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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.

ASSOCIATE MEMBER ROOMS/TABLES ARE OPEN DURING CONFERENCE FOR BUSINESS

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>

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

9:00 p.m. – Iowa Room

Reception for Retiring Iowa State Fair Board Members

Hosted by Iowa State Fair Board

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

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