

MID-WEST FAIRS ASSOCIATION

For Immediate Release - 3/30/2023

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Mid-West Fairs Association concluded their 99th annual meeting in Dallas, TX on 3/25/2023, with Cliff Barton, Greater Baton Rouge State Fair presiding over 29 of its 39 Fairs members represented along with 6 Life Members and invited guests, for a total gathering of 60 participants.

The program was coordinated by Cindy Hoye, Indiana State Fair, and began on Friday, March 24th, and concluded Saturday, March 25th, 2023.

A special recognition and award was presented by Marla Calico, IAFE and Norb Bartosik, Secretary/Treasurer to Linda Deckard, Freelance Writer, previous Editor for Amusement Business and former owner of Venues Today for “All the Stories Told” in her work while covering the Fair Industry.

The Friday/Saturday program included topics on:

- Trends and Future for Livestock Shows by Daryl Real, State Fair of Texas
- Community Engagement by Karissa Condoianis, State Fair of Texas
- What’s on Your Mind – Lightning Round of Topics:
 - Pandemic Implications and the crap we’ve been through -Jessica Underberg
 - Beyond the Fair – Vicki Chouris
 - Revenue Generation Ideas – Cody Cashman
 - Grandstand Ticket Charge Backs – Renae Korslien (HOF)
 - Getting Rid of Sacred Cows - Racetracks – Bryan Schulz
 - Navigating Transitions – Jeremy Parsons
 - Leading the IAFE Board – Jennifer Giesike
 - Food in the Barns – Scott Stoller
 - Your Next Read – Cindy Hoye/Ray Allison
- Bus Tour -State Fair of Texas Grounds and visit to Cotton Bowl
SMU Campus to George W. Bush Presidential Library

Mid-West Fairs Association Release – Page 2

- **Updates from /OABA/NICA/ IAFE**
 - **Greg Chiecko, OABA - Discussed facts and losing carnivals; rising cost of operations; Government relations and legislative efforts and ongoing Best Practices.**
 - **Marla Calico, IAFE President – presented the 2023 theme RISE and the convention location of Salt Lake City, UT; Strategic Plan and the impacts over next two years; Key planning for membership; ongoing collaboration with OABA, NICA and further international member outreach.**
 - **Rey O’Day, NICA Executive Director presented “All In” – 30th Anniversary. Updated programs on NICA by the Numbers (65% Concessions/21% Associates/14% Fairs & Festivals/ 1% Employee members), Strategic planning, Communication, Foundation work, Member benefits, financial stability, Industry partnerships, education programming, Trends and Training and NICA Foundation.**
 - **Ag on a Grand Scale – Mike Bradley IAFE Foundation Task Force presented an overview on How we Showcase; listening to the Consumer; current project of “Food Production at Fairs;” Research firm work and what happens next.**
 - **Bus Tour – “the Star” Dallas Cowboys Headquarters in Frisco.**

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 2023/2024 year:

- **Cindy Hoye, President, (Indiana State Fair, Indianapolis, IN)**
- **John Sykes, First Vice President (East Texas State Fair, Tyler, TX)**
- **Nancy Smith, Second Vice President (South Carolina State Fair, Columbia, SC)**
- **Norb Bartosik, Secretary/ Treasurer (Life Member)**

New Mexico State Fair was welcomed back as a member by a vote of the membership.

The site for the 2024 annual meeting will be Santa Fe, NM. Dates will be March 26 through 28, 2024.

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