showing, changing their lives forever for the better. Fairs foster skills like critical thinking, decision making, problem solving, self-confidence, self-discipline and oral communication skills, all skills that set up the youth for future endeavors, changing who they were prior to the experience.

Fairs even change the lives of people without them realizing it. For many, the Fair might be their first summer job, teaching them the values of hard work, showing up on time and giving it their all. Changing their lives, without them even realizing it.

We have all heard the stories of the first date at the fair, or the first kiss on the ferris wheel, and the first time a couple brought the new baby to the Fair. Changes that they didn't predict for sure.

I have heard stories of the Stephen Siller Foundation who builds homes for the wounded warriors. I have heard about concessionaires raising funds to purchase the Grand Champion Steer and donate it to the local food bank. I have heard about the Fairest of the Fairs competition in Wisconsin which provides young people with opportunities to be the spokesperson at Fairs across their State. I have heard of Fairs in the Midwest collecting food donations for the community they were meeting in. I have heard of the Nebraska State Fair distributing hay and helping with the disastrous floods in the Midwest. Fairs have the opportunities to change lives. Fairs are CHAMPIONS OF CHANGE.

The biggest perk of being elected the Chair of the International Association of Fairs and Expositions (IAFE) is the great people you get to meet along the way. The best way to sum it up though, is regardless of the size of the Fair, the location of the Fair or the focus of the Fair; Fair people ARE THE BEST! I consider myself very lucky to be involved in a business that I love.



3rd Vice President

John W. Craft

Columbia County Fair

I have been a lifelong resident of Columbia County. I was married for 34 years to my wife Joanne until her passing. We have two children Audrey and Steven. My father Bill Craft was on the Columbia County Agricultural Society Fair Board for over thirty years. He was the Race Secretary for the Harness Racing Program, and he also served on several committees including security. My mother was the clerk of the course for the Harness Racing Programs in Columbia County Fair and the Dutchess County Fair. I grew up at the fairgrounds helping my father train and race harness horses. As a teenager I helped mow the grass during the summers along with painting the building on the fairgrounds. I worked in the blacksmith shop for a couple years during the fair making horseshoe nail rings for our patrons and giving demos. After my father's passing I had the privilege to take over as Race Secretary until we discontinued our racing program. My son Steven was a member of a local 4H club and I helped him participate in our dairy shows.

I have participated on several committees while a BOD for the Columbia County Agricultural Society, waste removal, agricultural, entertainment Committee's. I have held the position of Assistant Fair Manager for several years. I have been elected to be the Zone 1 Director twice and have been elected and served as the President of the Fair Managers Association. For the last five years I have been a part of the scholarship committee. First as co chair, then chair then as Coordinator of the scholarship program, which I have a great deal of passion for.

For my career outside of the fair. I have held senior leadership roles in manufacturing for over 35 years. Traveling extensively in the United States and most recently Europe.

Other associations I have served on. Past President of the Columbia County Cooperative Extension, BOD for Columbia County Workforce, Committee member for the Columbia county Chamber of Commerce, Treasurer for the Capital District Customer Service Association, and most recently on BOD for COARC.

NYSAAF 2019 Hall of Fame



Gerry Elthorp, Herkimer County Fair receives the 2019 Hall of Fame Award from Chairperson Andy Imperati

District Directors

Andy Imperati – District 1

Andy has worked for the Dutchess County Agricultural Society since 1994. He began in the maintenance department as their lead carpenter and agriculture coordinator. In 2007 he was named Operations Manager, in charge of overseeing the facilities infrastructure, buildings and grounds. He was promoted to his current position as President and CEO in November, 2012.

Andy currently serves as Chairman of the Hall of Fame Committee. He also serves on the Nominating and Sponsorship committees.

Andy and his wife Vicki live in Hyde Park not far from the farm where he grew up. They have a son, Daniel who lives in Fort Collins Colorado.

Bridget A. Brown – District 3

Bridget A. Brown is currently the Executive Director & Treasurer of the Essex County Fair. Bridget has been active on the fair board for 11 years. Bridget is currently the Town Clerk/Tax Collector for the Town of Willsboro. Bridget holds many other jobs as well, you can find her vending her mobile food unit Reber Valley's Snack Shack at her fair and many other local events, Treasurer of the Willsboro Fire District as well as the Essex Fire District #2, Willsboro Central School tax collector, and book keeper for a local family owned convenience store.

