



[www.iowafairs.com](http://www.iowafairs.com)

## **2009 CONFERENCE & ANNUAL MEETING**

**DECEMBER 11, 12, 13, 2009**

**HOLIDAY INN CONFERENCE CENTER  
6111 FLEUR DRIVE, DES MOINES, IOWA**

### **2009 CONFERENCE FEES**

Advance registrations - \$15 -- Late registrations - \$20

Social A'Fair Buffet - \$8    Fairman's Breakfast - \$12    Awards Banquet - \$25

### **Conference Registration – Ambassador Room**

FRIDAY --- 11:00 a.m. to 8:00 p.m.

SATURDAY --- 8:00 a.m. to 6:00 p.m.

SUNDAY --- 8:00 a.m. to 11:00 a.m.

**All Persons attending Conference must register.**

**2009 Conference badges required for admission to all functions.**

### **2009 "BLUE RIBBON FAIR" AWARD**

*Blue Ribbon Fair displays located in Ballroom Foyer*

Northwest District	<i>Dickinson County Fair</i>	<i>Spirit Lake</i>
North Central District	<i>Boone County Fair</i>	<i>Boone</i>
Northeast District	<i>Fayette County Fair</i>	<i>West Union</i>
Southwest District	<i>Page County Fair</i>	<i>Clarinda</i>
South Central District	<i>Monroe County Fair</i>	<i>Albia</i>
Southeast District	<i>Clinton County Fair</i>	<i>De Witt</i>

**ASSOCIATE MEMBER ROOMS/TABLES ARE OPEN DURING CONFERENCE FOR BUSINESS**

**FRIDAY, DECEMBER 11, 2009**

*Visit Associate's tables/rooms --- All Day*

**11:00 Noon -- Library Room**

***Association Board of Directors Meeting***

**Noon to 5:00 p.m.**

***Spouses Tour***

Board buses at Noon – Meet in lobby of Holiday Inn

(Pre-registration required)

**1:30 p.m. – Ballroom**

***Association's Opening Business Meeting***

Association President Dave Hoffman, will be presiding.  
Introductions, appointment of committees, and related business.

**2:00 p.m. – Ballroom**

Keynote Address presented by  
Dr. Larry Helms, Ph.D.

***“Running With Scissors:  
Why Smart Fair People Do Dumb Things  
.. and How to Avoid Them.”***

**3:30 p.m. -- Iowa Room**

***“Iowa Tourism & Iowa Fairs”***

Presented by Lonie Mezera  
Program Director, Iowa Tourism Office  
This workshop will feature how the Iowa Tourism  
Office operates, and what it has to offer for  
the Fairs of Iowa.

**4:30 p.m. -- Ambassador Room**

**Committee Meetings: Audit, Credentials, Elections,  
Resolutions and State Funding**

**5:00 p.m. to 6:30 p.m. – Courtyard**

***“Partlow Reception”***

Introduction of Associate Members at 5:30 p.m.  
Hors d'oeuvres, Cash bar – For All Association members  
Strolling acts entertaining during reception.  
Sponsored by the Association's Board of Directors

*Friday continued...*

6:30 p.m. – Ballroom

***Awards Banquet***

Honoring “Fairman of the Year”, Showman of the Year”,  
“Blue Ribbon Fairs”, and Scholarship Winners, *plus Door Prizes!!!*  
(Ticket is required – must be purchased prior to Conference)

8:30 p.m. -- Westview Room

***Non-Stage Showcase***

Featuring Associate Members specializing in grounds entertainment  
and other non-amplified entertainment

*Visit Associate Member’s Tables/Rooms after Banquet*

***SATURDAY, DECEMBER 12, 2009***

7:30 a.m. -- Library Room

***Joint Board Meeting***

Association Board and Iowa State Fair Board

8:00 a.m. – Iowa Room

***Associate Members Breakfast & Business Meeting***

Moderated by Bobby Baker and Steve Smith

9:00 a.m. -- Seminar -- Westview Room

***ICAP & Iowa Fairs, Session 1***

Presented by Kasi Koehler

Vice President of Marketing & Management, Iowa Communities Assurance Pool

9:00 a.m. - Board Room ***“New Faces in New Places”***

Moderated by AIF Directors

“New Faces in New Places” is targeted for new secretaries, managers and fair board members for the purpose of learning the why’s and what’s involved in operating a fair and understanding the relationships of fairs with the Association of Iowa Fairs.

