



NEWSLETTER NEWSLETTER

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Anne & Roger Huettl presented the Award to Susan, center

SUSAN GERLACH INDUCTED INTO THE 2011 SD FAIRMAN'S HALL OF FAME

Susan has been a huge part of the Brown County Fair as well as the South Dakota Association of Fairs & Celebrations. Being Larry Gerlach's wife she donated countless hours supporting and volunteering at the fair for 18 plus years. She has been with the fair and has helped make every year better. She has seen and has grown with the fair. She was involved with the 4-H program through her children. She helped Larry before they had the computer programs and she spent hours on contracts handwriting them. She has done so much and has done it with pride.

Susan has donated her time with anything that needs to be done. She has been a huge part in preparing, organizing and facilitating the 4-H Barbeque and the military breakfast. She has helped paint the grandstand as well as improve any part of the fair that has needed work for the past 18 years. She has been such a big part of the fair and has seen it transform into what it is today.

She has done the decorations for the convention in South Dakota since 2001. She has helped with other setup things during the convention. She has made the convention seem more like a wonderful gala with her creative ideas. She is always eager to help and donate her time with anything that needs to be done.

Susan is the widow of Larry Gerlach. She helps manage the Lafayette Casino for her son, Alvin Gerlach. She has two children, Alvin and Amy. Alvin is married to Michelle and they have two children, Matthew and Andrew. Amy is married to Troy Engelhart.

She has always done everything she could to help improve the Brown County Fair. She stood beside her late husband, Larry, and helped him create one of the best fairs in the country. She is 100% dedicated and has spent a large part of her life involved with the fair and the people involved. She has created strong ties and lasting friendships through all the hard work and through this we will be forever grateful. Susan dedicated countless hours during this year's fair which was probably the toughest thing that she has done since Larry's passing but she did it with pride. Susan is a person to be admired and looked up to for her strength. These contributions have made her a member of the South Dakota Fairman's Hall of Fame.



Janet Lehman presents Hall of Fame Award to Mark Schilling as family look on

MARK SCHILLING INDUCTED INTO THE 2011 SOUTH DAKOTA FAIRMAN'S HALL OF FAME

Mark has been the Corn Palace Director for 10 years and under this title he heads the Corn Palace Festival Committee. This committee is appointed by the Mayor of Mitchell and organizes the festival and other aspects of the Corn Palace.

Mark has made great stride with the Corn Palace Festival. Each year the festival has offered new variety to the fair-goer that attends the festival. The biggest change was when Mark added a little "fair" to the festival by having exhibits for people to enter in the Corn Palace Open Class Exhibits. The number of entries for the Open Class have increased each year.

He has been the Vice-President of the South Dakota Association of Fairs for two years and President for another two years. Mark has served on the board of the South Dakota Association of Fairs since November 2003. If something needs to be done just ask Mark and he is right on it. He does not sleep much as he is at work early and late.

Mark has served on panel discussions, round tables and workshops at the South Dakota Association of Fairs conventions and the Zone 4 conferences. He is also very active with the IAFE and attends their annual conventions.

Mark is married to Ralyna. They live just outside of Mitchell and they have a daughter Aaryona who currently attends Augustana College in Sioux Falls. Their son, Matthew, is a junior at Mitchell High School.

As Corn Palace Director Mark is very involved in the community of Mitchell. He serves on many committees throughout the city of Mitchell, Davison county, Mitchell Chamber of Commerce and Southeast South Dakota Tourism.

Mark's hard work and dedication have earned him a place in the Fairman's Hall of Fame.

PRESIDENT'S REPORT

By Mark Gramm



Some events are big, and some are small but the one thing that is for sure is that life is full of events. Think about all the events of the last month. There are family Christmas gatherings and all the logistics and planning of those, to all of the school and church Christmas programs and all the work that went into those events. Not to forget about all the sports events and parties that we have on our calendars. In just one month we are either directly or indirectly involved in a multitude of events.

From time to time I hear people say that they help with events for a couple days or weeks out of the year. The reality is we are all event planners nearly the whole year through. The more experiences we have, the more we can apply to our fairs and celebrations. Even those little events like a local ballgame or Christmas program can teach every one of us a little something.

