



Friendsgiving Annual Membership Report

November 5, 2021
Missouri State Fairgrounds

I. Welcome & Introductions

II. Membership Report

III. Fair Report

IV. Financial Report

V. First-Time MSF Exhibitors

VI. Adjourn

Membership



Re-new your membership
or join as a new member
before Jan. 1, 2021
for chance to win

**Win \$1,000
Champion
Membership**

mostatefairfoundation.net/membership

A graphic for the "Join MARCH MADNESS Membership" promotion. It features a basketball in the background. The text "Join" is in yellow, "MARCH" is in large white letters, and "MADNESS" is in large white letters with a black outline. "Membership" is in blue. The Missouri State Fair Foundation logo is in the bottom left. Below the graphic, a list of steps is provided.

Join MARCH MADNESS Membership

It's as easy as . . . 1, 2, 3

1. Renew your membership.
2. Recruit one new member.
3. Move up one Membership level!

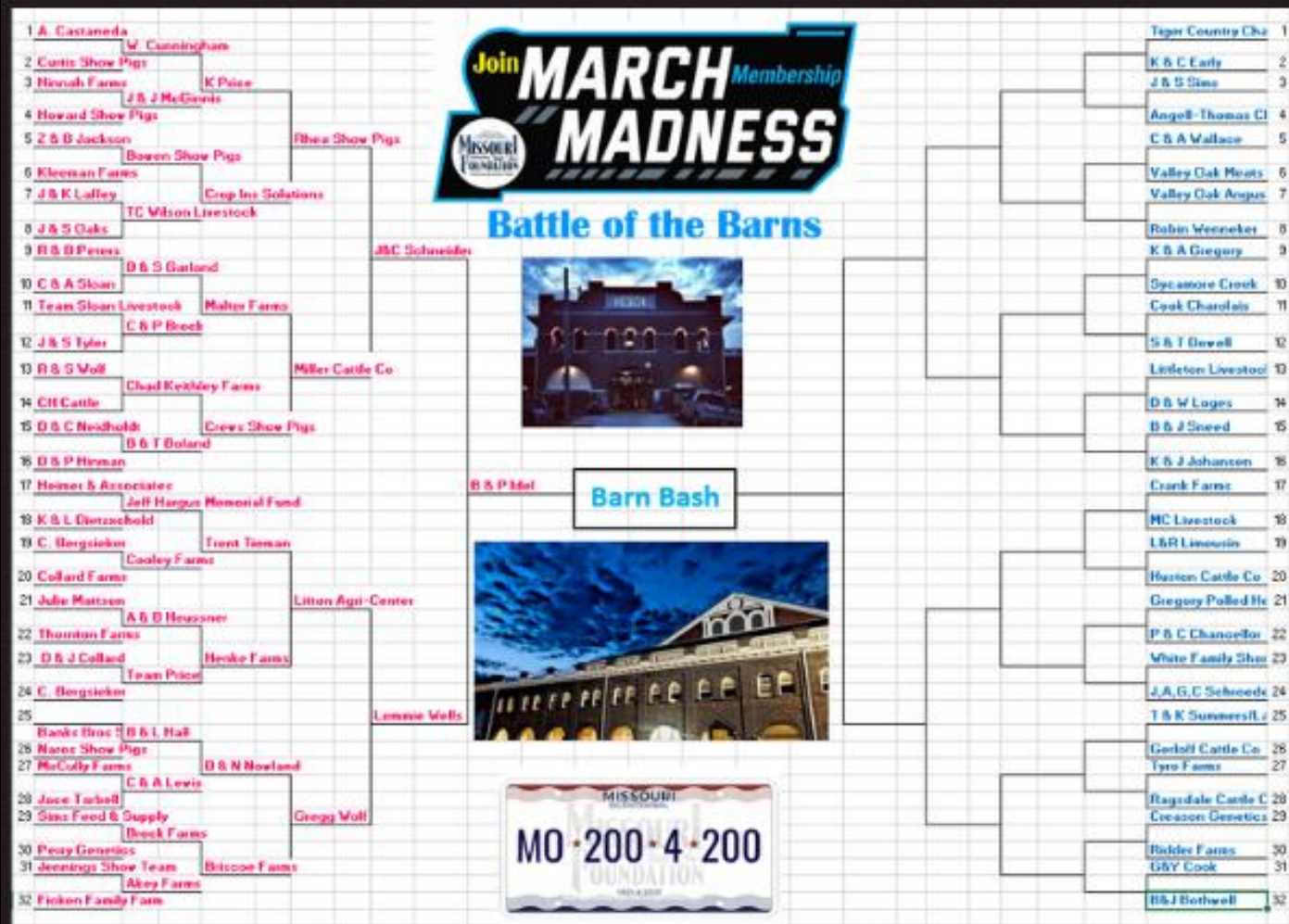
BATTLE OF THE BARNs

- Membership funds dedicated to respective Barn improvements
- Winning Barn gets a Barn Bash at MSF
- Swine Barn won with **78** members = \$17,200 vs.
- Cattle Membership **39** = \$8,100
- Shrimp Boil and Ice Cream (served over 200)

Final Score

Swine Barn **78**

Cattle Barn **39**



BARN BASH 2021



#PeopleLikeUsDoThingsLikeThis

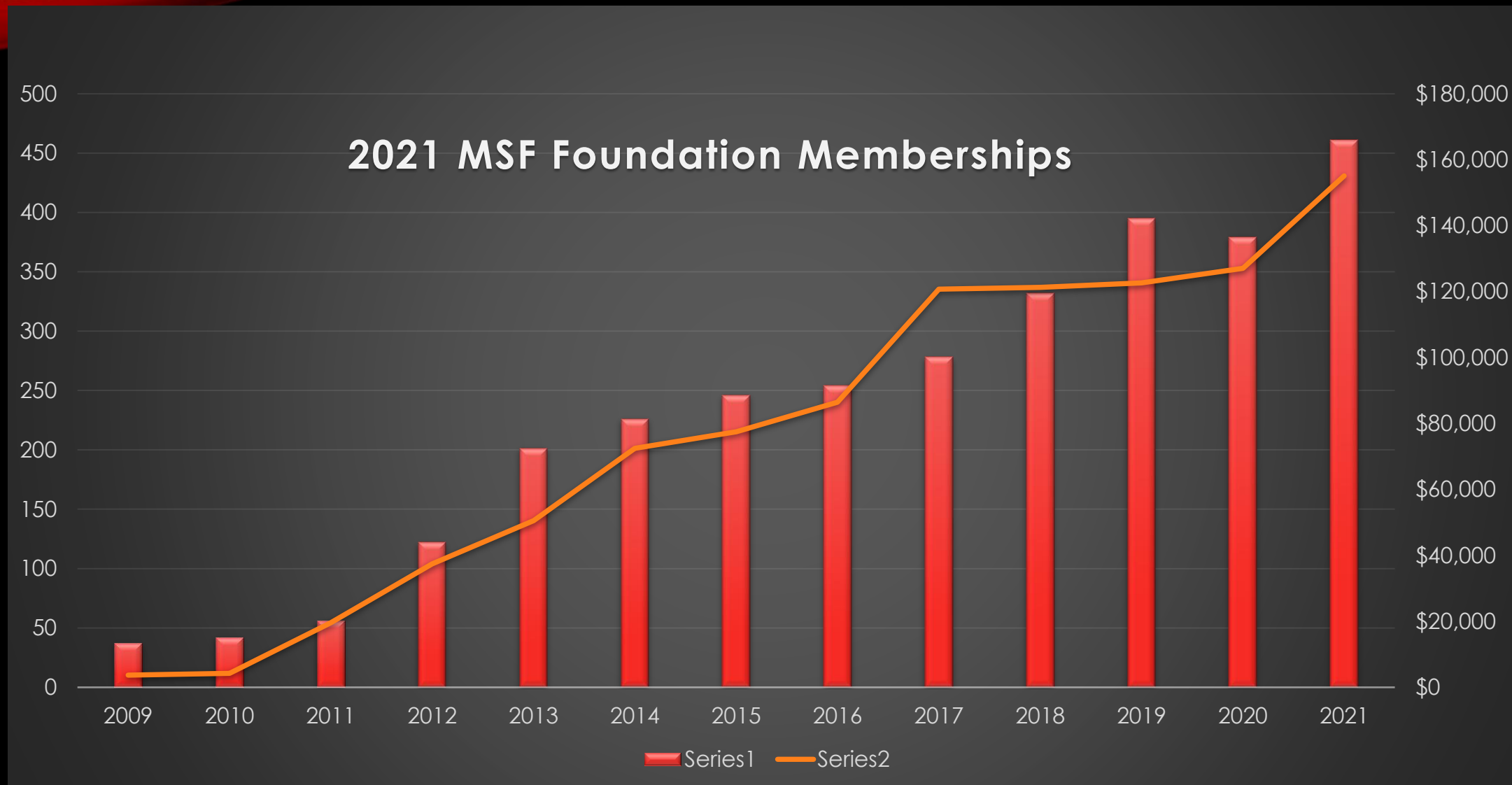
- 21 members recruited new members
- 90 Brand new members joined in 2021
- **Total of 461 Members**
 - 3,650 Admission Tickets
 - 915 Parking Passes
- Exclusive offers from our members
 - MC Power
 - Super Saver Discount Cards
 - MO Pork Association
 - MO Cattle Association
 - LAG Industries
 - Mid Missouri Feed
 - Talagios (Table of 5)
 - Jackson's
 - Truck's Place