In Bridget's free time she enjoys spending time with her 9 year old daughter Kierstin. They both are very active in their community volunteering for a lot of local events. If you can't find them out and about in the community you can find them in the sugar woods taping trees for their family owned business Moon Life Maple Farms.



Jane Luskin - Treasurer

Jane was recently appointed to be the Treasurer of NYSAAF. Along with her husband John, they own and operate Big Oak View Farm: home to Jim and Jake, their team of Percheron horses. On the farm they also raise Registered Haflinger horses and AKC Labrador puppies. They are parents to 3 adult children who live in Connecticut, South Carolina, and Western New York. Jane has worked at Lansingburgh Central School District in Troy for 29 years and currently holds the position of Coordinator of Payroll and Benefits. In her free time she enjoys driving her mini mule, Fred, and working in her garden. Jane has been involved with the Schaghticoke Fair throughout her life: growing up on a dairy farm and being very active in 4-H. Currently, her family has

Joseph Kolka – District 5

Joe has been involved with the Otsego County Fair for the past 5 years. He has served as Vice President for 3 years. During the Fair, Joe's primary responsibility is being the "Track Guy" and oversees all of the Grandstand events and activities.

Sheila Greer FitzSimmons – District 7

Sheila has been involved with fairs since early childhood as her parents were active members of the local fairs. Being involved with preparations and the busy week of the fair are second nature to her. She was also an active member of 4-H, showing at both fairs in Livingston County, worked at the fairs during her college years as she was employed by Cornell Cooperative Extension as a 4-H Assistant. After college, she formally joined the Hemlock Fair Board and has been an active member for the past 30 years.

Presently, Sheila is the second Vice-President of the Hemlock Fair Board and is active in the preparation process, helping with all areas as needed during the fair in July, and works on helping to coordinate the two nights of truck and tractor pulls. She is very proud of the Hemlock "Little World's" Fair and the joy it brings to families every year, and fostering the cooperation that happens between the 100+ fair board members to make the 5 days of family fun possible.

She is looking forward to learning more about the processes that occur at the state level and becoming involved in that process.

a display of draft horses at the fair. Jane's favorite accomplishment at the fair is being approached to start a Junior Fair Board; to date over 20 youth have been involved. The program has coordinated and assisted youth in countless volunteer opportunities and beautification of the fair grounds.

Fair Managers Meeting

Mark Your Calendar

President Gary Cornell, Broome County Fair invites you to Binghamton & the Broome County Fair for the Managers Meeting, October 4-6, 2019. More information to follow.

Would you like to serve on the Executive Board?

The nominating committee is looking for people interested in serving on the Executive Board. To do so, please submit a letter of intent, stating your interests, back ground and involvement with your Fair and our Association. Also, submit a letter from your respective Fair Board supporting you for the consideration. These 2 letters should be sent to the Executive Secretary, Russ Marquart NO later than November 1, 2019.

"New York Agriculture, Standing Strong!"

Agriculture, New York State's #1 industry! The NYSAAF Agricultural Awareness program provides support to the local County Fairs to showcase New York's best in agriculture and livestock.

Each year the program goal is to make funds available to Fairs to create exhibits or facility improvements that support agriculture during their annual events. These funds enable the local Fair to present something about New York agriculture with an emphasis on education and product promotion in the local area. Whatever your destination is throughout New York, you will find a County Fair which will peak your interest. Be sure to stop by and visit one of the 52 Fairs in New York. They will provide you and your family with a fun time, positive experience and some insight into where your family's food

comes from, how it is grown, harvested and marketed. As people of this great State, we are proud to keep the tradition of agriculture and the State & County Fair "Standing Strong!"

2019 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.