Speaking of teaching... how great it is to be a graduate of the 2011 Dakota Fairs and celebrations Convention. Yes, my diploma was signed so I hope it will help to open some doors for me in the future. Thank you to Jeanne McComsey, our past president, Janet Lehman, our executive secretary, all the folks from the Central States Fair, the many associate members who believed strongly enough in their relationships with our members to make the trek to Rapid and all those who helped to make the convention a great one. We saw quite a few new faces and some new energetic bodies looking to make our association even stronger in the future. Those that attended the convention were treated to many excellent workshops and seminars and some of the best showcase acts that the convention has seen. We all learned even more and you will see some exciting changes in future conventions because of it.

As you file away the events of last month, I hope that you are re-energized and focused as you head towards all of our late winter, spring and summer events. Take what you learned from the convention; the past months events and what you hope for in the future to not only make your event a successful one but one that is enjoyable to plan.

If you thought it was hectic in December, every day closer to your event gets those engines revving. Famed race car driver, Mario Andretti, said "If it seems like everything is going along smoothly you probably aren't going fast enough."

Best of luck to all of you as the green flag falls on this race of 2012...

FROM THE SECRETARY

By Janet Lehman



Happy New Year 2012! We made it through another very busy year with events and we graduated from the ABC'S of FAIRS & FESTIVALS Convention with our signed diplomas. Jeanne McComsey definitely made good to school fun with all of her pop quizzes!

Many thanks to all the sponsors that made the convention more affordable to all. Thanks to the board of directors for all of their hard work and creative ideas. Ron Jeffries and his crew from the Central States Fair for helping get things set up for showcasing and the trade show; and probably a few other things that got done. Once again Susan Gerlach needs to be commended for the decorations that just added to the festivities. Thanks to many of you that led workshops, panel discussions and round tables. Dale Nauman did his usual great job for the auction. Jenny, my daughter traveled from Kansas City along with her fiancée to help which is way above the call of duty but much appreciated. Without all of the help the convention would not exist.

Welcome to two new faces on the South Dakota Board of Directors; Dale Nauman from the Potter County Fair, Director at Large, and Holly Vogt, Theatrical Media Services, Associate Director.

We are happy to let everyone know that the next two conventions that will be held in South Dakota; 2013 & 2015 will be held at the Ramkota Hotel in Aberdeen. We will see everyone in ND in 2012 at the Ramkota Hotel in Bismarck.

Be sure to read through the newsletter for lots of information and recognition of the Awards presented at the 2011 Convention.

SOUTH DAKOTA STATE FAIR

By Jerome Hertel



South Dakota State Fair commissioners and administrative staff recently held a strategic planning meeting to evaluate the strengths, weaknesses, opportunities and threats facing the State Fair and Fairgrounds.

The group took what was learned from the planning session and decided to focus on some goals that could be achieved in one to three years. Task forces were formed to cover three areas:

- Funding
- Camping/ parking/ transportation
- Human resources

The funding task force will explore opportunities to grow the South Dakota State Fair Foundation and develop key relationships with business people who will be vital to the Fair's future.

The camping/parking/transportation task force will research options to add more electrical campsites and then develop a plan to build them. As the State Fair continues to grow, parking becomes an increasingly larger challenge. The task force will explore ways to better use the parking system available to the Fairgrounds.

The human resources task force will concentrate on the Fairgrounds workforce and how to recruit more people to grow the available workforce.

Facilitator for the meeting was Denny Everson, Director of Branch Administration at First Dakota National Bank.

JO BEAL & SCOTT WICK PRESENTED 2011 VOLUNTEERS OF THE YEAR AWARD



L. to R. Terry Hanten, Craig Leao, Sandy Johnson, Steve Munk, Cindy Christensen, Jo Beal, Scott Wick & Julie Hammer

How would you like your CEO of your fair to resign 37 days prior to the start of your fair and then have two people "volunteer" to take over as fair managers? That is exactly the scenario at the fair this year.

Jo serves as our secretary of the Sioux Empire Fair Association and has been on the board since 2008 along with her husband, Scott, as a volunteer. They each have special interests and passions on the board.

In a few short weeks they carried the fair to a very successful week and one of the best fairs ever. Without their guidance we would not have had the fair that we did.

Both Scott and Jo are involved in many non-profits in our community. They both serve on the Sioux

Empire Safety Village Board, Big Brother-Big Sister, Sioux Falls Ministry Board and others. They are very involved in their church. Scott works for the Harrisburg School Systems and Jo is a full time volunteer. Both are exceptional people and great leaders in the community. They complement each others talents and abilities.