**Lifetime
Membership:**
Nici Wilson (6)

**\$1,000 Champion
Membership:**
Marilyn O'Bannon (4)
Rusty Black (4)

#PeopleLikeUsDoThingsLikeThis





Re-new your membership
or join as a new member
before Jan. 1, 2022
for chance to win

**Win \$1,000
Champion
Membership**

mostatefairfoundation.net/membership

BOARD OF DIRECTORS

- Elected by the members
- 84 Ballots returned for 2022 election
 - Brad Anderson
 - Jessica Craig
 - Chad Sayre



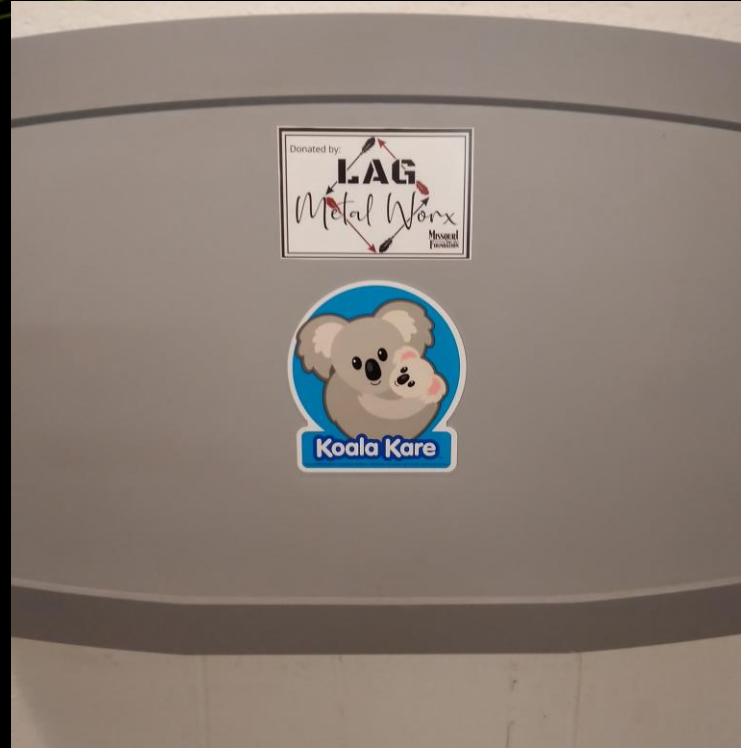
Read to Win Initiative



- Celebrity Video Readers: First Lady Teresa Parson, Lieutenant Gov. Mike Kehoe, Mrs. Claudia Kehoe, Dir. AG – Chris Chinn and the Texas Tenors.
- 74 youth participated
 - Received free admission, ribbon & coloring book
- **1,344 books** about agriculture and fairs were read
- Lieutenant Governor Kehoe suggested auctioning off autographed copies of books read by our “celebrities”
- Satchel Paige at State Fair book Signing - Sold out



Nicole Brackman
Larry Wilson
Larry Cloud
Dean Manuel



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Bicentennial Ice Cream Social

- August 10th - Missouri's 200th Birthday
- Great outreach in the MSF Campground
- 750 guests served by state legislators
- Ice Cream Factory ice cream including the official Bicentennial flavor



