

FLORIDA FEDERATION OF FAIRS CONVENTION AND IAFE ZONE II MEETING Hold Successful Event

The Florida Federation of Fairs & Livestock Shows, Inc. 60th Annual Convention and IAFE Zone II Meeting – entitled “Rev Your Engines” was held in St. Augustine, Florida on May 19th – 21st.

For the first time ever, an IAFE Zone Meeting was held in conjunction with a statewide Association Convention. As a pilot program, combining the Florida Federation of Fairs Convention and the IAFE Zone II Meeting was deemed a great success. With over 440 people in attendance, representing 34 Florida Fairs, 12 Zone II Fairs and Associations, and over 150 Associate members.

Much of the success of the Convention and Zone Meeting goes to the involvement of the attendees. Over 90 people from Florida Fairs, Zone II attendees, and Associate members participated in the program as speakers, moderators, or round table facilitators. There was a lot of valuable information shared and hopefully everyone took home some new ideas.

A beautiful Florida day provided a perfect setting for the pre-convention golf tournament fundraiser held at the Slammer & Squire Golf Course at the World Golf Village on May 18th. This year’s 11th Annual Tournament was held in honor of Giles Ellis, Controller at the Florida State Fair who passed away in 2007 and was the organizer of the Federation’s first golf tournament. The day started with lunch and access to the beautiful course for a field of 72 golfers. A great afternoon of golf was followed by a sumptuous dinner and prize drawings. It was also great to have so many Zone II attendees participate in the tournament! Pete Sutton, Tournament Chairman, assisted by the Golf Tournament Committee (Thom Giordano, Bill Olson, and Jeannie Yonge and David Viers – Advisor) and the great staff at the Clay County Fair (Karen Brown, Sharonda Johnson, Robin Gann, and Mary Lou Wilkinson) did a superb job in putting together the annual tournament.

Thursday morning, things started off early as the Trade Show area took shape with 74 booths by our Associate members. Federation Committees and the Board of Directors also met on Thursday morning to kick off the convention’s business agenda. The afternoon provided dedicated Trade Show time, and also round table discussions including sessions on **Livestock Exhibitor Passes – Ideas and Suggestions; Computer Software for Competitive Exhibits; Low Cost Entertainment Ideas; Keeping Competitive Exhibit Categories Current; Customer Service Do’s and Don’ts; and Camping On Your Grounds.** The afternoon also hosted workshops on: **Focus Forward on Green; Fair Business – IRS 990 and More...; Crowd Management; The Opportunities and Challenges of Youth Livestock Shows; Ticket Systems and Controls For Small Fairs; and Working With Your Elected Officials.** The afternoon also featured two Encounters with Technology workshops on **Excel – Tips and Shortcuts** and **The Fundamentals of Keeping Your PC Running.** These “hands-on” computer classes continue to be popular with the convention attendees.

Thursday evening, all registered delegates received a complimentary ticket to the President’s Party. The party, in honor of President Jeanne Keaton was sensational. President’s Party Chairman Gayle Hart (Greater Jacksonville Agricultural Fair) and her committee created a spectacular event centered around the theme “Rev Your Engines.” The evening featured several showcases and a live auction. The event was sponsored by **Murphy Brothers Expositions and Strates Shows, Inc.** and included a free drink ticket for all partygoers. The event was a definite success!

Friday morning, delegates arrived in great spirits for the official opening session of the convention. Jeanne Keaton, Federation President welcomed the group and a beautiful version of the National Anthem sung by Theresa Agricola from the South Florida Fair opened the convention with a bang! Jim Sinclair, Chairman of the IAFE, and Becky Brashear, IAFE Zone II Director, also welcomed the group for this “first time event.” The tone of the convention was set by the keynote speaker who was sponsored by **Populous.** The keynote speaker

Kevin Snyder entertained and motivated attendees with his address "The Ultimate Success Formula." Delegates spent the rest of the day between the Trade Show and educational sessions.