They truly have gone over the above the call of volunteerism. The South Dakota Association of Fairs & Celebrations is proud to present one of the 2011 Volunteer of the Year Awards to Scott Wick & Jo Beal.

LANCE CARSON RECEIVES 2011 EVENT PERSON OF THE YEAR AWARD



L. to R. Jim Korkow, Lance Carson & wife, Donna

Lance Carson has been involved with the Corn Palace Festival for 12 years and has served on the entertainment committee, volunteer committee, street committee and sponsorship committee. He has been instrumental in the success of the Corn Palace Festival and is always willing to go the extra mile to assure everything is done correctly.

He is also a 4 year member of the SD State Fair Commission. He has served on the State Fair Advisory Commission plus he has helped get the SD State Fair back on the right path. He also serves as a State Legislator and helped lead the fight to secure state funding for the State Fair.

He has been very supportive of the fair industry; he has chaired the Corn Palace Stampeded Rodeo Committee, the Mitchell Parade of Lights Committee, the Palace City Lions and is a very active community leader.

The South Dakota Association of Fairs & Celebrations is pleased to present Lance Carson of the Corn Palace Festival and the SD State Fair with the 2011 Event Person of the Year Award.

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STU SWENSON PRESENTED 2011 EVENT PERSON OF THE YEAR



Stu center and just to his left Tim Kohlmeyer, SDAFC director, who presented award, surrounded by Stu's family

The Brown County Fair is lucky to have Stu on their fair board. Many positions with different committees have been held in the past 12 years on the board.

Stu may not have held any offices on the board or headed up any important committees but he has helped in so many ways and his accomplishments were noticed when in 2010 he was awarded The John Justin Standard of the West Award from PCRA and Korkow Rodeos.

He has put in countless hours to the improvement and implementing new events at the fair such as the Veggie 500 Race. He spends a lot of time and sponsors the flowers that help beautify the fairgrounds. This year he planted new trees and will continue this project even after he is off the board. This is his last year with the fair and he wanted to bring in something special for the children. He found a face painter who did such an impressive job and saw the smiles on the children's faces. He sponsored her to come to the fair for 3 days which was one of the biggest hits amongst the children.

He also took the time to bale hay for the new bale maze and designed it so the kids could enjoy while the parents could take a break. We could name countless things that he has done and the list goes on forever. His passion and love for the fair runs deep and The Brown County Fair is very fortunate to have him as a part of their family.

He not only has helped at the Brown County Fair but he has helped other fairs implement the Veggie 500 Race; namely The Greater Grand Forks Fair and the Carrington Fair. His dedication to help grow other fairs is a wonderful gift.

A little about his personal life; he has two daughters and works as head maintenance person for the Ramada Inn of Aberdeen. His boss states that he is a very dedicated employee and one of the hardest working individuals putting in over 60 hours a week without taking any time off.

The South Dakota Association of Fairs & Celebrations is pleased to present Stu Swenson with the 2011 Event Person of the Year.

2012 MEMBERSHIP BROCHURE PLUS DATES & LOCATIONS BROCHURE

Enclosed with each Newsletter should be a copy of each of the above mentioned brochures. If this is not included, please let the secretary know. There are 11,000 copies of the Dates & Locations Brochures printed each year. If you have an area to display brochures of this type, please let the secretary know and she will be happy to provide you with some. We do have these displayed in the Tourism & Information Booths along the Interstates in South Dakota. If you need additional Membership Brochures, please call 605-397-8333 or email sdafc@southdakotafairs.com.

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2011 JACK HUNTER AWARD PRESENTED TO BRENDE FARNEY MERRILL



Randy Merrill, Brende Farney Merrill & Mark Gramm

Brende has been very active in the fair and festivals industry for many years. Not only involved in the entertainment business but has shown interests in many other things.

She specializes in talent buying of main stage entertainment and concert production for fairs, festivals and corporate events West of the Mississippi. Well known in the Rocky Mountain region she is the Entertainment Director for A Taste of Colorado Festival and Agent of Record for the historic Brown Palace Hotel and Spa in Denver. She is a forward thinker and workshop leader on industry issues and provides a positive message that adds to the value of the educational sessions. A teacher as well as a student, she recently completed training through The International Festival and Event Association (IFEA) to become a Certified Festival Event Executive.