Cultivating the Future Gala

- Raised record \$144, 197
- Bicentennial Rifle raffle huge success = \$17,400
- First-Time Exhibitor Grants = \$22,150
- New levels of table sponsorship = new opportunities
- Added Brian Sowers as MC
- Honored the memory of Cindy Weaver & Ron Ditzfeld
- Online “Silent” auction worked out well
- **Ortmann** donated “chargers” and **Springwater** donated centerpieces & decorating; **St. James** donated Wine, **County Distributing** donated Beer
- **Smithfield** donated pork chops



Legacy Flag Dedication

MISSOURI STATE FAIRGROUNDS LEGACY PLAZA
AUGUST 12, 2021 AT 10:00AM



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Hogs for Hunger

- Partnership with Missouri Farmers Care & Drive to Feed Kids
 - 5 kids (3 members), 7 hogs (4 members)
 - Member children fed 2,100 food insecure Missourians



Callie & Clayton Jennings



- **MADISON WOLF**
Livingston County

DRIVE TO FEED KIDS
HOGS FOR HUNGER

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Checkout the OUT Drive podcast by Foundation member Cliff Callis. You find interviews by Fair Director Mark Wolfe, Fair Marketing Manager Karie Mergen, Foundation Director Wendy Loges, and many friends of the Missouri State Fair.



The image shows a podcast cover for 'OUT Drive'. At the top, there is a circular portrait of a man, Cliff Callis, with a green border. Below the portrait, the name 'CLIFF CALLIS' is written in white capital letters. The background of the cover is a green field with a path leading into the distance. In the center, the word 'CALLIS' is written in a stylized font with a green arrow pointing to the right. Below this, the text 'EPISODE 1: THE CALLIS STORY, A RURAL AMERICAN MARKETING NICHE AND THE EVOLUTION OF OUTDRIVE' is displayed. At the bottom, there are logos for 'SOLOCAST', 'Google play', 'iTunes', and 'STITCHER'. In the bottom right corner, there is a circular logo for 'OUT DRIVE' with the tagline 'Drive business growth with rural America MARKETING INSIGHTS'.

CLIFF CALLIS

CALLIS

EPISODE 1: THE CALLIS STORY, A RURAL AMERICAN MARKETING NICHE AND THE EVOLUTION OF OUTDRIVE

SOLOCAST | Google play | iTunes | STITCHER

OUT DRIVE
Drive business growth with rural America
MARKETING INSIGHTS

**Benton County
Farm Family:
Rod & Dorcas
Brethower**



#PeopleLikeUsDoThingsLikeThis

Show Mom Shindig

- Sponsored by CFM Insurance in partnership with the MSF Wine Tent (Todd Smith & Chris Brewer)
- First 50 moms received a FREE swag bag provided by CFM & included Free drink
- Door prizes and Fahrmeier Farms (Lorin Fahrmeier) & CFM provided the grand prize
- Over 50 moms attended ... 65



CFM INSURANCE

BOTTLE OF FAHRMEIER'S FAMOUS SPRING FLING WINE

ELECTRIC WINE BOTTLE OPENER

CFM YETI WINE TUMBLER

Prize Pack

CALLING ALL Show Moms

STOP BY THE MO STATE FAIR WINE TENT FROM 5-7 PM ON MONDAY, AUGUST 16TH.

CFM INSURANCE LOOKS FORWARD TO REWARDING ALL YOUR HARD WORK WITH FREE SWAG, SNACKS, & BEVERAGES!

The first **50 MOMS** to stop by the wine tent can grab a FREE CFM swag bag. Our team will provide light food and free wine vouchers to all visitors during the event.

Enter to win A CFM + FAHRMEIER FAMILY VINEYARDS PRIZE PACK.

Before you grab your freebies, sign up to win a generous giveaway collaboration between CFM & Fahrmeier's.



