



*Serving Iowa Fairs Since 1907*

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

# CONFERENCE & ANNUAL MEETING

**FEBRUARY 5 - 7, 2021**

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

**Conference Registration – Iowa Hall Foyer**

**FRIDAY: 9:00 a.m. to 6:00 p.m.**

**SATURDAY: 8:00 a.m. to 5:00 p.m.**

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

***To Protect the Health of Attendees & Conference Center Staff a Facial Covering will be Required.***

*Updated January 13, 2021*

***Posting Conference photos or comments to Social Media?  
Include #iowafairs in your posts.***

## **FRIDAY – FEBRUARY 5**

**10:00 a.m. - Iowa A**

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

Association President Kerry Scheidegger will preside. Introductions, appointment of committees, and related business.

**10:30 a.m. - Iowa A**

### **What's On Your Mind?**

AIF Host: Danny Olson

This is a very popular workshop where topics come from those attending, involving discussion on the many aspects of the fair industry.

**11:00 a.m. to 6:00 p.m.**

**Associate Member Rooms/Courtyard Tables are open for business.**

*Note: Associate members may be available for business outside of the hours posted.*

**12:30 p.m. – Westview**

### **Conference Newcomer**

AIF Host: Jo Reynolds

First time attending the AIF Conference? This session will guide you through the 'ins and outs' of the Conference.

**1:30 p.m. Workshops**

**Iowa A**

### **How-To-Basics to Attract Sponsors**

*Presenters: Meg Courter*

Iowa State Fair Sponsorship Director

AIF Host: Tricia Rosendahl

If your Fair needs to change up its sponsorship criteria, needs more sponsors (and what Fair doesn't), or is considering adding sponsorships to the Fair, then this workshop is for you.

Sponsor packages, what sponsors are looking for and how to secure sponsors will be discussed in this workshop.

Audience participation encouraged.

**Iowa B/C/D**

### **Business Plan for Fair Boards**

*Presenters: Kameron Middlebrooks, Steve Adams & Victor Oyervides*

ISU Extension & Outreach Community Business Development Team

AIF Host: Jim Sloan

This Team from ISU Extension will take the workshop attendees through the various parts of a business plan. They will share include several tools that fair boards should use in a business plan and give a basic understanding of the financial aspects of a business, review how to analyze monthly cash flow and other tools a fair board can use.

Attendee participation encouraged.

**Ballroom**

### **Community Foundations**

*Presenter: Joe Sorenson*

VP of Affiliate Relations, Greater Des Moines Community Foundation

AIF Host: Rick Palmer

Joe will take a close look at how community foundations operate, how they are funded and how fairs can take advantage of the resources and funds that community foundations have to offer to the communities they serve.

Attendee participation encouraged.

**3:00 p.m. - AIF District Meetings**

Workshops to consist of AIF & District procedures, and general items as presented to the session.

NW District, **Ballroom North**; NC District, **Ballroom Central**; NE District, **Ballroom South**

SW District, **Iowa B/C**; SC District, **Iowa D/E**; SE District, **Westview**

**4:00 p.m. – AIF Conference Registration**

### **AIF Committee Meetings**

Audit, Credentials, Elections, Resolutions and State Funding Committees meet

Friday continued ...

**4:00 p.m. – Room 397**

## **IAFE's Young Professionals Initiative (YPI) Social & Networking**

AIF Host: Jo Reynolds

Social Hosts: Jenn Dunn CVFM, Linn County Fair & Kurt Palmer, Delaware County Fair

*Stop in and enjoy networking with your fellow colleagues...*

*The IAFE's Young Professional's Initiative (YPI) is comprised of dozens of under 40-year-old fair industry leaders who are passionate about the progression and growth of fairs for the future. In addition to providing professional development, networking and educational opportunities for its members, YPI serves as a channel for idea sharing and furthering relationships among fair leaders across the U.S. and Canada.*



**6:00 p.m. – Iowa Hall**

## **Awards Banquet**

Honoring "Fairman of the Year", Showman of the Year", Hall of Fame Inductees and Scholarship Winners.  
*(Ticket is required – must be purchased prior to Conference).*

### **Meeting Rooms Available to Fair Boards**

*Rooms 298 and 398 are available for Fair Boards to use as a meeting location to discuss proposed entertainment, workshop ideas or any other business. Not required to reserve a time to use a room. Be courteous of others using the rooms.*

## **SATURDAY – FEBRUARY 6**

**7:00 a.m. – Room 397**

**Joint Board Meeting - Association Board and Iowa State Fair Board**

**8:30 a.m. - Iowa A -- Keynote Address**

## **"The Magic of Positive Change"**

**TIM GABRIELSON**  
SPEAKER · AUTHOR · ENTERTAINER



Tim Gabrielson's signature message about the power of positive change blends comedy and breathtaking magic with principles for creating a more meaningful and enthusiastic life, starting now.

Tim uses inspirational principles as he presents to corporations and educational groups—equipping them to live with more joy and intentionality. Tim's journey has been both magical and inspiring. He has entertained hundreds of thousands along the way and come to this realization: It is less about the 45 to 90 minute presentation and more about the lifelong influence. He has masterfully crafted his message while sharing tools-of-the-trade for real-life improvements all the while entertaining everyone in attendance.

