114th ANNUAL CONVENTION

PA State Association of County Fairs and PA State Showmen's Association

Wednesday - Saturday, January 20 - 23, 2027
The Hershey Lodge & Convention Center
Hershey, PA

October, 2026

Dear PSACF Fairs & Associates, PA Showmen and Friends,

The Pennsylvania State Association of County Fairs and the Pennsylvania State Showmen's Association are hard at work planning for the 114th PSACF/PSSA Convention. The convention will be held in Hershey, PA at the Hershey Lodge and Convention Center on January 20-23, 2026. 2026 registration was over 1600 for the two groups.

Many of you have supported the convention in the past with sponsorships that assisted in defraying the costs for convention materials, breakfast, speakers and much more. Please consider continuing or joining our list of sponsors for the 2027 PSACF/PSSA Convention.

Convention Book Ads are also available – beneficial to you as well as defraying the cost of the convention book.

Please return the attached application stating your intentions by December 1st. Remember as you make your decision that many fairs & associates, showmen and friends are represented at the PSACF/PSSA Convention.

Again, thank you for your support and hope to see you in Hershey in January!

Sincerely,

Harry

Harry Reffner
PSACF Executive Secretary/Treasurer

2027 PSACF/PSSA Convention Sponsor and Ad Form

_____

(Sponsor or Advertiser Business Name - list above)

Convention Sponsor:

Please confirm your sponsorship for the convention by entering the AMOUNT OF SPONSORSHIP and SPONSORSHIP SELECTION.

AMOUNT OF SPONSORSHIP $_____

Patrons are listed on the "Patrons" page of the Convention Program Book only – all others are listed on the "Sponsors" page and a specific Sponsorship Selection of the Convention Program Book, and the post-convention issue of FairTalk.

Patron.....$25.00
Brass…..$100.00 - $249.00
Bronze....$250.00 - $499.00 [includes ¼ page ad in CPB]
Silver.....$500.00 - $999.00 [includes ½ page ad in CPB]
Gold.....$1,000.00 - $1,499.00 [includes full page ad in CPB]
Platinum...$1,500.00 - $1,999.00 [includes full page ad in CPB & dues]
Premier…$2,000.00 & over [includes full page ad in CPB & dues & 2 fair banquet tickets]

SPONSORSHIP SELECTION (select one):

_____ Seminar – "Food Safety Updates"
_____ Coffee Break – Thursday
_____ Coffee Break – Friday
Sponsored Workshop – "ServSafe"
_____ Seminar – "Trucking Regulations Update"
_____ Keynote Speaker – David Grindle
_____ Seminar – "The ABC's of Communcations"
Sponsored Youth Day – Saturday
_____ Seminar – "From Barn to Bank: Funding your Fair"
_____ YP Event
_____ Seminar – "AI Good vs Bad for Agricultural Fairs"
_____ Seminar – "Cyber Security & Crisis Communications"
Sponsored Seminar – "Special Baking Contests"
Sponsored Seminar – "Fair Funding"
_____ Seminar – "Remember Your Why"

Convention Book Ad:

Please confirm your ad size by checking the proper heading of your choice.

____1/4 page.....$ 40.00 (3 1/4" wide x 1 7/8" high)
____1/2 page.....$ 60.00 (3 1/4" wide x 3 3/4" high)
____full-page.....$105.00 (3 1/4" wide x 7 3/4" high)
____Color ad additional $35.00

____ Ad copy is enclosed.
____ Or email to: hreffner@centurylink.net
____ You make up ad copy.

A check made payable to: "PSACF Convention Account" should be enclosed with your return of this form.

Deadline for SPONSOR and / or AD is December 1, 2026.

Please return this form to:
PSACF
128 Cumberland Road
Bedford, Pa 15522

SEMINARS

Trucking Regulations Update
The latest updates for the industry.

Food Safety Updates
Presented by Heather Sanders, PA Dept of Agriculture Bureau of Food Safety
Stay up to date on the latest changes and guidance from the Pennsylvania Department of Agriculture. This seminar will also provide an overview of common food safety risk factors associated with mobile food units, along with practical information to help fairs better understand current requirements and areas of concern.