2019 New Members

Adventures In Climbing

Contact Person: Jim
912 SR 104
Ontario, NY 14519
315-333-5003
Email: jim@adventuresinclimbing.com

AERIA Insurance

Contact Person: Rick D'Aprile
123 Old Troy Road
Fitzwilliam, NH 03447
727-421-3569
Email: r.daprile@amusemententertainmentrisk.com

American Amusement Rentals

Contact Person: Robert Oberst
9 Factory Street
Franklinville, NY 14737
716-560-1041
Email: oberstfun@yahoo.com

Carousel Organ Music

Contact Person: Roger Wiegand
281 Concord Road
Wayland, MA 01778
617-875-9107
Email: roger@carouselorgan.com

Cornell Cooperative Extension of Orange County

Contact Person: Lucy Joyce
18 Seward Avenue, Suite 300
Middletown, NY 10940
845-344-1234
Email: LTJ1@cornell.edu

Dave's I Got It

Contact Person: David
2347 Fix Road
Grand Island, NY 14072
585-967-8504
Email: DN26827@aol.com

Goode Foods Inc.

Contact Person: Shannon Goode
14313 Gowanda State Road, PO Box 376
Collins, NY 14034
716-532-3414
Email: blgoode77@gmail.com

Hudson Valley Kettle Corn

Contact Person: Josephe Saetta
PO Box 325, 193 8th Street
Vexplank, NY 10595
914-874-7677
Email: saetta94@aol.com

Josh Oldaker

Contact Person: Josh
315 Magnolia Avenue
Clarksburg, WV 26301
304-669-3880
Email: josh@josholdaker.com

Mobile Mountain

Contact Person: Phil Cerny
98 Port-O-Call Boulevard
Butler, PA 16002
954-557-7037
Email: moblemountain96@yahoo.com

Moose Joose Slush

Contact Person: Jody Conklin
135 Creekwood Drive
Mooreville, NC 28117
704-609-8494
Email: codyscarts@gmail.com

October Rose Music

Contact Person: Leanne Weiss or Derck Allan
17 Evans Road
Riverdale, NJ 07457
201-551-8812
Email: octoberrosemusic@gmail.com

Safety Net

Contact Person: Tom Burton
1113 Yok Avenue, Suite 22C
New York, NY 10065
917-560-3694

Spectrum Weather and Specialty Insurance

Contact Person: Robert Holmes
PO Box 484
Liberty, MO 64069
816-810-2346
Email: teholmes@spectrumweatherinsurance.com

Western New York Pro Pulling Series

Contact Person: Bruce Mohney
7517 Lewis Road
Holland, NY 14080
716-864-6485
Email: brucemohney@aol.com

W.G. Shows

Contact Person: Frank Zaitshik
PO Box 51730
Livonia, MI 48151
813-477-6952
Email: wadeshows1@aol.com

WW Livestock Systems

Contact Person: Kirby Minor
8832 Hiway 54 N
Thomas, OK 73669
620-885-4115
Email: kirbym@wwmanufacturing.com

Associate Member Showcase



With its roots in family tradition and experience since 1936, American Fireworks Display, LLC sprouted from, Kevin Fritschler, buying American Fireworks Manufacturing Co, Inc. from Vincent Speciale in 2011. Kevin had worked for Vinny many years, learning all aspects of the trade. The purchase of the company was not simply monetary, with it came the experience, expertise, and customer relationships that Kevin obtained while working under Vincent since 1986. These well-earned skills have enabled Kevin to grow the name, workforce and the territory of "American Fireworks" by more than double since 2011.

American Fireworks Display, LLC now per-

forms hundreds of displays per year, growing to be a year round business with displays every month. Summertime still remains the busiest time of year, with 15-20 shows on certain Saturday nights, and double that for the 4th of July which is still our busiest day of the year. The logistics on these busy days becomes a massive undertaking that Kevin and his workforce has managed to successfully take on and carry out. Kevin says "From our dedicated part timers, to our fulltime staff-including Office Manager, Jen Banks, and Facility Manager, Jeremy

Wakefield-the continued growth of American Fireworks could never happen without the help and support of our entire work force; it's the combined effort of all that makes us what we are."