No Limits P.I.G. Show

Pigs Ignite Greatness



- 13 exhibitors
- 18 ambassadors
- Organic out-pouring of support
 - Mike Johnson (Truck's Place) provided swag bags filled with items he collected from other vendors
- Shirts = \$7,791



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No Limits P.I.G. Show

Pigs Ignite Greatness



- Passionate committee of volunteers
- Don Weaver provided lunch site and golf carts
- Bud Summers provided lunch

#PeopleLikeUsDoThingsLikeThis

No Limits P.I.G. Show

Pigs Ignite Greatness



#PeopleLikeUsDoThingsLikeThis



No Limits P.I.G. Show

Pigs Ignite Greatness



- Organic auction = \$8,000
- Other donations = \$2,650

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Draft Horse Show

Impromptu Auction =
\$1,900



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SWINE BARN SUPPORT

• 6 Scales and Colored Shavings

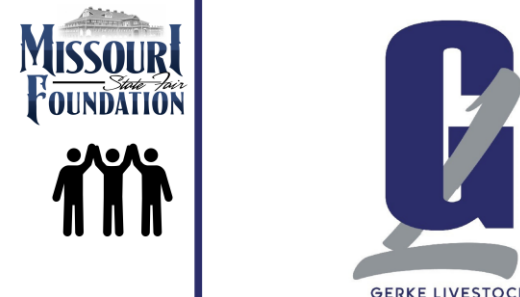
Scales Donated By:



Show Ring Shavings Donated by:



Scales Donated By:



Scales Donated By:



Scales Donated By:



**THE
TIEMANN
FAMILY**

TRENT, WES, & MATT



Scales Donated By:



#PeopleLikeUsDoThingsLikeThis

YOUTH IN AGRICULTURE



- Awarded 40 Scholarships in 2021 = \$68,500
 - Foundation provides \$10,000 for 4 scholarships
- 2021 Sale of Champions Raised \$185,948
 - Thomas Limbach
- Youth in AG Dance during the Fair – Bud Summers
- Wayne Yokely & Sharon Topliff have retired.
- New chairmen are Rodney Heimer & Chuck Miller
- New Secretary/Treasurer is Caroline Sicht

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WATER SALES

- 338 Water volunteers worked 1,352 hours in 11 days
- 6 volunteers delivered ice & water 13 hours a day for 11 days = 858 hrs.
- Sold 57,478 bottles of water
- Donated water to:
 - Military Appreciation Day Event
 - Drive to Feed Kids
 - No Limits P.I.G. Show
 - Youth in AG Dance
 - Swine Barn Bash



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SOUVENIR SALES

- 131 Souvenir volunteers worked 524 hours in 11 days
- Record Sales = \$54,496
 - Beat previous record by \$7,722
- 3 Souvenir Locations
- 2,847 t-shirts
- 544 lapel pins
- 535 solo cup koozies



➤ Non-fair souvenir sales up 60%

VOLUNTEER GROUPS

- **Whiteman Air Force Base Community Council**
- MO Civil Air Patrol
- Cedarhurst Living
- Coldwell Banker Monsees Realty
- Kohls
- Bayer Soybean Plant - Marshall
- CFM Insurance

- **FFA Chapters**

- Grundy FFA
- Fayette FFA
- Audrain Country FFA
- Couch FFA
- Concordia FFA
- Crocker FFA



- **Bothwell Regional Health Center**
- Liberty/Tambo Apartments
- MC Power
- Liberty Utilities
- Sedalia Lions Club
- 1st United Methodist Church – Sedalia
- **Sedalia Rotary**

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VOLUNTEERS

- Water volunteers worked total of 2,210 hours
- Souvenir volunteers worked total of 524 hours
- 28 volunteers for the Gala x 4 hrs. = 112 hours
- 2 office volunteers x 10 days x 4 hrs. per day = 80 hours
- 1 volunteer coordinator volunteered 11 days for 12 hours per day = 132 hrs.
- **Total volunteer hours over 11 day fair = 3,058**



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FINANCIAL REPORT

I. Internal Audit

II. Hayden Freedom Foundation provided the largest gift this year:

- \$5,000 for First-Time Exhibitor Grants
- \$10,000 for Youth in Ag Scholarships
- \$25,000 for Swine Barn Improvements

