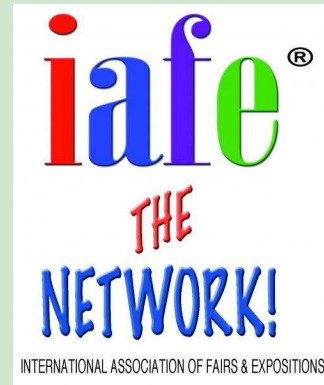




**MAAF
NEWSLETTER
MARCH/APRIL
2022**

Issue #3



**EXECUTIVE DIRECTOR'S REPORT
by BARRY NORRIS**

I begin by saying Thank You... thank you to the members of the MAAF board for all their help in ensuring the success of our 2022 MAAF Conference. Working together to plan through COVID guidelines and last-minute mask mandates, they made sure that the conference stayed on track. A special thanks to the members of the MAAF conference committee – Jeff and the Harmony fair crew, Garrett, Steve, Darcy and Bill, and Hope. Thank you to the staff and management of the Sheraton Sable Oaks in South Portland. They welcomed us with a smile into their facility, offered world class service and a delicious banquet. They were always available as cheerleaders and problem solvers. How fortunate we were to be their guests!

Thank you to the Food Truck owners and operators who braved snow, rain and wind to offer us some of our favorite fair meals. Just what we needed was a whiff of fair food coming through the doors.

Thank you to our associate members – old and new - who joined with us this year in the MAAF Marketplace. Looking for you again in 2023 !! As we gathered together, I encouraged you to remember the following –

WHAT WE DO MATTERS

We support each other and we care about each other. We hurt when one of us is down and we raise each other up.

WHAT WE DO MATTERS

We are unlike any other industry. Fairs provide the economic horsepower that few recognize. We must reveal that impact and promote ourselves. My challenge to all fairs is – continue to do what you have been doing over the past fair season with your resilience and steadfast commitment to being the best that you can be.

BECAUSE – WHAT YOU DO MATTERS !

As you enter 2022, remember that everything that you accomplished in 2021 did matter.

MAAF CONFERENCE HIGHLIGHTS & PHOTOS

Rusty Weymouth, outgoing MAAF board president, is thanked for his service and dedication by incoming MAAF president Mike Timmons. Rusty remains on the MAAF board as the immediate past president. Rusty and his wife, Donna, were joined by many family members during the conference. Rusty's family was very supportive during his time as president, even traveling to Windsor Fair to sell 50-50 tickets for the MAAF Scholarship fund.





Congratulations to Ryan Soule from Union Fair who was selected as the MAAF Rising Star 2021. He was presented this honor by Vincent Osgood of Fryeburg Fair, and the MAAF 2020 recipient. Ryan has been involved with the Union Fair since he was a youngster. More information on Ryan will be in the May-June newsletter.



Ryan & his wife, Heather.



Fryeburg Fair won the “Create An Experience: Maine’s Bicentennial” Award as presented by the MAAF's Junia Norris. David R. Hastings III, President of Fryeburg Fair and Joline Gushee, Assistant Superintendent of the Agricultural Exhibition Center were honored to accept.



Fryeburg Fair’s Bicentennial participation and efforts were led by Ann-Michele Ames and her staff of the Agricultural Exhibition Center and Barbara Hill, Fryeburg Fair’s Historian.

Ames promoted the competition with Granges from all over the state that exhibit at the Fair. These Grange clubs and Fryeburg Fair employees

designed historical displays and interactive events for public participation during Fair 2021 including panning for gold, button sewing, vintage games, and butter making. There were also presentations on apple production, displays of reproduction period clothing and braided rug demonstrations. The Agricultural Exhibition Center staff dressed in period costumes during the week of the Fair.

Other celebratory Bicentennial efforts by the Fair included almost all Maine based night show artists; an 8x10 foot celebratory banner of the state of Maine for fairgoer photo opportunities; special photo displays and information in History Hall; and posters throughout the Fair promoting Maine's 200th.



Catharine L. Damren, legislative liaison for MAAF, has worked tirelessly for Maine's agricultural fairs for years. Her presence in the hallways of the Maine legislature was always warmly received, as she was an unwavering spokesperson for Maine fairs.

The MAAF mission includes the words "inform the public, influence the politicians and promote agricultural education to the country's youth." Katie has spent countless hours on behalf of Maine farmers and fairs from Presque Isle to Acton, Ossipee to Blue Hill. This award, the Catharine L. Damren Distinguished Service Award, will be presented annually to a Mainer who offers to all of us involved in agriculture the same distinguished service that we have come to receive from Katie.