FAIRS 101
Presented by Tracy Barone & Tyler Staley
Review of requirements under the Fair Act, state premium guideline book, fair reimbursements, and frequently asked questions. Additionally, we'll open the floor to attendees to share their best management practices and good ideas.

THE ABC'S OF COMMUNICATIONS (AND PROGRAMMING) PLANNING
Presented by Alicia Shoults, CFE
With limited time and a limited budget, you've got to do it all to make sure the community knows about your fair: write press releases, place advertising buys, and create promotions to drive gate attendance. Learn how to implement different techniques and strategies to build a customized plan that works best for your fair, your budget, and your community.

AI- GOOD VS BAD FOR AGRICULTURAL FAIRS
Virtual Seminar presented live from Bangor, Maine by Steve Graustein

ANIMAL HEALTH UPDATES
Presented by PA Department of Agriculture
This presentation will cover the PA Department of Agriculture Animal Health Requirements and Recommendations, biosecurity considerations, and the Animal Exhibition and Sanitation Law. Information on the new exhibition swine and poultry quarantine orders will also be presented. There will be an opportunity for questions and discussion for fair managers challenged with incorporating these requirements into their programs.

GRANT WRITING - FROM BARN TO BANK: FUNDING YOUR FAIR
Presented by Kirsten Hubbard, President & CEO of Ghost Writer, LLC
From livestock barns to funnel cakes, Pennsylvania fairs are a cornerstone of community life—but keeping them strong takes funding. This Grants 101 session is designed specifically for fairs, festivals. and ag-based organizations seeking to secure grants for capital improvements, programming, and general operations. Learn how to craft compelling proposals, avoid common mistakes, and identify grant opportunities that align with your fair's mission. We'll also cover where to find relevant funding—from state agencies to local foundations—and how to make your application stand out. Whether you're just getting started or looking to improve your success rate, you'll leave with practical tools and renewed confidence to help take your fair from barn to bank.

CAPITAL IMPROVEMENT GRANTS
Presented by Tracy Barone & Tyler Staley
Information regarding planning, applying for and reporting on Capital Improvement Matching Funds Grants.

SPECIAL BAKING CONTESTS
Presented by Karen Dobson & Kevin Beiber
This annual seminar provides important updates and information regarding the Special Baking Contests offered at your fairs. Attendees are encouraged to bring their questions and take advantage of this opportunity to learn more about the contests, requirements, and any updates for the upcoming fair season.

CYBER SECURITY & CRISIS COMMUNICATIONS FOR FAIRS
Presented by South Central Task Force
"It won't happen to us. We're too little." Any fair of ANY size is susceptible to hacked computer files. How do you protect your livestock records, vendor's credit card information, and exhibitor's personal information? Need better suggestions? We'll talk about it! Also, do you have a plan to disseminate information to the public in a controlled, consistent, accurate, coordinated fashion? Never heard of a Public Information Officer? Emergencies, critical situations and public threats need to be planned for, and best ways to convey information needs decided and assigned before situations arise. When is it better to tackle the situation head on, and when is it better to remain silent?

REMEMBER YOUR WHY

Storytelling Panel Conversation

Every one of us has a reason we first became involved with our fair. For some, it began with family or tradition; for others, it was agriculture, community, friendship, or a love of fairs themselves. As the years go by, that "why" can evolve — and sometimes even get lost when things become difficult. Join us for an honest and uplifting conversation about where our passion started, the moments that have challenged it, and what helps us find our way back to the reason we began. Along the way, you may recognize a little of your own story, rediscover what keeps you connected, and have the opportunity to share your thoughts and questions with the panel.

YOUTH DAY

Youth Day will feature two interactive workshops led by Sydney Elder, 2022 Junior Fair Person of the Year, and Charley Kramer, 2025 Junior Fair Person of the Year. Designed especially for young people involved in fairs, these sessions will combine hands-on activities, discussion, and practical learning in a fun and engaging setting.

YP Event

– Maria Zaffuto

We will once again be having our annual Young Professional Lunch and Peer Networking Event on Friday of convention. A free lunch will be offered courtesy of our sponsors.

We are also looking forward to once again hosting the Mentor Speed Dating and Network Session. This session was a huge hit last year with special requests to bring it back for another year.