III. Celebration Gifts/Memorial Contributions

- \$8,000 YTD vs. \$3,804

IV. Online donations

2021	\$43,743	348
2020	\$23,948	180
2019	\$16,461	98

V. Statement of Assets

- I. Simmental Barn
- II. Swine Barn
- III. Mulch Removal

MISSOURI STATE FAIR FOUNDATION				
STATEMENT OF ASSETS, LIABILITIES, & CAPITAL - INCOME TAX BASIS				
October 29, 2021				
ASSETS				
CURRENT ASSETS				
	Cash:			
10-29-2021 (Statement)	Central Bank of Sedalia (Operating Account)			\$778,496.84
9-3-21 (Statement)	Wood & Huston			\$504,249.15
October 2021 (Statement)	Show-Me NextGen AG Endowment			\$315,128.72
				\$1,597,874.71
	Souvenir Inventory:			\$8,469.00
	USDA-RBS Grant Equipment			\$67,746.88
	Equipment Inventory:			\$48,746.00
		TOTAL ASSETS		\$1,722,836.59
CURRENT LIABILITIES				
	Payroll Tax Liabilities			\$62.00
		TOTAL LIABILITIES		\$62.00
TOTAL EQUITY				\$1,722,774.59
		TOTAL LIABILITIES + TOTAL		\$1,722,836.59
NOTE:				
FUND BALANCE - RESTRICTED				\$835,820.72
	Youth In Agriculture	\$159,536		
	Swine Barn	\$195,868		
	Cattle Barns	\$10,953		
	Sheep Barn	\$5,899		
	Goat Pavilion	\$18,368		
	Womans Building	\$9,183		
	Director's Pavilion	\$3,543		
	Trails End	\$7,341		
	Operating Set Aside	\$110,000		
	Endowment	\$315,129		
FUND BALANCE - UNRESTRICTED				\$762,053.99
				\$1,597,874.71

SWINE BARN IMPROVEMENTS



Missouri State Fair Tree of Life Mulch



Mulch becomes
cattle bedding.



Cattle bedding
becomes
compost.



Compost grows White
Oak trees.



White oak used to make
wine barrel staves.



Stave scrap becomes
premium mulch.





Planning

- American Recovery & Reinvestment Funding
- Provide leadership with tools to seek funding
- Build investor confidence
- Provide guidance for future fundraising
- Ensure the Fair THRIVES for another 100 years
- Survey

Where there is no vision, people perish.

ENDOWMENT GIFT

- An endowment is a donation gift to a nonprofit, who invests the funds and uses the resulting *investment income* for a **specific purpose**.
- Endowment gifts are invested to provide income that, over time, ensures *perpetual support* of the specific purpose.
- **Loutzenhiser Trust** = Gift of \$305,094
 - Established endowment fund with Greater Horizons = a national community foundation ranked in the top 1% in the country.
 - **Show-Me NextGen Ag Endowment**
 - to cultivate and sustain innovative youth development initiatives and agriculture education programs at the Missouri State Fair.

MISSION:

CULTIVATE THE FUTURE OF AGRICULTURE

- Agriculture is the life-blood of the Missouri State Fair.
- Youth livestock exhibitors are at the core of our existence.

GRIT

Exhibiting livestock develops:

- Character
- Work ethic
- Leadership skills
- Passion for agriculture

“We can’t always build
the future for our youth,
but we can build our
youth for the future.”

#PeopleLikeUsDoThingsLikeThis

What else can we do to:

1. Meet a real need of youth exhibitors?
2. Seed the next generation of loyal MSF exhibitors?
3. Further demonstrate our mission to the public?

FIRST-TIME MSF YOUTH LIVESTOCK EXHIBITOR GRANTS

1. Brain child of Maria Washburn Birdsong
2. Exhibiting is expensive.
3. Reward loyal, generational exhibitor families.
4. Recruit new exhibitors *AND* their families.
5. Increase exhibitor #s and attendance #s
 - Every exhibitor brings their tribe
- 6. Bring our mission to life!**

2019 Cultivating the Future Gala

Fund the Dream

1st Time Youth Livestock Exhibitor Grant

Fund the Need

"Agriculture is the lifeblood of the Missouri State Fair. A major component of that is youth exhibiting livestock. We believe in it and understand firsthand how valuable these programs are to leadership development, work ethic and fueling passion for young leaders involved in agriculture. The Foundation's purpose is 100 percent youth and proceeds not only fund scholarships but also renovations on the fairgrounds that ensure we keep facilities in great condition today and for future generations. The late Jerry Litton is a prime example of a kid in agriculture using leadership development tools, such as exhibiting livestock, to the very fullest and became a true legacy in the nation's cattle industry and in the political arena. A favorite quote of Jerry's was 'Happy are those who dream dreams and are ready to pay the price to make them come true.' By supporting the Foundation, we are doing just that." - Mike & Julie Deering.