10:00 a.m. - Iowa Room

***“Butterflies & Pit Bulls”***

***A New Look at County Fair Boards***

Presented by John Harms & Joe Yedlik  
Great Jones County Fair

Saturday continued ...

10:30 a.m. - Westview Room

***“Tough Times Don’t Last, Tough People Do”***

Presented by Dr. Larry Helms, Ph.D.

10:00 a.m. – Meeting Room 292

***Iowa Foundation for Agriculture Advancement Meeting***

Moderated by Jim Gibson, President

10:00 a.m. -- Meeting Room 298

***Iowa Horse Racing Association Business Meeting***

Moderated by Roger Roland

10:00 a.m. – Executive Room

***Carnival Owner’s Meeting***

Moderated by Steve Smith, Smith’s Amusements

11:00 a.m. - Board Room

***“County Extension Offices - Taking a New Direction”***

Presented by Jerry Hopperstad & Dennis Johnson Worth County Fair

11:00 a.m. to 5:30 p.m.

***Silent Auction***

Items on silent auction will be displayed in Ambassador Room  
Results of Silent Auction announced during the Social A’Fair & live auction Saturday evening.

12:15 p.m. to 4:30 p.m. – Ballroom

***Entertainment Showcase***

*See listing on page 8*

1:00 p.m. - Iowa Room    ***ICAP & Iowa Fairs, Session 2***

Presented by Kasi Koehler

Vice President of Marketing & Management, Iowa Communities Assurance Pool

1:30 p.m. - Westview Room

***“Managing at the Speed of Change”***

Presented by Dr. Larry Helms, Ph.D.

Saturday continued ...

1:30 p.m. - Board Room

### ***“2010 Fair Ideas”***

**Presented by Arlette Hollister, Superintendent of Food, Iowa State Fair**

Arlette will share her expertise helping Fairs increase attendance by holding contests that encourage participation by fairgoers, and are easy and inexpensive to do. Arlette encourages seminar attendees to share thoughts and ideas on what contests, demonstrations and other programs has worked and not worked at their own County Fairs.

3:00 P.M. – Westview Room

### ***“Motorsports Events Workshop”***

**Hosted by Rob Baker, R&R Total Destructions Promotions, and Others**

Open discussion on the various types of motorsports events, advertising and promotions, and other items relating to successful motorsports events.

3:00 p.m. - Iowa Room

### ***“Tossed Salad”***

**Moderated by AIF Directors**

“Tossed Salad” is a very popular seminar where topics come from those attending. The session involves discussion on many aspects of the fair industry.

7:00 p.m. – Ballroom

### ***Social A’Fair and Auction***

*Note: Social A’Fair and Auction to run simultaneously*

*Meal to be served from 7:00 p.m. to 8:00 p.m. --- Auction starts at 7:30 p.m.*

*Silent Auction results announced during Live Auction*

*-- Plus Door Prizes --*

**Ticket required to eat at Social; must be purchased prior to Conference  
All members encouraged to participate in the Auction.**

9:00 p.m. -- President’s Suite 397

### ***President’s Reception***

**Hosted by Dave & Mary Kay Hoffman, and Plymouth County Fair Board  
9:00 p.m. to?? ---Visit Associate’s tables/rooms**

## **SUNDAY, DECEMBER 13, 2009**

**ASSOCIATE ROOMS/TABLES ARE OPEN SUNDAY MORNING FOR BUSINESS**

7:00 a.m. – Westview Room

### ***All-Faiths Worship Service***

**Open to persons of all faiths,  
Service in memory of deceased Fair Board members**

**Leroy Perkins, Wayne County, Minister**

*Sunday continued ...*

8:00 a.m. – Ballroom

***Fairman’s Breakfast***

Hosted by John Straight, AIF First Vice President  
Plus Door Prizes!!! Ticket Required

