



**98TH ANNUAL CONVENTION**  
**PA State Association of County Fairs**  
**and**  
**PA State Showmen's Association**  
**The Hershey Lodge & Convention**  
**Center Hershey PA**  
**Wednesday - Saturday, Jan. 20 - 23, 2010**

**HOTEL RESERVATIONS**

2010 Convention reservations will now be accepted by the Hershey Lodge. Deadline is January 6, 2010. All those attending from the Fairs, Showmen, Trade Show, Associates, and guests can phone the Hershey Lodge room reservation's office at 1-800-HERSHEY (437-7439), or log onto the Hershey Lodge at <https://resweb.passkey.com/go/58848689>. The key for ALL, except Queens is PACOFAIR10. All Queen candidates must use the Queen special code which is COFAIRQUEEN. Be sure you have a credit card with you and respond to all questions. Rooms will be available by 4:00pm and check out at 11:00am daily for all.

**CONVENTION REGISTRATION**

Pre-registration is essential to the smooth operation of the convention. This year a \$25.00 registration fee is being charged. If you plan to attend the Convention for less than the four days, the registration fee is still \$25.00. If you register after December 31, 2009 (mail postmarked after that date) or register when you arrive in Hershey, the fee will be \$40.00. Send registration to: PSACF, P.O. Box 546, Gratz PA 17030-0546.

**MEALS**

Any meal ticket(s) that are purchased are not refundable; there will be a bulletin board near the registration area for you to place a "for sale" notice if you wish to resell them.

A guaranteed count must be given to the Lodge for each meal three days before the convention and will be based on what has been "sold" at that time. The Lodge permits a meal count to be exceeded by no more than two and one-half percent. For example, if the communications luncheon guaranteed meal count was 500, the maximum of additional meal tickets that could be sold at the convention for the communications luncheon will be 13. So, don't wait until you get to the convention to purchase meal tickets!

**TENTATIVE CONVENTION SCHEDULE**

**Wednesday, January 20, 2010**

**MEALS ON YOUR OWN**

11:00am-5:00pm	Registration Desk Open
Judge's School	
12:30pm-1:15pm	Orientation
1:20pm-2:30pm	Session 1
2:35pm-3:55pm	Session 2
2:00pm-3:00pm	Table Topics (13)
2:00pm-4:00pm	Seminar - "Trucking"
3:00pm-4:30pm	Seminar - "Showcasing Agriculture at Your Fair"
3:15pm-4:15pm	Table Topics (1)
4:00pm-8:00pm	Enter Communication Exhibits
4:45pm	PSSA Board Meeting
4:45pm	PSACF Board Meeting
6:00pm-8:00pm	Trade Show Set-up
6:30pm-10:00pm	ENTERTAINMENT SHOWCASE

**Thursday, January 21, 2010**

**MEALS ON YOUR OWN**

8:00am-5:00pm	Registration Desk Open
8:00am-9:00am	Enter Communication Exhibits
8:00am-10:30am	Trade Show Set-up
8:00am-8:30am	First-Timers Session
8:30am-9:00am	Opening Entertainment
9:00am-10:45am	Opening Celebration
	Keynote Speaker – Dr. Kevin Elko
9:45am-10:15am	Associates Gathering
10:30am-4:00pm	Trade Show Open
	Communication Exhibits Open
	(Badge Required)
10:30am-4:00pm	PA Dept. of Agriculture display, Treasury, etc.

11:00am-12:00pm

1:00pm-2:30pm  
 1:00pm-3:00pm  
 1:00pm-2:00pm  
 1:30pm-3:00pm  
 2:15pm-3:15pm  
 2:15pm-3:30pm  
 3:30pm-4:30pm  
 3:30pm-4:30pm  
 5:30pm

5:45pm  
 6:15pm  
 6:45pm

PA Harness Racing Commission Meeting - Open to the public  
 Seminar - "Current Tax Issues for Fair Associations"  
 Ride Safety Session  
 Table Topics (2, 12, 18)  
 Meeting - Sire, Quaker & USTA  
 Table Topics (3, 10, 16)  
 Spouse Program - "Share Ideas About Crafts"  
 Seminar - "Love Thy Vendor"  
 Table Topics (5, 11, 14)  
 PSACF & PSSA Board  
 Group Photos  
 Hospitality Time & Cash Bar  
 PSACF ANNUAL BANQUET  
 Dinner  
 (reserved seating - ticket required - \$28)

**Friday, January 22, 2010**

7:30am-5:00pm  
 7:30am-9:00am  
 9:15am-11:00am  
 10:30am-4:00pm

10:30am-4:00pm  
 9:45am-11:00am  
 1:00pm-2:00pm  
 2:00pm-3:30pm  
 2:00pm-4:00pm  
 2:15pm-4:00pm  
 2:15pm-3:15pm  
 3:30pm-4:30pm  
 6:15pm  
 6:45pm

