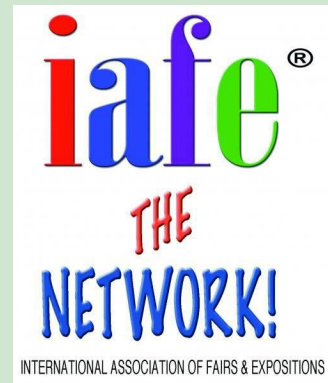




MAAF NEWSLETTER

SPECIAL CONFERENCE EDITION 2023

Issue #1



Executive Director's Message

It's January of 2023 and our conference is back on track ! We will be welcoming back our veteran fairgoers and welcoming many new fair people. Our theme for the conference , Fairs United, will be reflected throughout the weekend. The banquet keynote speaker, Jeremy Parsons, comes to us from the IAFE where he recently served as the IAFE president. As you look through the conference schedule you will notice that we have other workshop presenters from the IAFE speakers list. These folks will share their knowledge on topics such as preparing for an active shooter at your fair and how to use engaging agricultural activities to create a bridge to address any challenges that our fairs may face. MAAF board members Neal Yeaton and Erik Fitch are hosting a gathering for Maine fairs to begin to network and share resources, connections, and much more. We are excited about having our Food Trucks return - Pinky D's Poutine and Fat Guys - and we have invited the Fields Fields Blueberry Truck to join us to offer tasty blueberry tea and dessert.

REMEMBER that the conference is FREE , which means anyone can attend. We ask that anyone who may be thinking of joining us to look on the MAAF website mainefairs.net and register. If you do not have internet access, you can also register when you come to the conference.

2023 MAAF CONFERENCE JANUARY 27, 28 & 29 PROGRAM DETAILS

"Fairs United" January 27, 28, and 29, 2023 Sheraton Sable Oaks South Portland, Maine

Friday January 27th

6:30 AM - 8:30 AM
Breakfast Buffet

7:00 AM - 12:00 PM
Trade Show Setup, Casco Bay Ball Room

10:00 AM - 12:00 PM
Race Directors Meeting, Salon C
Open to all persons interested in Harness Racing

12:00 PM - 1:45PM
Registration Desk Open
At the Entrance to the Trade Show. Follow the Signs to sign in.

1:00 PM- 2:30 PM
Fairs Helping Fairs-Part 1, Portland/So. Portland Room
Moderated by Erik Fitch - General Manager, Blue Hill Fair
and

Neil Yeaton - Secretary, Farmington Fair.
Both moderators serve on the MAAF Board.

NOTE: This session will be continued following the MAAF Annual meeting.
Individuals involved in the areas listed below should attend:
How can we help each other in joint purchasing, advertising, sharing resources, etc.

1:00 PM
Trade Show Opens, Casco Bay Ball Rm
Auction Items will be on display at the Trade Show

1:45 PM – 2:30 PM
MAAF Board Meeting. Salon D&E
Open to all

2:45 PM – 4:00 PM
Annual Meeting, Salon D&E
Welcome: President G. David Byras Jr.
Agenda to be posted and available prior to the meeting

4:15 PM - 5:00 PM
Fairs Helping Fairs-Part 2, Hospitality Room

4:00 PM - 5:00 PM
Registration Desk Open
At the Entrance to the Trade Show. Follow the signs to sign in.

5:00 PM
Trade Show Closes

7:00 PM
Auction, Salons D&E
All auction proceeds go to offset the cost of the conference

8:00 PM
Variety Show with performers on 2 stages, Salons D&E
Dance to follow variety show til 11:00 PM, Salons D&E
with DJ Fireman Fred

Saturday, January 28th

6:30 AM - 8:30 AM
Breakfast Buffet

7:30 AM - 8:45 AM
Fair President's Breakfast, TBD

8:00 AM - 12:00 PM
Registration Desk Open
At the Entrance to the Trade Show. Follow the Signs to sign in

9:00 AM - 9:15 AM
Opening Remarks, Salon D&E
President Byras and Director McBrady MDACF

9:30 AM - 11:00 AM

Let's Be Champions of Agriculture, Salon D&E

Presenter: Bill Ogg, CFE

Ogg is the Executive Director Emeritus for the Nebraska State Fair.