9:00 a.m. - Iowa Room

***“Facebook, MySpace, Twitter, Blogs”***

Presented by Heidi Abel, Marketing Manager, Linn County Fair

9:30 a.m. - Ballroom

***“Volunteers—The Mainstay of a Fair”***

Presented by Plymouth County Fair Board

10:00 a.m. - Westview Room

- Spouse’s Program -

***“Butterfly Lady”***



Kathleen Ziemer, Des Moines, will present her “Butterflitz of Iowa” program.

*NOTE: Pre-registration required to attend this program.*

10:45 a.m. – Ballroom (*Attendance at these meetings is required.*)

**Annual Meeting of Association of Iowa Fairs, Inc.**

Dave Hoffman, AIF President, presiding

*Immediately following A.I.F. Annual Meeting ...*

**State Agricultural Society Annual Meeting**

Gary Van Aernam, Iowa State Fair Board President, presiding

1:30 p.m. - Library Room

***Association Board of Director’s Meeting***

2:00 p.m. - Room 396

***Iowa State Fair Board of Directors Meeting***

*End of 2009 Association of Iowa Fairs Conference and Annual Meeting*

**Mark Your Calendar ---- Future A.I.F. Conference and Annual Meeting dates ...**

- ⇒ 2010 -- December 10, 11, and 12 at the Airport Holiday Inn
- ⇒ 2011 -- December 9, 10, and 11 at the Airport Holiday Inn
- ⇒ 2012 -- December 7, 8, and 9 at the Airport Holiday Inn

**--- 2009 Conference Featured Speaker ---**



***Dr. Larry Helms, Ph.D.***

Larry Helms, from Eugene Oregon, is a nationally recognized expert in the field of industrial psychology and personal development programs. He holds a Ph.D. from the University of Michigan and a post-doctoral certificate in management from Harvard University. A former collegiate and interpretative speech champion, Dr. Helms has been called an “edu-tainer” and “fun-tastic” for his ability to weave humor into serious training messages.



***Dr Helms will present three sessions:***

1. Friday afternoon, 2:00 p.m.  
“Running With Scissors; Why Smart Fair People Do Dumb Things, and How to Avoid Them”
2. Saturday morning, 10:30 a.m. -- “Tough Times Don’t Last – Tough People Do”
3. Saturday afternoon, 1:30 p.m. -- “Managing At The Speed of Change”

## **Entertainment Showcase**

Saturday, December 12 - Ballroom

*Scheduled acts could change due to unforeseen circumstances*

<b><u>TIME</u></b>	<b><u>ACT – ATTRACTION</u></b>	<b><u>AGENCY &amp; LOCATION</u></b>
12:15 p.m.	Showcase Announcements & Introductions	
12:40 p.m.	<b>“PUMPTOWN”</b>	Joe Hynek, Pumptown Courtyard Table
1:00 p.m.	<b>“BLACK DIAMOND”</b>	Mark Postl, Black Diamond Room 110
1:20 p.m.	<b>“ROYAL WADE KIMES</b>	Carlson Talent Room 104
1:40 p.m.	<b>“SOJOURN”</b>	Independent Talent Room 105
2:00 p.m.	<b>“SEVEN BRIDGES ROAD”</b>	AME Entertainment Room 178
2:20 p.m.	<b>“GWEN SEBASTIAN”</b>	Bobby Baker Enterprises Room 182
2:40 p.m.	<b>“KEVIN MORRIS”</b>	Anzaldo Entertainment Room 106
3:00 p.m.	<b>“THE FAST HORSES”</b>	Dean Short Talent Room 102
3:20 p.m.	<b>“THE GOTHARD SISTERS”</b>	Liz Gregory Talent Room 160
3:40 p.m.	<b>“TRAVIS MARTIN”</b>	Stage West Productions Courtyard Table
4:00 p.m.	<b>“MUSIC CITY BRASS”</b>	G.L. Berg Agency Room 124