Mike Brown from B&P Excavating came into the Foundation office to donate \$25,000 towards completion of the MFA Youth Livestock Arena. When I asked Mike about why he wanted to make such a significant contribution, he said let me tell you what happened here on the Fairgrounds last month. We had dozers here doing dirt work for the arena. One Monday morning after a weekend cattle show, Mr. Brown found a hand written note on the seat of his dozer. It read, "I made a mistake and accidentally broke your window. Please send me a bill and I will pay you back." The boy who wrote the note left his address and phone number. Mr. Brown called the boy and had payment for the window by the end of the week (Mr. Brown charged the boy much less than the true cost of the window repair). Mr. Brown said the young man who left the note in his dozer reflects the integrity and work ethic of youth involved in agriculture. "These are the type of young people I want to hire in my business, buy the house next door, and marry one of my grandkids. My contribution to the arena is an investment in our future."



Experiences like those you have heard this evening reflect the value and importance of investing in youth exhibitors. Exhibiting livestock at the Missouri State Fair requires passion, dedication, hard work, and money! It can also be overwhelming to first time exhibitors and their families. The logistics and scheduling can be very stressful. Our goal is create a first time youth livestock exhibiting experience that encourages youth and their families to come back year after year for generations. Working together we will ignite a passion for agriculture that will cultivate the future and sustain the American Dream

- Quote from President of MO Cattlemen's.
- Personal story from a Board member.
- Live storytelling by Lt. Governor Mike Kehoe
 - Started the bid with \$500
- Raised \$13,000
- Funded 32 First-Time Exhibitors

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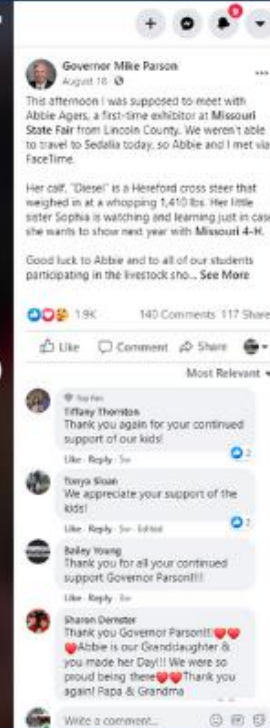
“The Family
that Shows
Together,
Grows
Together”

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2020 1st Time MSF Youth Livestock Exhibitor

Abigail Agers
Age 15

Sponsored by:



Hawk Point, MO

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Phase I: Peer-to-Peer Fundraising

➤ Youth exhibitors raised \$10,000+



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Phase II: Challenge Community to Match \$ raised by youth exhibitors.



\$500 Kick-Off

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#GIVINGTUESDAY

1st-Time MSF Exhibitor Grant Challenge

2020 First-Time MSF Exhibitor
Murphy Fahrmeier - Age 9
Raised \$1,000

Match Murphy. Donate.



MISSOURI
State Fair
FOUNDATION

\$20,535

#PeopleLikeUsDoThingsLikeThis

#GIVING TUESDAY

Dec. 1, 2020

Matched by:
**Your Name
Here**

MISSOURI
State Fair
FOUNDATION

1st-Time MSF Exhibitor Challenge

Murphy Fahrmeier - Age 9
Raised \$1,000





2020 IAFE

JUDGE'S CHOICE
OVERALL
AGRICULTURAL AWARD

**1ST-TIME MSF
EXHIBITOR
GRANTS**

First-Time Exhibitor Grants = Great impact!
A dream and a goal ...

2021

- 109 Applications
- Awarded \$21,750
- 53 Exhibitors
- 1 Sale of Champions
 - Rylee Anderson