This year's Educational Sessions were sponsored by **Haas & Wilkerson** and the Round Table Discussions were sponsored by **Growums**. Federation Fair members, Zone II members, and Associate members presented many informative sessions which included: **Protecting Our Industry** – a panel moderated by Jim Sinclair, IAFE with panelists - Bob Johnson, OABA - Jay Strates, James E. Strates Shows - Jim Tucker, IAFE - and Rick Vymlatil, South Florida Fair; **E. coli: Who's At Risk?** Jenifer Chatfield, DVD with DOH; **The Basics of Fair Insurance** with Joe Repass, K & K Insurance and Ryan Wilkerson, Haas and Wilkerson; and **Keeping Your Midway Games Fair** by Terry Grace with amusement Management & Consulting Services; **Competitive Exhibits From Start To Finish** with Nancy Smith, South Carolina State Fair; **Information Technology** (Fair Institute Class – sponsored by IAFE) by John Johnson from Hebron Harvest Fair; **On-Site Contests & Competitive Exhibits** with Vicki Chouris, South Florida Fair; **Maximizing Your Fair Profitability** with panelists Gary Goodman, South Carolina State Fair, Marlene Pierson-Jolliffe, State Fair of West Virginia, and Rick Vymlatil, South Florida Fair; **Generation Feud Game** by Robert Fogle with The Greater Fredrick Fair; **Selling Ads and Getting Sponsorships** with panelists Sandra Nicholson, Hernando County Fair – Linda Syfrett, Okeechobee County Fair – and Dan West, Manatee County Fair; **50 Ways To Improve Your Fair** (sponsored by Zone II) by Chana Mannen with the IAFE Speakers Bureau; and **Working With Concessionaires** with panelists Jim Ward, Pasco County Fair – Greg Miller, NICA – and Jim Sinclair, IAFE.

The Friday Night Showcase event which was sponsored by the Associates continues to grow in popularity and success. The evening featured two live showcases and 2 video showcases, with popcorn and trail mix, free beer, and a NASCAR trivia game.

Saturday morning began with refreshments in the Trade Show sponsored by Reithoffer Shows, The Florida Strawberry Festival, and The Dennis Lee Show. The afternoon was bustling with educational topics, and the Annual Business meeting. The meeting ended with a Closing Keynote speaker, Sheriff J.B. Smith sponsored by the Florida State Fair. The Florida Federation of Fairs Board of Directors convened with the new board to elect officers for the upcoming year. The new Officers and Directors are:

C.E. "Happy" Norris – President, Lake County Fair
Dan West - 1st Vice President, Manatee County Fair
Gayle Hart - 2nd Vice President, Greater Jacksonville Agricultural Fair
Pete Sutton – Secretary/Treasurer, Clay County Fair
Jeanne Keaton - Immediate Past President, St. Lucie County Fair
Felicia Chivington, Pensacola Interstate Fair
Phil Clark, Miami-Dade County Fair and Exposition
Chuck Pesano, Florida State Fair
Dawn Rowe, Osceola County Fair
Toby Turner, Indian River County and Firefighters Fair
Tom Umiker, Greater Hillsborough County Fair
Rick Vymlatil, South Florida Fair
Jim Ward, Pasco County Fair
Vicki Oler, Oler Productions – Associate Director
Joe Repass, K & K Insurance Group of Florida – Associate Director
Danny Rauerson, FL Dept. Of Agriculture - Farmers Market Division - Honorary
Frankie Hall, FL Farm Bureau - Honorary
Dr. Larry Arrington, Florida Cooperative Extension Service – Honorary

This year's annual banquet on Saturday evening was sponsored by Event Marketing Corporation and awards were presented to various individuals. These included:

- A special President's award to the Clay County Fair for all their hard work putting together the very successful annual golf tournament fundraiser.
- The Associate of the Year award was presented to John Duttera, Duttera Sound Service who has supported the Federation and fair industry for many years.
- The Florida fairs awarded as Blue Ribbon Fairs are named below.
- The Florida Federation Hall of Fame inductee for 2011 was Vicki Chouris with the South Florida Fair and Past President of the Florida Federation of Fairs.

- Sponsoring the most new members was Vicki Oler with Oler Productions.
- Winning the IAFE Fair Management Scholarship was Bill Olson of the Greater Jacksonville Agricultural Fair

Following the presentation of awards, President Jeanne Keaton turned the gavel over to “Happy” Norris from the Lake County Fair. After presenting the Past President’s plaque to Jeanne, Happy expressed his appreciation to the Federation and indicated that he is looking forward to working with all the Florida Fairs. After the entertainment showcase, everyone was invited to a reception sponsored by the Lake County Fair honoring the new President, Hall of Fame Inductee, and Associate of Year where the festivities continued on.