Brende earned her master's degree in speech and language pathology and worked at the Institute of Logopedics and The Easter Seal Society for several years before changing career directions to become owner and Vice President of the already established Winterset Concert Events. This is where her love for music was ignited and in the early '90's, the company forged a mutual working relationship with Capital Records cowboy recording artist, Chris LeDoux and his band Western Underground. That success led to the company's move from

Denver to Nashville, Music City USA and the expansion of their services on a national level.

She has shown commitment to her industry through service as Associate Director and Board Member of (CAFS) Colorado Association of Fairs and Shows as well as South Dakota Fair and Celebrations. For the community she has served as President - Denver II, Board Member and International Voting Delegate for the worldwide service organization Zonta International, whose platform is business executives working together to advance the status of women and children.

Brende has really jumped right in and helped so much since coming on the board of this group and we thank her for all of her help.

The South Dakota Association of Fairs & Celebrations would like to present Brende Farney Merrill the 2011 Jack Hunter Award for her contributions to our organization.

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JAMES "JIM" KOKESH RECEIVES 2011 VOLUNTEER OF THE YEAR AWARD



Family looks on as Mark Schilling presents Volunteer of the Year Award to Jim

Jim Kokesh is President of the Butte Lawrence County Fair board, parent of past 4-H members, 4-H club supporter and grandparent of 4-H members plus supporter of the livestock sales for 20 plus years.

He has been active with the fair since his kids were in 4-H and then once again when his grandkids became 4-H members. As President he has been active with getting the fair grounds reorganized, cleaned up and electrical things up to date. He and his wife volunteer their time and mowing abilities each summer to go down and mow, clean up or whatever he can think of to get the grounds up and running for the fair. Yes at times he does get gas money, but even if he didn't he would still do all the things he does, because he likes the fair and he loves to see the kids and

families enjoying the fair. It is hard to describe all that he does without bragging or making him sound like an over achiever. Summing it up he sees what needs to be done and just does it; with or without help.

He has been a business man for 32 plus years. He is now retired but he helps his sons farm and ranch whenever needed. He is married to Margy Kokesh for 54 years and has two sons, one daughter, 7 granddaughters, 2 great granddaughters, 2 daughter in laws, 1 son-in-law and 1 grandson-in-law.

He is an active member of his church UCC for 54 years. He has served on various committees through out the years. He is a member of Odd Fellows, Moose Lodge and the Butte Lawrence County Fair Board.

He is an avid Belle Fourche Bronc athletic supporter of all his granddaughters and FFA and whatever group they were in when in High School.

Even though he has been retired for a few years now from delivering gas to customers he is still a very active person. Different ones always say once they retire "I don't know how I found time to work, when I was employed."

This might not seem like a lot of years or time supporting 4-H but all the years he was a dad or a grandpa supporting his family in 4-H goes unaccountable because as he would say "that is what family is about".

So in a nutshell this is why Jim Kokesh of the Butte Lawrence County Fair is receiving one of the 2011 Volunteer of the Year Awards from the South Dakota Association of Fairs & Celebrations.

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MIKE HASSEBROEK RECEIVES 2011 VOLUNTEER OF THE YEAR AWARD



L to R Jeanette Hassebroek, Mike Hassebroek & Amy Scott, Brown County Fair Manager

Mike served on many committees during the six years on the local fair board. He was president of the fair board in 2004.

He is a huge part of the 4-H program; especially within the rabbit division. He has sponsored the awards for this event. He also sponsors and sets up the Super Farmer Contest which is a well attended event. He supplies the sheep for the mutton busting event during the rodeo for the children which has had a tremendous popularity with the little children. He has set up and supplied the animals for the Petting Zoo and the care for them.

He patrols the fairgrounds at night in order to prevent any activities that may harm the fair or the fairgoers. He also volunteers as a gate person to help the ongoing traffic and guide them to the proper places. He has volunteered countless hours and wants to help implement a birthing/learning center. He has a love for bringing animals and children together. With this he helps educate and allows children to interact with animals they would never encounter.

Mike Hassebroek's whole family participates with the 4-H programs and supports the fair. He wife, Jeanette, is in her sixth year as a fair board member. They have a farm outside of Aberdeen where they raise sheep, cattle, goats and other animals. They both go the extra mile and at conventions Jeanette will purchase and put together her own auction item.