Registration Desk Open  
 COMMUNICATIONS BREAKFAST  
 (ticket required - \$15)  
 Memorial Service /  
 PSACF Annual Meeting  
 Trade Show Open  
 Communication Exhibits Open  
 (Badge Required)  
 PA Dept. of Agriculture display, Treasury, etc.  
 Spouse Program - "100<sup>th</sup> Anniversary Planning"  
 Table Topics (2, 4, 15)  
 Seminar - "Special Baking Contests"  
 Seminar - "Food Safety"  
 Seminar - "For the Glory...and the Cash - Ethics and Youth Livestock Shows"  
 Table Topics (6, 20, 21)  
 Table Topics (7, 13, 18)  
 Hospitality Time & Cash Bar  
 PA SHOWMEN ANNUAL BANQUET  
 (reserved seating - ticket required - \$38)

**Saturday, January 23, 2010**

7:30am-5:00pm  
 7:00am-8:30am  
 8:45am-10:30am  
 8:45am-10:30am  
 9:00am-Noon

9:30am-10:30am  
 10:45am-11:45am  
 10:45am-noon  
 Noon-12:30pm  
 12:15pm  
 [followed by drawings at 1:00pm]

2:15pm-3:45pm  
 2:15pm-3:15pm  
 2:15pm-4:30pm  
 4:45pm  
 6:00pm

Registration Desk Open  
 BREAKFAST  
 (ticket required - \$13)  
 Seminar - "A New Look at our Customer - Don't be Surprised by Tomorrow"  
 Seminar - "Are You Running In Place or Planning For Growth?"  
 Trade Show Open  
 Communication Exhibits Open  
 (Badge Required)  
 Table Topics (1, 12, 19, 22)  
 Table Topics (8, 10, 17)  
 PSSA Annual Meeting  
 Communication Exhibits Released  
 BOX LUNCHEON  
 (ticket required - \$15)  
 Auction Drawings  
 Winner must be present  
 Seminar - "Mean what you say and say what you mean"  
 Table Topics (3, 9, 21)  
 Spouse Program - "Basket Bingo"  
 Mass  
 QUEEN CORONATION BANQUET  
 (reserved seating - ticket required - \$28)

**Sunday, January 24, 2010**

8:00am PSACF Exec. / Conv. Breakfast

**TABLE TOPICS**

1. Parking-Training-Parking
2. Increase your Profit by Decreasing Costs
3. Working with Local Governments

from – previous page

4. Volunteer Identification and Recognition
5. Advertising Your Event & Your Sponsors
6. Fair Boards (a year round job)
7. Officers Only Session
8. Premium Books – is Online the Answer?
9. Websites, Blogs, U-tube & Twitter (they can help you)
10. How can a Small Fair Survive? (come share your ideas)
11. Funding from Community Groups & Events
12. Animal Health Issues
13. Save \$\$\$ on your Electric Bill
14. Free Stages (how to use them)
15. Living through a DOT stop
16. Games: Checking the Guidelines
17. Keeping Your Grounds Clean
18. Youth Boards Can Work!!!
19. Mar Tech Update
20. Wages & Requirements
21. Sponsorship – Large or Small (hard work that pays off)
22. Fair Queen Activities & Responsibilities

## SEMINARS

### Judges School

The day starts with an orientation session on ethics in the judging process.

This is followed by the six sessions. Session choices and leaders for this year are: Baked Goods - Annie Clark and Hazel Staley, Handcrafts – TBA, Wine - Elaine Schadler, Needlework and Quilting - Lisa Geosits, Photography - Harold Hoch, Youth/4-H/Small Projects - Leisel Dreisbach

The fee for the school is \$10.00 per person.

At the conclusion of the sessions a certificate of attendance is given to all participants who complete the program.

A registration form will be located in the convention packet and as a link from the home page of the association web site.

### Trucking

Back by popular demand from the Showmen is Rick Koontz. His expertise on moving equipment from one site to another remains current with Penn Dot's regulations. Trooper Koontz with his courteous manner, spells out the rules with a sense of helpfulness to those who move from fair to fair.

### Showcasing Agriculture at Your Fair

Learn innovative ways to showcase agriculture at your Fair! Mike Froehlich, general manager of the York Fair, York Pa, presents award winning techniques, methods and strategies he has developed, used, and observed to showcase and increase public awareness of agriculture at Fairs. Mike is a Certified Fair Executive and has been involved in Fair management for more than 30 years. The program will be presented in a Power Point format.