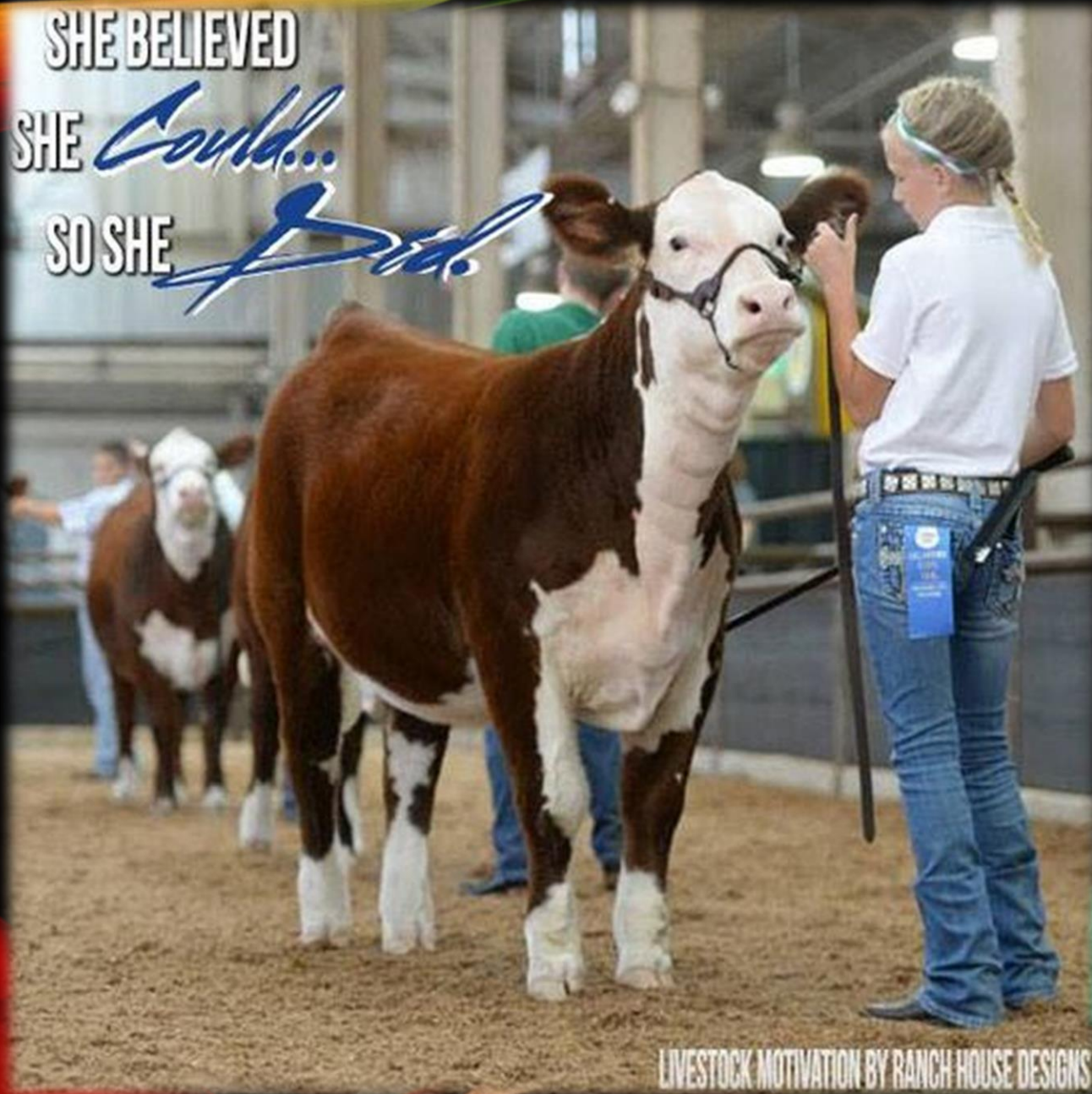
Dear Mr. and Mrs. Callis

Thank you for being my champion Sponsors for the Missouri State Fair Foundation's LiveStock Exhibitor Grant. Your generous donation is allowing me to show my Balancer Steer Weasley. This is my 2nd year with a beef project but my first year showing at the Missouri State Fair. I live in Morgan County and am a 3rd year member of the Kountry Kids 4-H Club. Showing at the Missouri State Fair has been a dream and a goal of mine since I was **VERY** little. I feel so blessed to have been selected to receive this grant and am so thankful to have you both as my sponsors.

Thank you again,
Abby Holston



SHE BELIEVED
SHE *Could...*
SO SHE *Did.*



LIVESTOCK MOTIVATION BY RANCH HOUSE DESIGNS



#Giving Tuesday

November 30th

**Invest online at:
Mostatefairfoundation.net**



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**Change Lives.
Cultivate the Future.
One Exhibitor at a Time.**

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