The South Dakota Association of Fairs & Celebrations would like to recognize Mike Hassebroek of the Brown County Fair as one of the 2011 Volunteer of the Year Award recipients.

DONALD PAZIE RECEIVES 2011 VOLUNTEER OF THE YEAR AWARD



L. to R. Donald Pазie, wife, Sharon & Doug Hofer who presented award along with Army flag

Donald Pазie has been a volunteer at the Corson County Fair for 8 plus years. Don has served as the County Commissioner represented on the fair board. He also is on the Livestock Committee, Ticket Taking and set up and tear down day committees. One of the most important committees is the PORTA POTTY COMMITTEE.

He is always the first to show up to help. He was very instrumental in getting the bleachers moved in and set up in their permanent place. The fair always had to go 30 miles to borrow portable ones and this took a lot of time and hours to set up. We now have permanent ones and the 4-H clubs painted the white & green 4-H colors. He helps with the livestock weighing in and the show. He is always there when called on to volunteer.

He grew up on his father's homestead eighteen miles south of Morrystown which he now owns. He married Sharon A. Tidball September 12, 1975; they own and reside on the homestead of his mother's parents five miles south of Morrystown. He and Sharon hosted a Centennial Farm Celebration there in June 2010. They have two children Julie and Michael and five grandchildren.

Donald attended Riverside country school and graduated from Lemmon High School in 1967. His father passed away suddenly when Don was nine years old. His mother continued to live on the farm and raised the family there so he had to assume a lot of responsibility at a young age. He also worked for neighbors, William Tidball and George Burns, from whom he learned a good work ethic. He had no formal education beyond high school; but he has never stopped learning.

Donald served his country as an Army medic in Korea after he was drafted in 1969. He was honorably discharged in 1971 and returned to Corson County to establish his own livelihood ranching and farming. He is an active member of Sacred Heart Catholic Church in Morrystown and the Thunder Hawk American Legion Post. He served on the Custer Township Board until becoming a County Commissioner in January 2003. He has served on the Fair Board, the Extension Board and the Tatanka Resource Conservation & Development Council, Inc. He works for USDA Farm Service Agency since October 1993 as a Field Reporter and Crop Loss Adjustor. He worked many years at Lemmon Livestock unloading, sorting and loading out livestock. He has been diligent about learning as much as possible, listening to constituents, and spending tax payer money wisely.

He is a strong advocate of any activities that encourage family time where parents and their children spend quality time together. He is always encouraging and supportive of young farmers, ranchers and new commissioners. He is always willing to help a neighbor, friend, or family member whether they are working cattle, fighting fire or flipping pancakes to benefit a worthy cause.

The South Dakota Association of Fairs & Celebrations is honored to present one of the 2011 Volunteer of the Year Awards to Donald V. Pазie of the Corson County Fair.

CHUCK WEISCHEDEL PRESENTED ONE OF THE 2011 VOLUNTEER OF THE YEAR AWARDS



L to R back row Scott Weischedel, Randy & Laura Weischedel, Brady Weischedel, Monica Weischedel, Spencer Weischedel. Front row Jeanne McComsey, SDAFC President, little boy?, LaVonne & Dale Weischedel, and Chuck Weischedel.

Chuck Weischedel has been a volunteer on the local fair board for 11 years. He has been on two fairground improvement projects; namely new seats in the grandstand the building new restrooms. He and his wife have been the co-chairs of the frying pan and tire toss events for a number of years. He is also the chairman of the garden tractor poker run. He helps get things ready before the fair and during clean up afterwards.

He is always there to help in getting the fairgrounds ready to go for the fair. He does the major share of the mowing and trimming and helps with weed control. In the winter months the buildings are used for storage and he helps with this and if there are questions on whose things are stored where he usually knows this. When there is a

question about the water or electrical lines he is the one to call. Due to a mishap one year during our fair we had a carnival that went sour so he came to the rescue along with the rest of the men on the board; operating the carnival equipment.

Chuck Weischedel is married to Monica and they have two children, Brady and Spencer who are both in college. Chuck works for the County Highway Department. He has also been a volunteer fireman for 20 years and 6 of those years he was Fire Chief. He is also the member of the Onida Masonic Lodge and the Presbyterian Church.

The South Dakota Association of Fairs & Celebrations is pleased to present Chuck Weischedel one of the 2011 Volunteer of the Year Awards.