His mantra is that no one, but you, controls how you think, feel, or act. Once you fully accept this common sense and make it common practice, you gain perspective. Perspective allows you to solve problems easier, improve workplace moral with positive engagement and allows you to work more efficiently and effectively as a team. Tim ignites personal and professional positive change, resulting in greater success in every aspect of life.

Saturday continued ...

**10:00 a.m. to 6:00 p.m.**

**Associate Member Rooms/Courtyard Tables are open for business.**

*Note: Associate members may be available for business outside of the hours posted.*



**9:00 a.m. to 5:00 p.m.**

**Items on benefit auction will be displayed in**

**Des Moines Room - Iowa Foyer Area**

**Associate Member Business Meetings**

**8:00 a.m. – Iowa E - Associate Members Breakfast & Business Meeting**

*(Ticket required to eat breakfast – must be purchased prior to Conference)*

**10:00 a.m. - Meeting Room 292 - Carnival Owners Meeting**

**10:00 a.m. - Meeting Room 398 - Iowa Horse Racing Assn. Business Meeting**

**10:00 a.m. Workshops**

**Iowa A**

**Livestock Updates**

Youth Shows, Check-in/Weigh-in Procedures,  
& State of Iowa Livestock Show Regulations

Presenters: **Dr. Jeff Kaisand**, State Veterinarian

**Mike Anderson**, ISU Extension Youth Livestock Specialist

AIF Host: Mark Troester

Among discussion points will be State of Iowa regulations, public health issues and concerns, proper animal presentations, trends in livestock production, responsibilities of a county fair and ethical practices by exhibitors and families.

Input from attendees is welcomed and encouraged.

**Iowa B/C/D**

**Insurance Basics**

Presenter: **Todd Christianson**  
Senior Risk Control Specialist, ICAP

AIF Host: Randy Beckman

This session will look at the various areas of risk a fair board has to cover. Some include general liability, property, special events, coverage for entertainers, volunteers and other specialty insurance coverages.

**Westview Room**

**Secretary/Managers' Workshop**

AIF Host: Tricia Rosendahl

This workshop will focus on the responsibilities of those persons serving as the secretary and/or manager of their county fair. Both volunteer and paid secretary/managers are welcome.

Topics of discussion include board and committee meeting minutes, board correspondence, assisting board treasurer, meeting agendas, agent of the board and other areas of responsibility. Audience participation is encouraged.

**Ballroom**

**Fair Contracts 101**

Presenters: **Brittany Lumley**, Attorney, LLL Law, P.C.  
**Bruce Sullivan**, Variety Attractions

AIF Host: Mark Drost

This workshop will discuss the basics of contracts a fair board enters into each year. Included in the session Brittany & Chris will take a look at contract 'buy-outs' and how to word contracts to protect your fair in case of issues that arise out of the control of the fair, such as natural disasters, storms, and pandemics (like we all experienced in 2020).

**11:15 a.m. to 12:30 p.m. - Iowa A**

**Box Lunch Served**

*Ticket required. Lunch may be taken to other areas of the Conference Center... Courtyard, etc.*

**1:30 p.m. Workshops**

**Iowa A**

***I.S.U. Extension & Fairs  
Future Trends and  
Challenges***

Panelists:

**Debbie Nistler**

State Program Leader, 4-H Youth Development

**Dr. John Lawrence**

Vice President of ISU Extension & Outreach

**Andrea Nelson**

ISU Extension Assistant VP of County Services

AIF Host: Tom Barnes

This session will feature a panel discussion on the future trends and challenges of the youth programs of ISU Extension.

**Ballroom**

***Fair Contracts 101***

Presenters:

**Brittany Lumley**

Attorney, LLL Law, P.C.

**Bruce Sullivan**

Variety Attractions

AIF Host: Steve Voss

This workshop will discuss the basics of contracts a fair board enters into each year. Included in the session Brittany & Chris will take a look at contract 'buy-outs' and how to word contracts to protect your fair in case of issues that arise out of the control of the fair, such as natural disasters, storms, and pandemics (like we all experienced in 2020).

**Iowa B/C/D**

***Kids' Zones***

Presenters:

**Ashley Fitzgerald**

Manager, Boone County Fair

**Jeremy Parsons**

Manager, Clay County Fair

AIF Host: Mary Bolton

All Fairs can use that something extra that appeals to our younger fairgoers. Activities during your Fair targeting this age group is a great way to attract more fairgoers. Keeping this age group entertained at your Fair means families will stay longer at the fair, and returning to the fair multiple days, increasing opportunities for that extra income through concession and ticket sales.

**3:00 p.m. Workshops**

**Iowa A**

***2020 & Fairs ...  
What Did We Learn?***

Presenter: **Marla Calico**

President & CEO of IAFE

AIF Host: Danny Olson

What a year! We all can agree to that. As CEO and President of IAFE (International Association of Fairs & Expositions), Marla has had an unforgettable year working with Fairs around the world on how to deal with the COVID 19 pandemic.

