



100TH ANNUAL CONVENTION
PA State Association of County Fairs and
PA State Showmen's Association
The Hershey Lodge & Convention Center
Hershey PA
Wednesday - Saturday, Jan. 18 - 21, 2012

HOTEL RESERVATIONS

2012 Convention reservations will now be accepted by the Hershey Lodge. Deadline is December 31, 2011. For lodging:

- phone 1-800-HERSHEY (437-7439) or
- online at <https://resweb.passkey.com/go/Countyfairs2012>

All Queen candidates must use the Queen special code of QUEEN2012; otherwise, no special code is required. 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

ADVANCE REGISTRATION is essential to the smooth operation of the convention. Registration is:

- \$25 (received on or before December 31, 2011)
- \$40 (received after December 31, 2011)

MEALS

Meal(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 limited number will be available for purchase at convention.

TENTATIVE CONVENTION SCHEDULE

Wednesday, January 18, 2012

MEALS ON YOUR OWN-ALL

11:00am-5:00pm Registration Desk Open
 "Dress It Up" Workshop
 12:30pm-1:15pm General Display Guidelines - Beverly Gruber
 1:20pm-2:05pm Session 1
 2:10pm-2:55pm Session 2
 3:00pm-3:45pm Session 3
 2:00pm-3:00pm Table Topics 14, 17
 2:00pm-4:00pm Seminar-"Trucking Regulations Update"
 3:15pm-4:15pm Table Topics 6, 10
 4:00pm-8:00pm Enter Communication Exhibits
 Trade Show Set-up
 4:45pm PSSA Board Meeting
 4:45pm PSACF Board Meeting
 6:30pm-10:00pm ENTERTAINMENT SHOWCASE

Thursday, January 19, 2012

MEALS ON YOUR OWN-BREAKFAST & LUNCH

8:00am-5:00pm Registration Desk Open
 8:00am-9:00am Enter Communication Exhibits
 8:00am-10:30am Trade Show Set-up
 8:30am-9:00am First-Timers Session
 9:00am-9:30am Opening Entertainment
 9:30am-10:45am Opening Celebration
 Keynote Speaker - Sam Hayes Jr.
 10:30am-4:00pm Trade Show Open
 Communication Exhibits Open
 (Badge Required)
 10:30am-4:00pm PA Dept. of Agriculture display, etc.

11:00am-12:00pm PA Harness Racing Commission Meeting - Open to the public
 11:00am-3:00pm Spouses Shuttle to/from The Hershey Story
 1:00pm-2:30pm Seminar - "How to Get Sponsors for Small, Medium and Large Fairs"
 1:00pm-3:00pm Ride Safety Session
 1:15pm-2:15pm Table Topics 3, 7, 8
 1:30pm-3:00pm Meeting - Sire, Quaker & USTA
 3:00pm-4:30pm Seminar - "Businesses and Groups that Increase Your Offerings Without Increasing Your Costs & Grantwriter Overview"
 3:15pm-4:15pm Table Topics 2, 12, 15
 4:00pm Associates Gathering
 5:30pm PSACF & PSSA Board
 Group Photos
 Hospitality Time & Cash Bar
 PSACF ANNUAL BANQUET
 Dinner (reserved seating-ticket required-\$30)

Friday, January 20, 2012

MEAL ON YOUR OWN-LUNCH

7:30am-5:00pm Registration Desk Open
 7:30am COMMUNICATIONS BREAKFAST
 meal (served) 7:30am; awards 8:15am-9:00am
 (ticket required-\$16)
 9:15am-11:00am Memorial Service /
 PSACF Annual Meeting
 10:30am-4:00pm Trade Show Open
 Communication Exhibits Open
 (Badge Required)
 10:30am-4:00pm PA Dept. of Agriculture display, etc.
 1:00pm-3:15pm Spouse Program - "Basket Bingo"
 2:00pm-3:30pm Seminar - "Special Baking Contests"
 2:15pm-3:15pm Table Topics 8, 11, 18
 2:15pm-4:00pm Seminar - "So You Have a Complaint, Now What Do You Do?"
 3:30pm-4:30pm Table Topics 4, 6, 16
 6:15pm Hospitality Time & Cash Bar
 6:45pm PA SHOWMEN ANNUAL BANQUET
 (reserved seating-ticket required-\$31)

Saturday, January 21, 2012

7:30am-5:00pm Registration Desk Open
 7:00am-8:30am BREAKFAST (buffet)
 (ticket required-\$14)
 8:45am-10:15am Seminar - "Revised ADA Regulations"
 9:00am-10:00am Table Topics 1, 5, 14
 9:00am-10:30am Seminar - "Food Safety Updates"
 9:00am-Noon Trade Show Open
 Communication Exhibits Open
 (Badge Required)
 9:30am-10:45am Spouse Program - "Quilting"
 10:30am-11:30am Table Topics 9, 11, 19
 10:45am-noon PSSA Annual Meeting
 Noon-12:30pm Communication Exhibits Released
 Noon BOX LUNCHEON
 [followed by drawings (ticket required-\$15)
 at 12:30pm] Auction Drawings - Winner must be present
 2:30pm-3:30pm Table Topic 13
 4:45pm Mass
 6:00pm QUEEN CORONATION BANQUET
 (reserved seating-ticket required-\$30)