VERYL HOHN PRESENTED 2011 VOLUNTEER OF THE YEAR AWARD



Veryl Hohn has been a volunteer of our event for 8 years. He has worked as the Freedom Stage Entertainment & Sound Coordinator, Entertainment Committee and the Polka Festival Committee.

He takes great pride in the Corn Palace Committee and he works hard with each and every entertainer to ensure they feel comfortable with equipment and sound quality. Veryl is a dedicated volunteer as he will help out with anything from judging exhibits to setting picnic tables for the vendors. Mr. Hohn has chaired and been the main promoter of the annual Corn Palace Polka Festival for 7 years. This event has drawn visitors from 43 states each of the past three years. Veryl helped revamp and now headlines our annual senior day which draws over 600 people to the Corn Palace.

Veryl is the owner/ operator of Hohn Electronics. He plays the accordion and loves to share his music with many senior centers.

He has helped with the State Youth Talent Contest and is a very patient man with the young people in getting things the way they want it for their performance.

The South Dakota Association of Fairs & Celebrations is pleased to present Veryl Hohn of the Corn Palace Festival one of the 2011 Volunteer of the Year Awards. Veryl was unable to accept his award because of the weather.

AWARDS BANQUET DOOR PRIZES WON

Jewelry donated by Winterset Concert Events was awarded to Foxy Brunen – Morton County Fair

Watch donated by Winterset Concert Events was won by Craig Leao - Sioux Empire Fair

Knives were given to Keith Raymond of The Magic of Keith Raymond (was this a mistake to let him have these???)

Knife set went to Connie Hanson of the North Dakota State Fair

Bill Blass watch was given to Julie Barker of the Ransom County Fair

WINNERS OF THE CREATIVE ARTS PROGRAM AT CONVENTION AND STAR GRADUATE

During the 2011 ABC'S of FAIRS and FESTIVALS there was play doh at each table for the convention attendees to create things. The winners were announced at the awards banquet and they were each awarded a CD to help them think when being creative. Tara Poncellet from the South Dakota State Fair was one of the winners that was not present for her picture. Shown below are the other two winners:



Cindy Pigors-Brown Co. Fair



Steve Munk-Chair Sioux Empire Fair Assn.

Each person attending the convention was presented with their diploma at the awards banquet and of course there was one star pupil among the class. He was presented with a coffeemaker to help him stay awake during his late night studies. The 2011 star pupil was Frank Klein from the Stark County Fair.



Brende Farney Merrill, SD Board Member shown with star pupil – Frank Klein

2012 REGULAR MEMBERSHIP

The following membership did not reach us in time to be included in the 2012 Membership Directory:

Lincoln Co. Achievement Days Open Class
 July 31-August 1
 Dorthy Nothdurft
 47630 292nd Street
 Beresford, SD 57004
 Ph 605-957-4205
 mel.dot@iw.net

AMY SCOTT NAMED BROWN COUNTY FAIR MANAGER



Amy Scott, interim Brown County Fair manager, has been named the permanent, full-time manager.

Scott was named interim manager after the death of Larry Gerlach, who had served as the fair manager since 1992. She previously worked as Gerlach's assistant during his years as fair manager.

While Gerlach was employed three-fourths time as manager, Scott will be full-time. As a fair assistant she was full-time.

FOURTH ANNUAL NORTHEAST CELTIC FAIRE & GAMES A CHALLENGE

By Robin O'Neill



Twin Cities Metro Pipe Band Member



Danielle Enblom



Guthrie

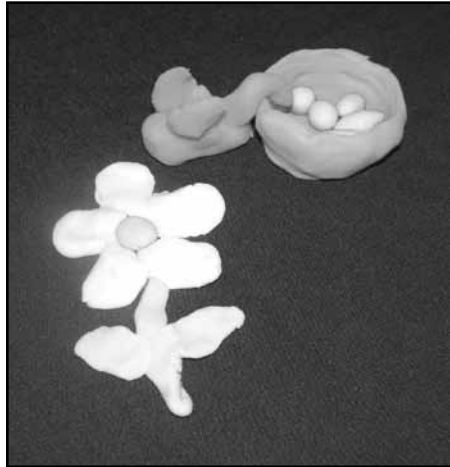
The fourth annual NESD Celtic Faire and Games have come and gone! Although the weather was a bit of a challenge – typical of the Scottish Highlands – we still had a great turn out and some fabulous performances.