Roy Andrews, past President of Fryeburg Fair, received the first Catharine L. Damren Service Award - given to a person in the Maine agricultural community who has gone above and beyond in support and promotion of Maine's agricultural fairs.



Dick Hall, Farmington Fair was honored by his service. He has been involved with MAAF for many years and has held many titles. His most recent has been as the MAAF representative to the Maine Pulling Commission. Dick is a familiar face across the state as he has worked in many pulling rings. Thank you to Dick for all your years of service.



“Agriculture Education for All” was a presentation offered by Lynn Snow - Maine’s Agriculture Teacher of the Year in 2019. Highlights of her presentation included tips and tricks of how to involve every member of the fair family - a crowd favorite was the section on pig ear notching!!



Fairs throughout Maine found themselves with fewer volunteers in 2021 and the workshop with Katherine Kugelman & Junia Norris gave all present specific guidelines on creating a template for what you need, who you need and where to locate the people that you are looking for. Especially stressed was being appreciative of those who do volunteer.



Guest speaker, Sarah Bohnenkamp, traveled from Colorado to share her philosophy on how to rise above the average in your leadership style - discovering your attributes, creating your brand and then position this brand within yourself and your organization. She believes that an anti-average leadership style will serve all of us well!



The IAFE and our Zone 1 director Kathryn Hunter, here with Mel Chadbourne, offered a wide variety of information on our national programs in fair leadership. Mel & Kathryn joined Katie and Mark Damren to sell 50-50 tickets for the MAAF Foundation.



Union Fair celebrated being awarded the **first** IAFE award for Non-Fair Facilities Usage.



ALL PHOTOS FROM THE MAAF 2022 CONFERENCE

2022 MAAF SCHOLARSHIP

Here is the [2022 MAAF Scholarship Application](#). Please mail completed applications by April 29th, 2022 to: MAAF Scholarship Application Committee Chair Hope Ricker, 8 Caston Road, Pittston, ME 04047, or email completed application to Hope at hersec96@aol.com

ANNOUNCING - 2022 MAAF CONTEST!

“CREATING AN EXPERIENCE: MAINE GROWS”

DETAILS

Category 1 – Agricultural experiences designed for **CHILDREN**. These experiences will include information, demonstrations, and hands on activities which introduce children to Maine agriculture.

Category 2 - Agricultural experiences for **ALL FAIRGOERS** that educate fairgoers about Maine's agriculture. This can be a one day program or on going throughout your fair.

Division 1: Fairs operating for four concurrent days or less.

Division 2: Fairs operating for five concurrent days or more.

2022 MAAF Agricultural Award Judges are:

Kayla Bess, Sales and Marketing Manager, *Maine Grains*
Maine Grains, located in Skowhegan, is creating jobs, improving land use and providing healthy food for all while serving as a successful model for thriving local economies. They manufacture locally grown stone-milled grains, a staple in the human diet. kayla@mainegrains.com

Aaron Englander, Farm Program Coordinator, Erickson Fields
Erickson Fields Preserve located in Rockport, Maine, is, among other things, home to the Teen Ag Program, where local high school students work planting, harvesting and distributing food to local hunger relief organizations. It also includes a community garden and Kids Can Grow, a program that teaches families about backyard gardening.
aenglander@mcht.org

Jeannie M. Tapley, Director of Operations, Maine Potato Board
The mission of the Maine Potato Board is to provide a competitive environment for Maine potato growers, processors and dealers while promoting the economic importance to the state and quality of the product. You may be familiar with Spuddy, their mascot, who is the star of their children's informational booklet about Maine potatoes.
jtapley@mainepotatoes.com

MAAF Award Application:

Please include the following five elements:

1. A brief description of your event(s) and the connection to Maine agriculture. *Specifically, *Maine Grows*
2. Who was involved in the planning process? – i.e. individuals, community organizations, agencies, businesses, sponsors, etc. – and the roles they played
3. What challenges did you face and how did you address them?
4. How did the public react to your event? – i.e. personal feedback, hits on your website, survey monkey results, photos of interaction during your event
5. How was your event promoted? – i.e. newspapers, social media, posters, school and promotional programs prior to the event, etc.

*Each element will be evaluated on a scale of 1 – 4

- 1 = No evidence presented
- 2 = Minimal evidence of involvement presented
- 3 = Evidence of involvement is presented
- 4 = Evidence of involvement is thorough and comprehensive

Mail applications to: MAAF, P.O. Box 3, Union, ME 04862

Applications must be received by Friday, November 4, 2022.

*For further information, contact Barry W. Norris,
barrywnorrismainefairs@gmail.com

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