When Kevin originally took over the company, the span of the service was secluded to PA and NY. Remarkably, since then, he has expanded his display operations to cover all of New England, with crews in Rhode Island and Connecticut. Among all this growth, Kevin maintains home town service by maintaining the original facility in Frankfort, NY. Throughout, he has added and maintains the new, main 200 acre facility in Oxford, NY. With growing further into the Northeast and New England, he is also amidst adding a facility in Connecticut to ease the logistics of the displays conducted out there. With our continuing growth into larger areas, venues, and displays, we will never forget our roots and will always provide service to our small town customers, such as Field Days and County Fairs, where we started.



Kevin Fritschler, Showperson & Jerome Wakefield, Workhorse of the Year

Fair Person of the Year



R. Harry Booth, Washington County Fair

Convention Help needed!

Our convention is a major undertaking each year with lots of moving pieces. After 20 some years the Hemlock Fair group has decided to turn the Trade Show/Drawings over to another person or group. Therefore, we are in search of people to work to insure the Trade Show is a success. If you or your Fair would like to Volunteer to help out the Association with the Trade Show, please contact President Nick Pelham or Russ Marquart, Executive Secretary.

Dates to Remember

- April 11-13, 2019..... Zone#1 Meeting – "The Magic of Maine" hosted by the Maine Association of Fairs
The Samoset on the Ocean Resort, Rockland, Maine
- April 16-18.....Tools of the Trade Specialty Seminar – Indianapolis, Indiana
- May 1IAFE CyberSeminar – Weather Safety – FREE
- May 3-5.....IAFE Management Seminar – Costa Mesa, California
- May 15..... IAFE CyberSeminar – Sponsorship: Post Fair Report Basics – FREE
- July-September New York County Fair season
- August 31First Time IAFE Convention Scholarship deadline & YPI Scholarship deadline & Institute Scholarship deadline
- October 23 IAFE CyberSeminar – Advertising/Social Media Basics – FREE
- November 13.....IAFE Entertainment – (IFM #133)
- December 1-4 129th Annual Convention & Trade Show – San Antonio, Texas

Visit us on our website at: www.nyfairs.org

Newsletter

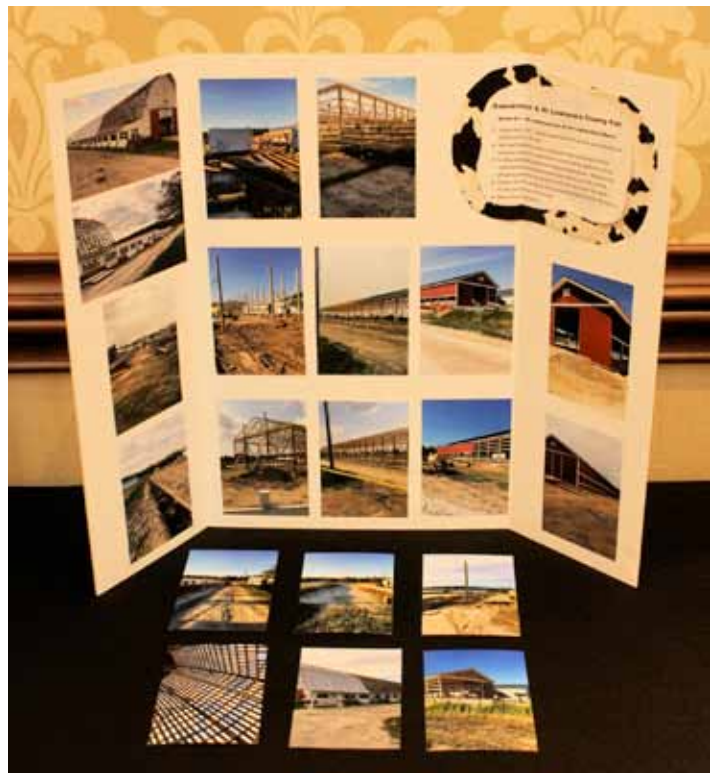
The NYSAAF Newsletter is published 3 times a year in April, September and December. Send information for the newsletter to Russell Marquart at nysaaf@gmail.com. Thank you to all who contributed to this newsletter. Visit us on our website at: www.nyfairs.org.



New NYSAAF Contact Information

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Convention Scrapbook



Convention Scrapbook