Guest performers this year were the Guthrie Highland Dancers, the O'Shea Irish Dancers, the Twin Cities Metro Pipe Band and Northern Gael with guest Ross Sutter. The Scottish Heavy Games outside carried on in spite of the weather with some incredible examples of strength and athleticism.

2012 will mark our 5th year, and to mark that anniversary we hope to do something(s) very special. Keep an eye on the website, www.nesdcelticfaire.com to see what we think up! As always the event will be the third weekend of September, at the Brown County Fairgrounds in Aberdeen, SD.

**NORTH DAKOTA ASSOCIATION OF FAIRS &
SOUTH DAKOTA ASSOCIATION OF FAIRS
COMBINED ANNUAL CONVENTION
HELD NOVEMBER 17-19, 2011**

Rapid City, SD.....The Rushmore Plaza Holiday Inn was the place to find “ABC’S of Fairs & Festivals with plenty of pop quizzes, play doh contest and lots of prizes. The convention kicked off with a get-acquainted party, hors d’oeuvres and plenty of showcasing.



Play Doh Art

Chana Mannen, CFE, Executive Director of the Don Diego Fund in De Mar, CA gave the keynote with a presentation “Fair Firsts” which showed the American Way of Life how it was and still is introduced at fairs. A panel discussion was presented by Tim Kohlmeyer, Jerome Hertel, Steve (Bogie) Bogdanovich on “Production Quality & Safety for Entertainers”. “50 Ways to Improve Your Fair/Your Bottom Line” was given by Chana Mannen, CFE. A workshop entitled “Petting Zoos & Animal Contact at Our Fairs: How Can We Keep Visitors Safe?” was presented by Russ Daly, DVM, DACVPM, Extension Veterinarian/Associate Professor from SDSU.

The Spouse Tour to Black Hills Glass Blowers and Mount Rushmore National Monument were thoroughly enjoyed even though a snow storm was in progress.

Annual meetings were held by both North and South Dakota Associations and the Associates electing their new directors for the coming year. The new North Dakota board

consists of President – Ron Rasmussen, Vice President – Diane Schell, Secretary-Treasurer – Dale



L to R, SDAFC Board, Janet Lehman, Mark Schilling Jeanne McComsey, Holly Vogt, Robert Merrill, Mark Gramm, Jim Kokesh, Brende Farney Merrill, Dale Nauman

Hildebrant, Mark Landa, Bryan Schulz, , Patty Feakes, Kent Warren, Craig Rudland, Ron Bingeman, Alicia Redich, Dean Clott & Corey Heiser. The South Dakota board members are: President – Mark Gramm, Vice President – Robert Merrill, Executive Secretary – Janet Lehman, Jeanne McComsey, Jim Kokesh, Mark Schilling, Dale Nauman, Holly Vogt and Brende Farney Merrill.

A panel discussion “Handling Money – Accounting” was lead by Ron Jeffries, Mark Schilling & John Hanschen. This was very informative and well attended.

Following this a workshop “Create a VIP Experience at Your Fair” was given by Brende Farney Merrill. Round table topics this year were Year Round Promotion, Beer Merchandising & Alcohol Management, Profit Ideas for Small Events & Community Involvement.

Many showcasing acts were presented on each day. This year’s attendance was down slightly with but the convention goers seemed to enjoy themselves at the trade show, auction, and other events that were held for both learning and enjoyment.

The 2012 Dakota Fairs Convention will be held November 15, 16 & 17 at the Ramkota Hotel in Bismarck, ND.

**UPCOMING DATES TO MARK
ON YOUR CALENDAR**

2012 ZONE 4 CONFERENCE
MARCH 26-28
PLAZA HOTEL
WAUSAU, WI

2012 ROCKY MOUNTAIN CONVENTION
NOVEMBER 7-10
RIVERSIDE HOTEL
BOISE, IDAHO

2012 DAKOTA FAIRS CONVENTION
NOVEMBER 15-17
RAMKOTA HOTEL
BISMARCK, ND

2012 IAFE CONVENTION
NOVEMBER 26-29
PARIS HOTEL
LAS VEGAS, NV



South Dakota Association of Fairs

Janet Lehman, Secretary
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Groton, SD 57445-6008

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