

DATES TO REMEMBER -



2013

October 15

- Showcase apps. Due
- 2014 Request for Fair info material, PSACF Associate Dues Invoices, PSACF/PSSA Convention material, Trade Show
- Baking Contest checks to be mailed apps. mailed.

October 17

- PSACF Board Meeting

October 23

- PSACF Zone 4 Mtg. - York Fair

October 24

- PSACF Zone 3 Mtg. - Fayette

October 25

- PSACG Zone 1 Mtg. - Scrubgrass Grange

October 26

- PSACF Zone 2 Mtg. - Troy Fair

November 1

- Fair Person of the Year apps. Due
- Communications Competition apps due

November 15

- Reimbursement apps.—Fair Fund due
- Baking Contests due
- Queen Competition apps. Due

November 30

FAIRTALK material for December issue due

December 8 –12

- IAFE Convention - Las Vegas

2014

January 4-11

- PA Farm Show

January 22 –25

- PSACF/PSSA Convention - Hershey



FAIRTALK



"News From The PA State Association of County Fairs"
"THE VOICE OF THE PENNSYLVANIA FAIR INDUSTRY"

VOL. 27

September 2013

NO. 3

CHIP EICHELBERGER TO DELIVER KEYNOTE ADDRESS AT 2014 CONVENTION

BY: KEVIN D. BIEBER



Chip Eichelberger, a well known corporate trainer and motivational speaker will deliver the opening ceremony keynote address at the 2014 convention in Hershey. Chip has an incredible track record of getting measurable results for various companies across the United States and prides himself in audiences saying "WOW" during his presentation.

Chip started his career as an award winning salesperson for Jantzen Sportswear. He pioneered new markets in the United Kingdom and Australia before launching his solo career.

Aside from the keynote address, the seminar committee has a full field of seminars lined up for you at convention. Barney Cosner from the Fremont County Fair and Rodeo in Riverton Wyoming will be coming to Hershey and presenting two seminars. For those of you who remember Barney from last time, you know he has a great enthusiasm for Fairs and will be sure to offer some great seminars. Along with Barney, we will once again offer the Trucking Seminar to update all the changes that take place in regards to the DOT. Food Safety is always an issue at our Fairs and someone from the Dept. of Ag will once again update us on those changes. I am also pleased to announce that our own Boots Hetherington will run a seminar that will answer all your questions about the PA Fair Fund Reimbursements and more. On Thursday afternoon you will want to make sure at least one representative from your Fair is able to attend the seminar on Not For Profit 990 tax forms. This seminar is being given by Bob Kendall a well known CPA from the Bedford area. Friday afternoon will bring us Danny Aguilar from the Delaware State Fair. Danny will present a seminar about helping Fairs increase their visibility, sponsorship revenue and social media presence.

What you have read above is just a few of the many seminars that will be available for you at convention. I strongly encourage all of you to attend as many as possible. I guarantee you and your fellow Fair members will take home some valuable information from this years convention. I will see you in Hershey !!!!!

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PA Agricultural Fair Program
PA Farm Show Complex
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FAIRTALK published four times per year by the Association. Send information for the publication to:
Harry Reffner
128 Cumberland Rd.
Bedford, PA 15522

2014 SUPERINTENDENTS SCHOOL

Wednesday, January 22, 2014
Hershey Resort and Conference Center

Schedule

12:30 - 2:00 Overview of Competitive Exhibits
Your Job Responsibilities
Advanced Planning
Entry Methods, Awards, Judging, Training Clerks

2:10 - 2:55 Breakout Sessions (choose one from below)

3:00 - 3:45 Breakout Sessions (choose one from below)