Raised on an irrigated diverse crop farm, cow-calf and feedlot operation, his formative years in Wyoming included active 4-H and FFA participation with the annual summer highlight being exhibition at the county and State Fair. He graduated with a Bachelor's Degree in Ag Economics from the University of Wyoming and a Master's Degree in Equine Reproductive Physiology at Louisiana State University. He began his Fair management career at age 26 as Director of the Wyoming State Fair with progressive general manager responsibilities at the Montana State Fair and ExpoPark, Kansas State Fair, Greeley Stampede, Walla Walla Fair and Frontier Days and the Nebraska State Fair. Managing Fairs, fairgrounds, rodeos, arenas and race tracks while reporting to county or state governmental agencies, not for profit organizations and a private management company has given Bill a broad base of experience. He has served as an officer on Fair association boards in four states, the RMAF, NALSARMA, many IAFE Committees and as a Zone Director and Convention Program Chair. Bill and wife Patti are parents of four grown children who each earned National 4-H Congress trips, multiple 4-H and FFA state and national speaking and judging awards and three State FFA

Offices representing three different states. Understandably proud of these accomplishments, Bill and Patti are moreover, humbled that now as adults, they and their spouses proactively perform leadership roles themselves for another generation of youth.

Bill and Patti feel very blessed for seven grandkids.

This workshop will use examples of engaging agricultural activities with real life experiences and best practices. This will help you to create a bridge to address any challenges that your fairs may face, allowing all fairs to serve their mission to be a champion of agriculture.

Who should attend: Fair officials and others who are interested in making it work.

9:30 AM - 10:30 AM

So you'd like to do on-line Ticket Sales, Salon C

Presenter: Peter Faverau of Fav Tech LLC

Making Ticketing Technology Work for Smaller Fairs
(and any fairs just getting started)

Who should attend: Individuals responsible for ticket sales for your fair.

9:30 AM - 11:30 AM

Maine Assoc. of Livestock Exhibitors, Salons A&B
and Livestock Superintendents combined meeting
Meeting with the State Vet.

Followed by keynote speaker Jim Lester of Pineland Farms.

Who should attend: MALE members, Livestock Superintendents,
and Livestock Exhibitors along with anyone interested.

*Special Notice! * The Pulling Commission will be having
Pulling Superintendent Training Sessions on May 6th and
May 20th at the Windsor Fair grounds starting at 9AM
rather than meeting during the conference.

11:00 AM - 12:30 PM

Lunch

1:00 PM - 2:30 PM

ACTIVE SHOOTER: IS YOUR FAIR PREPARED FOR THE UNTHINKABLE?

Salon's D&E

Presenter: Orvel Ronk

Ronk is the Owner/President of Ronk Security Solutions, LLC. He is a retired U.S. Marine Scout/Sniper and Small Arms Weapons Instructor. After serving 20 years in the military, he was the Security Operations Manager and Antiterrorism Analyst for the Dept. of Defense.

He has also served as the Antiterrorism Program Manager, Contingency Plans Program Manager and Active Shooter Program Manager for Marine Corps Installations-National Capital Region. Since founding Ronk Security Solutions in 2017, he has written Emergency Action Plans, conducted active shooter training sessions, and serves as a security consultant for numerous businesses and organizations of various industries and sizes throughout the

United States.

- During this presentation we will discuss the three phases of an active shooter incident;
- 1) How to reduce the risk by understanding warning signs, how to prepare your fairgrounds, and having a plan.
 - 2) React to the incident utilizing Escape-Evade-Counter techniques.
 - 3) Recover from the incident by knowing how to work with the media, lawsuits, PTSD, and continuity of operations.
- Who should attend: Fair Security Officials, Fair Officials, and Interested Parties.

1:00 PM - 2:30 PM

How Do you Make Your Exhibition Hall Work, Salon C

Moderators: State Fair Evaluators Junia Norris & Rayma Ashby.

Who should attend: Exhibition Hall Superintendents and their assistants.

Roundtable discussion addressing the three (+/-) issues that the hall superintendents have identified as most important in your halls.

3:00 PM - 4:00 PM

Fountain of Youth, Hospitality Room

Moderator: Melissa Jordan, MDACF & IAFE YPI Member
40 yrs. Old and under

Fair enthusiasts are invited to gather to meet & share ideas over a beverage.