Sunday, January 22, 2012

8:00am PSACF Exec. / Conv. Breakfast

TABLE TOPICS

1. Animal Health Issues
2. Legislative Update
3. Officers Only Session
4. Reimbursement Application & Martech Review
5. Fair Queen Activities and Responsibilities
6. Are you missing out on \$\$\$
(gas lease, windmills, campers, etc.)
7. What do I need?
(Permits, regulations, etc.)
8. Going Green – How?
9. Family Fun Night for All
10. How Secure is Your Fair?
11. What's Your Problem?
(an open discussion to share solutions)
12. Displays
(placement/dress up/show winners)
13. 4-H & FFA Livestock Shows & Sales
14. Can Twitter & Facebook Help Your Fair?
15. Bio Fuel Switch Over - Showmen
16. Hiring J-1 Workers—Showmen – Sue Ellen Pfeffer
17. Wage/Tax/Insurance For Fair Workers
18. Hints for a Carnival/Fair Contract
19. Building Maintenance

SEMINARS

Dress it Up

This Displaying Competitive Exhibit Academy will assist fair workers to make their display beautiful and inviting. Each participant will be able to attend the General Session and three area presentations. Areas to be covered: Making the Best of Show Area a WOW Display - Becky Brashear; Displaying Food and Special Baking Contests - Karen Dobson; Showing Off Art, Photography & Crafts - Pat Horstman; Making Vegetable & Fruit Displays Attractive - Marie Haas & Shirley Moyer; Putting Pizazz in Youth, 4-H & FFA Displays - Glenn Michaels; Displaying Quilts, Wall Hangings & Needlework - Jan Gibas.

Trucking Regulations Update

Dean Riland of PMTA, located in Camp Hill, Pa. will give the latest updates for the industry.

Keynote Speaker, Sam Hayes, Jr.

Sam Hayes who is of course no stranger to many of us has agreed to deliver the keynote address at the annual convention in January which will help kickoff a celebration of 100 years of a great organization. Sam is truly an ambassador of agriculture and what better person to come speak to us regarding an industry that we all care about.

How to Get Sponsors for Small, Medium and Large Fairs

Presenters:

- Small Fair – Kevin Bieber, Oley Valley Community Fair
- Medium Fair – Darlene Confer – Centre Co. Grange Fair
- Large Fair – Mike Froehlich – York Fair

This will be a panel discussion on sharing ideas of how each fair no matter what the size can be successful in obtaining sponsors. Find out

the approach that these presenters and their Fairs have used to solicit the marketing dollars of both small business operations and larger corporations.

Businesses and Groups that Increase Your Offerings Without Increasing Your Costs & Grantwriter Overview

Grantwriter, Brian Carlson of Grand Rapids, Minnesota, will do a follow-up seminar to his grantwriting session last year. This session will cover Developing Business Relationships that Help to increase your offerings at little or no cost; Plus more ideas on creative financing in order to increase your bottom line. He will cover topics such as: Planning a Business Approach; Knowing your own History; What to Ask for; Understanding your potential sponsor; Operation Roundup. Brian will also review his last seminar for those who hadn't attended or who have forgotten the important topics from that session. Brian was a former fairboard director in charge of entertainment, fundraising, sponsorships, ads sales, and grantwriting.

Special Baking Contests

Karen Dobson and Kevin Bieber updating everyone who runs any of the Special Contests at your Fairs. Karen and Kevin are also working on possibly being able to show video footage of the State Contests at the Farm Show. This is also the perfect time to come and ask questions regarding any of those contests. Also at this seminar, Shirley Moyer will share information regarding the Red Star Yeast Program as well as the Fresh Preserving Ball Award sponsored by Ball/Kerr that is offered to PA Fairs.

"So You Have a Complaint, Now What Do You Do?"

Ms. Barbara Hensinger, CFE from the sunshine state of Florida will deliver this seminar. He saidShe said.... But who is correct and what is appropriate action to handle the situation? This workshop is designed to review how to investigate and handle exhibitor, patron, and vendor complaints and violations. It pays to be aware of how to process investigations to insure you are protecting your fair, the exhibitors, your employees, and the fair patrons. Barbara Hensinger will share her experiences in this informative, educational, and often interactive presentation.

Revised ADA Regulations

Sally Conway the Deputy Chief, Civil Rights Division, U.S. Department of Justice who will present to us an overview of the Revised ADA Regulations.

This interactive session will address specific provisions in the recently revised Americans with Disabilities Act regulations that apply to the conference participants involved in the operation and management of state and county fairs. Topics will include information on compliance dates and safe harbor, the use of wheelchairs and other power-driven mobility devices, service animals, and ticket sales, as well as a brief overview of some of the changes in the ADA Standards for Accessible design.

Food Safety Updates

The Food Safety updates will be presented by The PA Department of Agriculture.