

MID-WEST FAIRS ASSOCIATION

For Immediate Release - 4/28/2022

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Mid-West Fairs Association concluded their 98th annual meeting in San Diego, CA on 4/23/2022, with Andy Cashman, Maryland State Fair presiding over 22 of its 37 Fairs members represented along with 5 Life Members and invited guests, for a total gathering of 60 participants.

The program was coordinated by Cliff Barton, Greater Baton Rouge State Fair, and began on Friday, March 22nd, and concluded Saturday, March 23, 2022.

The Friday/Saturday program included topics on:

- Multi-Purpose Exhibit Buildings by Charlie Smith, Smith Architecture & Planning
 - How To Protect Fairs as They Get Back to Normal by Andrew Vandepopulier, Haas & Wilkerson Insurance
 - Delivering The Promise of Technology and Human Ingenuity by Michael Bradley, Cal Poly SLO - Ag Management Program
 - Interactive Entertainment Discussion by Mark Sparks, Triangle Talent and John Juliano, Mellowship Entertainment
 - When The Carnival Comes to Town- An Insight on The Carnival and The OABA History, by Andy Deggeller Attractions and OABA Chair and Greg Chiecko CEO, OABA
 - Updates from /OABA/NICA/ IAFE
 - Greg Chiecko, OABA updated their H2B Efforts and The Circle of Excellence (COE). Asking Fairs to consider requiring their Carnivals to be a member of their COE.
 - Rey O'Day, NICA Executive Director presented "What NICA Can Do for You. Updated programs on NICA by the Numbers (65 Concessions/21 Associates/14 Fairs & Festivals), Strategic planning, Communication, Foundation work, Member benefits, financial stability, Industry partnerships, education programming, Trends and Training and NICA Marketplace.
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- **Marla Calico, IAFE President & CEO updated the attendees on the industry effects of COVID19 including the \$4.5B in lost business, staffing changes and the institutional memory loss. 2022 stats and challenges were presented including inflation, online programs created during COVID. Communication participation doubling and one-third of the IAFE Board have come from the YPI program. Discussed technology and lobbying and the 2022 Convention updates. Discussed the Education Foundation and the receipt of its first Legacy Gift.**

The final program of the meeting was:

- **Fairgoer of the Future with interactive workshop for all present by Jeremy Parsons, Clay County Fair & IAFE Board Chair – program included statistics on changes in demographics of projected attendees by 2040.**

New officers were elected by the attending members during the annual Business Meeting of the membership and the following will preside for the balance of 2022/2023 year:

- **Cliff Barton, President, (Greater Baton Rouge State Fair, Baton Rouge, LA)**
- **Cindy Hoye, First Vice President (Indiana State Fair, Indianapolis, IN)**
- **John Sykes, Second Vice President (East Texas State Fair, Tyler, TX)**
- **Norb Bartosik, Secretary/ Treasurer (Life Member)**

The site for the 2023 annual meeting will be Dallas, TX after an invite from The State Fair of Texas. Specific location to be determined soon. Dates will be March 23 through 26, 2023.

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