3:00 PM

Trade Show Closes

All attendees are invited to network with other fairs in the Hospitality Room prior to the Banquet.

5:30 PM

MAAF Annual Banquet, Grand Ballroom

Special MAAF Presentations prior to the banquet

6:15 PM

Banquet and Guest Speaker Jeremy Parson, IAFE Past President 2022

A fair fanatic from an early age, Jeremy Parsons, CFE, is probably one of the few people in the world who knew that he wanted to be a fair manager when he grew up. Parsons' nearly 30 years of fair experience, which started when he was a teenager, has included time as a volunteer at the Decatur County Fair in Leon, Iowa, and as a seasonal employee at the Iowa State Fair and Missouri State Fair. After leaving the education field, he served as executive director of the Missouri State Fair Foundation before being named CEO/Manager of the Clay County Fair in Spencer, Iowa, in 2011. A passionate advocate for the fair industry and education, Parsons is involved in several industry organizations, including the International Association of Fairs and Expositions (IAFE). Parsons just completed his term as IAFE Chairman. Parsons is also heavily involved in his community, currently serving as a member of the Spencer Community School Board of Education. He has four priorities in life, which he attempts to keep in the proper order -- faith, family, the Chicago Cubs, and fairs. He and his beautiful wife Kelsi have three sons (Creighton, Silas, and Milo) and are active members of Spencer First Baptist Church.

8:00 PM

Banquet - Closing and adjourn

8:30 PM - 11:00 PM

Dance - Hurricane Mountain Band

Sunday, January 29th

6:30 AM - 8:30 AM

Breakfast Buffet

8:45 AM

Goats at your Fair, Salon C

Paul Hopkins

Who should attend: Livestock superintendents, goat exhibitors.

9:00 AM
Conference Committee Meeting, Cape Elizabeth Room

9:00 AM
Farmers Steer and Ox, Salon B

10:00 AM
Maine Draft Horse and Ox, Salon A

Thank you for attending the 2023 Conference!
See you next year!
Save The Dates - January 26th-28th, 2024



NEW THIS YEAR AT THE CONFERENCE YOUR FAIR GROUP PHOTOS!

“A good snapshot keeps a moment that's gone from running away,” - Eudora Welty

Be sure to get your Fair group together for photos. We'll have a special backdrop. Sign up at the photo/backdrop area for a convenient group time. You will receive the photos by email after the conference and we'll use them for future issues of this newsletter. Individual and small group photos welcome too!

Your work at your fair creates important agricultural history for the State of Maine and the lives of Mainers and fairgoers. Don't miss this photo opportunity!



AUCTION ITEMS DON'T FORGET!

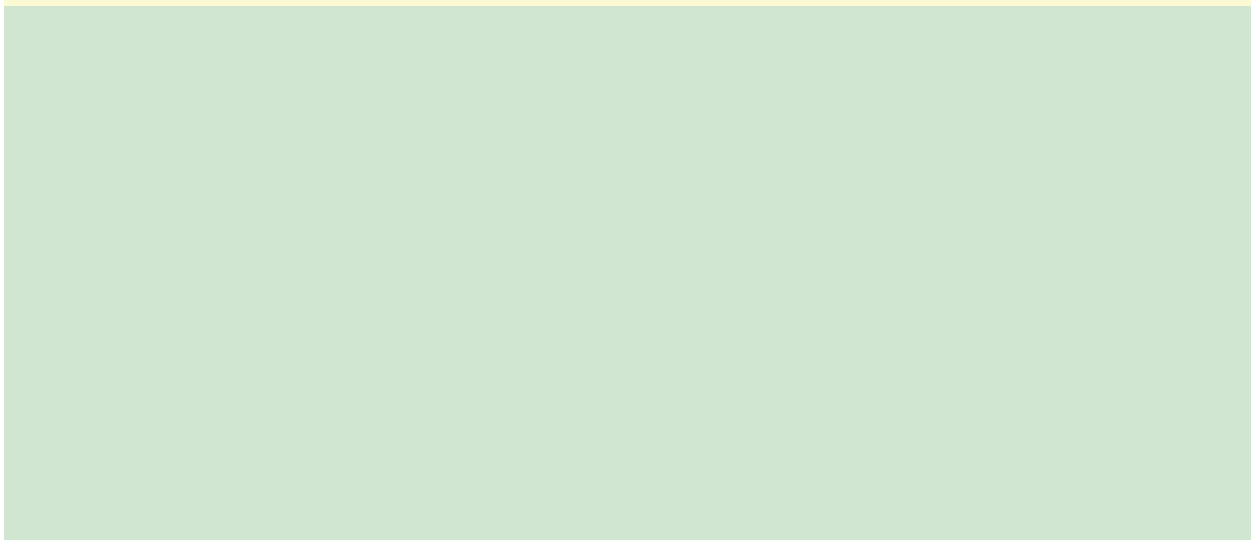
Help support the MAAF with your creative and important auction items! Lots of fun to bid on and take some new merch home with you!