Marla will share how Fairs around the world had to adapt, what they learned from the challenges dealing with the pandemic and what the future could hold for fairs, festivals and other entertainment venues.

**Ballroom**

***Free Advertising Tools  
For Fairs***

***Review of Canva & Filmora***

Presenter: **Jeannie Domeyer**

Manager, Delaware County Fair

AIF Host: Rick Palmer

Participants in this workshop will learn about free advertising tools 'Canva' and 'Filmora'. Many fairs are using these to great success. They are easy to set up and use and are a very effective tool in 'getting the word out' about your fair or special event.

**Iowa B/C/D**

***Advanced Security  
Systems for Fairs***

Presenters:

**Gary Hagan & Boyd Sickles**

SFG Security Services

AIF Host: Jon Baltus

Every fair can, and should, make use advanced security options available today. In this workshop security cameras, gate staffing, and advanced crowd control methods will be discussed. SFG Inc is a company specializing in event management, security services and crowd control.

**6:00 p.m. - Iowa Hall**

***Social A' Fair & Auction***

Meal to be served from 6:00 p.m. to 7:00 p.m. Auction starts at 6:45 p.m.

Ticket required to eat at Social. All AIF members encouraged to participate in the Auction.

**Theme – 'Wear Your Favorite Hawaiian/Beach Shirt'**

**8:30 p.m. – Room 397**

***President's Reception***

Hosted by AIF Board President Kerry Scheidegger and the Calhoun County Fair Board



## SUNDAY – FEBRUARY 7

7:30 a.m. - Iowa B/C/D

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

Open to persons of all faiths. Service in memory of deceased Fair Board members.  
Leroy Perkins, Wayne County, Minister

8:00 a.m. - Iowa A

### **Fairman's Breakfast**

Ticket required - AIF Host: Randy Beckman

9:00 a.m. - Iowa A

## *"Planning to Succeed"*

*Strategy & Solutions for Bringing Out the Best When the Worst Happens*

*Presented by Brienna Schuette Workshop courtesy of IAFF*

*Brienna Schuette is the founder of Moxie & Drive Marketing. Previously, she spent much of her career creating and executing strategic, multi-platform marketing plans for the Minnesota State Fair's annual campaigns and special initiatives. As the youngest spokesperson in Minnesota State Fair history, Brienna conducted nearly 100 local radio, television and print interviews annually; was interviewed by all four Minneapolis/St. Paul national television network affiliates, plus the New York Times, Tonight Show, USA Today, Food Network and Travel Channel; and wrote hundreds of headlines and promotional pieces seen by millions. When she is not working to promote and publicize Minnesota products and events, Brienna is busy raising two young boys and a boxer with husband Sam.*

10:30 a.m. - Iowa A

### **Association of Iowa Fairs Annual Meeting & State Agricultural Society Annual Meeting**

Kerry Scheidegger, AIF President, presiding

Dave Hoffman, Iowa State Fair President, presiding

#### **Attendance is required at both annual meetings.**

— End of AIF Conference & Annual Meeting —

#### Future Dates of the AIF Conference & Annual Meeting

December 10 to 12, 2021

December 9 to 11, 2022

*Thank You Thank You Thank You*

*--- To the following Conference Sponsors ---*

*Campbell's Concessions – Elsenpeter Productions - Evans United Shows  
G.L. Berg & Associates – International Association of Fairs & Expositions  
Iowa Communities Assurance Pool (ICAP) – Iowa Sound  
Luehrs' Ideal Rides - Prairie Event Supply  
Variety Attractions – Vortex Insurance*

All Persons attending Conference must register.

*Current Conference badges required for admission to all functions. Facial covering is required.  
Cell phones are to be set to 'silence mode' or turned off during sessions and events.*

**2020 Association of Iowa Fairs Conference – Guest Speakers/Presenters**



**Meg Courter**  
*Friday, 1:30 p.m.*



**Joe Sorenson**  
*Friday, 1:30 p.m.*



**Steve Adams**  
*Friday, 1:30 p.m.*



**Kameron Middlebrooks**  
*Friday, 1:30 p.m.*



**Victor Oyervides**  
*Friday, 1:30 p.m.*



**Tim Gabrielson**  
*Saturday, 8:30 a.m.*



**Todd Christianson**  
*Saturday, 10:00 a.m.*



**Dr Jeff Kaisand DVM**  
*Saturday, 10:00 a.m.*



**Mike Anderson**  
*Saturday, 10:00 a.m.*



**Brittany Lumley**  
*Saturday, 10:00 a.m. & 1:30 p.m.*



**Bruce Sullivan**  
*Saturday, 10:00 a.m. & 1:30 p.m.*



**Debbie Nistler**  
*Saturday, 1:30 p.m.*



**Andrea Nelson**  
*Saturday, 1:30 p.m.*



**John Lawrence**  
*Saturday, 1:30 p.m.*



**Marla Calico**  
*Saturday, 3:00 p.m.*



**Brienna Schuette**  
*Sunday, 9:00 a.m.*

**NOTES**