### Keynote Speaker, Dr. Kevin Elko

As one of our own, born in Brownsville Pennsylvania, Dr. Kevin Elko comes to us as a nationally renowned Performance Consultant, Professional Motivational speaker and Author. Dr. Elko is known as one of the hottest inspirational presenters in the country today.

Dr. Elko has consulted with various football teams both on the college and professional levels where his presentations and personal consultations have had a major impact on the performance objectives of the teams as well as individual players.

### Current Tax Issues for Fair Associations

After more than 30 years, the Internal Revenue Service redesigned Form 990, the primary tax compliance form for tax-exempt organizations. This topic will include a review of the current filing requirements, an overview of the new Form 990, and a discussion of governance and compensation issues. Participants will also be made aware of opportunities to tell the organization's story and will learn about possible changes that are necessary to capture the required reporting data. Denise Villbrandt, CPA, is a tax senior manager with Beard Miller Company, LLP, a regional accounting firm with a strong emphasis in tax-exempt audits and tax compliance. Mrs. Villbrandt has spoken on the topic for various organizations including PANO (Pennsylvania Association of Nonprofit Organizations) and PASAE (Pennsylvania Society of Association Executives).

### Love Thy Vendor

Is a commercial vendor given the respect and attention they deserve? Dave Hurley is a vendor who participates in over 4000 events across America. With

new ideas and with over 40 years history, he will share thoughts and ideas of a vendors views and how everyone can benefit. Dave has visited every fair in America and most of them in the last two years.

### Special Baking Contests

Karen Dobson and Kevin Bieber will walk you through everything your fair needs to know about the Special Baking Contests that are available to each Pennsylvania State Fair. These contests include the Hershey's Cake and Cookie, Brownie or Bar Contest as well as the Angel Food Cake Contest and the Apple Pie Contest.

This seminar will walk you through beginning with signing up for the contest, having the contest, judging and displaying your entries, finalizing your paperwork and of course encouraging your winners to represent your fair at the Pennsylvania Farm Show. So, bring your questions, share your ideas and learn from each other as we show you just how easy it is to have these Special Baking Contests.

### Food Safety

Bill Chirdon, PDA Director of Food Safety and Laboratory Services, graciously accepted to return and keep our vendors and food handlers current on the latest regulations with food. This is always a topic of concern and, at present, we are not clear on food re-certification regulations. In particular, who it affects, when does the present certification expire, and what are the expectations. Bill will give us the answers to all questions.

### For the Glory...and the Cash – Ethics and Youth Livestock Shows

Dr. Bob Mikesell, Senior Instructor of the Penn State Department of Dairy and Animal Science comes to us today to speak about Youth Shows and Ethics. Youth livestock programs undeniably provide a rich array of positive youth development experiences. As in other facets of life however, the trail to success can be abbreviated with unethical shortcuts. Dr. Mikesell will discuss the potential pitfalls and educational opportunities to define ethical boundaries for livestock projects.

### A New Look at our Customer – Don't be Surprised by Tomorrow

This is not your granddaddy's fair! In fact it is not even your parent's fair! North American demographics, lifestyle, decisions about family activities and what is important or has value has dramatically changed for fairgoers and is continuing to evolve at a rapid pace. The age group of singles 18 yrs – 30 yrs has an interesting and dynamic focus as well. We can learn from all these changes if we study what is current, what is hot and what is not. Michael Bradley, Division Manager for Leadership Development and Membership Marketing for the California Farm Bureau Federation comes to us courtesy of the IAFE and will present his views on this topic.

### Are You Running In Place or Planning For Growth?

"Today's economic cycle has many people and organizations in a state of panic and frustration. Organizations are freezing dead in their tracks, making "knee-jerk" reactions, or running in place. Those who drive their organizations from the "because we have always done it that way" perspective are less likely to survive the current economy, unless they have very deep pockets. Planning for growth, and taking accountability for the plan, are the best ways to help insure that your organization will survive and thrive in this or any other economic cycle. This workshop will walk the participants through the key elements of a marketing plan, budget, activity, and accountability matrix." This seminar is being presented by Bonnie Sussman-Versace, owner of FOCUSED, LLC where she has assisted fairs in their marketing efforts, business development, vendor relations, and many other areas of business that fairs need to survive.

### Effective Communication Skills "Mean what you say and say what you mean"

In our highly technological society, we are very "connected". Yet, how we communicate says a lot about us, and what we say and how we say it can achieve very different results than we originally intended! Join this classroom to sharpen your communication skills and learn effective methods to handle real-life situations. Effective communication skills can strengthen your interpersonal relationships, both at home, in the office, on the midway, and with your customers and volunteers.

This seminar is being presented by Donna Kramer, Treasurer of the PSSA. Donna draws her expertise from her own real life roles as a business owner.