CHANGE IN PLAN FOOD BANK DONATIONS

Earlier plans to bring donation for the Good Shepherd Food Bank are changed and we are encouraging all fairs to make a donation to their own local food pantries. Thank you.

IAFE CONVENTION Indianapolis, Indiana November 27-30, 2022 A Recap

Over a dozen Maine fair people traveled to Indianapolis to attend the IAFE Convention. Several fairs were represented, and everyone took advantage of the opportunity to network with people from all across the country. Highlights included attending the Fair-A-Palooza that was presented inside of the Indiana Convention Center and a session called Delivering Impactful Ag Education Programs. In the photos that follow note the Fair-A-Palooza pictures and the “pizza making” photo. They reflect just some of the fun and learning that we did. Join with us next year to attend the IAFE Convention in Salt Lake City, Utah.







IAFE Zone 1 Meeting - Albany, NY May 4-6, 2023 JOIN US!

[PDF copy of official program](#)

MAAF Tentative Schedule

Join with us to travel to Albany, New York in May to attend the Zone 1 conference.
The conference schedule is printed below.
NOTE: There is scholarship money available to help pay for travel and registration.
If you are interested, please contact Barry W. Norris at mainefairs.net

Thursday, May 4th

3:00 to 7:00 Registration
7:00 to 10:00 Welcome Reception/Hospitality Suite

Friday, May 5th

7:30 to 12:00 Registration Open
8:00 to 9:00 Breakfast
9:00 to 10:00 Speaker-The Roles and Responsibilities of a Board
10:00 to 10:15 Refreshment Break
10:30 to 11:30 Workshops
Cyber Security-Ten Eyck Insurance-Chris Brassard
The Real Cost of a Carnival and how they work with fairs (or something like that)
Bob DiStefano
Fair Security-Albany County Sheriff's Dept. Brian Wood
12:00 to 1:00 Lunch
1:00 to 2:00 Speaker
2:15 to 3:00 Workshops
Finance-Carly and Dave
Technology (Steve from Maine)
Agriculture on a Grand Scale
3:00 to 3:15 Refreshment Break
3:15 to 4:00 Networking Circles by Involvement in Fair
4:30 Board Buses to the Altamont Fairgrounds

5:00 Cocktails, Tours, Dinner and Entertainment
9:00 Board buses to Hospitality at Hotel

Saturday May 5th

8:00 to 8:45 Breakfast
8:45 to 9:45 Zone Meeting
10:00 to 12:00 IAFE Institute Class-#131 Competitive Exhibits (Networking Circles by
Involvement in Fair)
12:00 to 1:00 Lunch

1:30 to 2:30 Workshops
Nica-Concessions
Etix-Online ticketing
Youth Involvement-Rebecca Breese, Renee St. Jacques and guests
2:30 to 2:45 Refreshments
3:00 to 4:00 Workshops
TBD-Possibilities-Inclusivity
TBD-Possibilities-How to work with your local politicians
TBD
4:15 to 5:00 Speaker-The Importance of Communications
5:30 to 6:30 Cash Bar and Hors D' oeuvres
6:30 Dinner and some sort of Entertainment

Sunday, May 6th

Everyone takes what they learned and returns home and helps their fair move forward

MAAF FOUNDATION SCHOLARSHIPS

Please spread the word about this great opportunity. Two scholarships awarded annually for \$1,000 each. Deadline for application is April 28, 2023. Contact [Hope Ricker](#) for more information.

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