The hospitality suite has been a continued success at the convention. Everyone seemed to enjoy the opportunity to socialize and network after hours.

2010-11 Blue Ribbon Fairs

Brevard County Fair
Broward County Fair
Central Florida Fair
Central Panhandle Fair
Citrus County Fair
Clay County Fair
Collier County Fair
Columbia County Fair
Firefighters Indian River County Fair
Florida State Fair
Florida Strawberry Festival
Greater Jacksonville Agricultural Fair
Hardee County Fair
Hernando County Fair
Highlands County Fair
Lake County Fair
Manatee County Fair
Miami-Dade County Fair
Northeast Florida Fair
Northwest Florida Fair
Okeechobee County Fair
Osceola County Fair
Pasco County Fair
Pensacola Interstate Fair
Putnam County Fair
St. Lucie County Fair
Santa Rosa County Fair
South Florida Fair
Southeastern Youth Fair
Southwest Florida & Lee County Fair
Sumter County Fair
Suwannee County Fair
Volusia County Fair & Youth Show

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Opening Session Keynote Speaker
Populous

Annual Banquet
Event Marketing Corporation

Closing Keynote Speaker
Florida State Fair

Educational Workshop Sessions
Haas & Wilkerson Insurance

Round Table Sessions
Growums

Friday Luncheon
Wade Shows

Saturday Luncheon
Netterfield Popcorn & Lemonade, Inc.

IAFE Scholarship
North American Midway

Incoming President & Hall of Fame Reception
Lake County Fair

Name Badges
K & K Insurance

Directory Cover Photo Contest
American Tent

Year in Review Video
Capitol International Productions

Refreshment Breaks
Reithoffer Shows
Florida Strawberry Festival
The Dennis Lee Show

Ag Awards Contest
Duttera Sound Service
Ag Awards Contest

Trade Show Door Prizes
Kissimmee Valley Livestock Show
& Osceola County Fair
Lafayette Tent & Awning (2)
Myers International Midway
Northeast Florida Fair
O'Brien's Food Service
Pasco County Fair

Triangle Talent

Friend Of The Federation Sponsors
Columbia County Fair
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Doug King – King Enterprises, Inc.
Happy & Donetta Norris
Indiana Ticket
Joe Repass
Miami-Dade County Fair and Exposition
North Florida Fair
Okeechobee County Fair
Reithoffer Shows
Rudy's Inc
Sarasota County Fair
Tech-Troncis Productions, Inc.
The Best Around
Triangle Talent
Volusia County Fair

**A SPECIAL THANKS TO OUR
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for providing the sound & lighting for the showcases

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for providing the ribbons for the name badges

SOUTH FLORIDA FAIR
for providing signs and banners

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for providing the plaques for the Ag Awards Contest

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Jenks Concessions
The Dennis Lee Show (3)
Miami-Dade County Fair & Exposition
Myers International Midway
National Independent Concessionaires Association
O'Brien's Food Service
Perfection Confections
Populous
Sarasota County Fair
Southwest Florida & Lee County Fair
St. Lucie County Fair
The Best Around
Tytix
Volusia County Fair



2011-2012 Board of Directors

(front row left to right) Tom Umiker, Lisa Hinton, Vicki Oler-Senecal, Gayle Hart, Jeanne Keaton, Dawn Rowe, Felecia Chivington, Danny Raulerson, Toby Turner; (back row left to right) Happy Norris, Phil Clark, Jim Ward, Pete Sutton, Dan West, Chuck Pesano, Joe Repass, Rick Vymlatil



Hall of Fame recipient Victoria Chouris with past recipients Lisa Hinton and Happy Norris.



Associate of the Year Recipient – John Duttera with Duttera Sound Service receiving award from Committee Chairman, Felecia Chivington



Incoming President, Happy Norris presents outgoing President, Jeanne Keaton with her Retiring President's Gavel and plaque.



Jim Sinclair, IAFE Chairman makes remarks at the Federation's Opening Session.