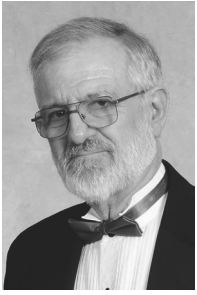
BREAKOUT SESSIONS

1) Foods, Canned Goods, Baked Goods - Shirley Moyer
Marie Haas

2) Clothing, Needlework, Crafts, Photography - Susan Hahn

3) Apiary, Wine and Nuts - Dawn Krautter

4) Fruits, Vegetables and Flowers - Pat Horstman



FROM THE PRESIDENT

I hope this year helped each of you to 'Harvest Your Dreams' of a successful fair. As my wife and I traveled to visit some of your fairs this year, our reports were that in spite of the weather most fairs enjoyed some success. When the weather was good people came in droves to see the great things you had to share with the public. We did indeed see some of those great things... lovely and intelligent queen contestants, good quality animal shows, creative family activities, safe and fun rides, of course good food. Most of all we saw great community involvement at so many fairs. We thank all of you that extended special invitations to us to come to your fair. We truly enjoyed all of our visits and your hospitality.

Now that the fair season is coming to a close, I encourage you to attend your Fall Zone meeting. It is now time to assess, eliminate what didn't work and keep what did. Then share this info with others for the future. It is also a time of recognition for a job well done. Think of those individuals who made it all happen, then nominate a Zone Fair Person of the Year and a Zone Junior Fair Person of the Year. Remember this may be the only pay a volunteer gets... a special 'Thank You'.

At the Zone meetings, our state secretary, Harry Reffner will need updated information about your fair for the 2014 Fair Directory. Be sure to include your current officers, your 2014 fair dates, your physical address and your mailing address,

website, email, etc. If any of this information changes any time during the year... **please** contact Harry at the state office so he can get that information out to all those that need to know.

The IAFE Convention will once again be held in Las Vegas from December 8 to 12. There is still time to register for this great opportunity to share information with/from other fairs throughout our country and the world. That brings us to the dates for the 2014 PSACF/PSSA convention in Hershey: **Wednesday, January 22nd thru Saturday, January 25th**. There is always something you can take back to use at your fair, so plan to have as many people as possible from your fair attend this fun and educational event. I think our trade shows rivals what you find in Las Vegas but with a more local approach.

The table topics being planned are very exciting this year. They will offer something for every size fair. The seminars are going to be very helpful and we are thrilled to have the availability of the E-coli seminar from IAFE to be held on **Wednesday, January 22**. It is our responsibility to keep our fair visitors, our exhibitors and ourselves safe. I believe that at least one person from each fair should have this valuable training. The size of the class is limited so get your reservations into Kevin Bieber as soon as possible!!

Remember to check all deadline dates for the Queen Contest, Fair Fund applications, Fair Person of the Year and the Communication Competition. You do great things out there... so please show off a little and let others see your good works and your Fair could be a Winner!

See you at the Zone meetings!

John





102nd ANNUAL CONVENTION
PA State Association of County Fairs and
PA State Showmen's Association
The Hershey Lodge & Convention Center, Hershey PA
Wednesday - Saturday, Jan. 22 - 25, 2014

HOTEL RESERVATIONS

2014 Convention reservations will now be accepted by the Hershey Lodge. Deadline is December 31, 2013. For lodging:

phone 1-800-HERSHEY (717-437-7439) or online at <https://resweb.passkey.com/go/PSACF2014>

All Queen candidates must use the Queen special code of FAIRQUEEN2014; otherwise, no special code is required. Be sure you have a credit card with you and respond to all questions. Rooms will be available by 4:00pm and check out at 11:00am daily for all.

CONVENTION REGISTRATION

ADVANCE REGISTRATION is essential to the smooth operation of the convention. Registration is:

\$25 (received on or before December 31, 2013)

\$40 (received after December 31, 2013)

MEALS

Meal(s) that are purchased are not refundable; there will be a bulletin board near the registration area for you to place a "for sale" notice if you wish to resell them. A limited number will be available for purchase at convention.

TENTATIVE CONVENTION SCHEDULE

Wednesday, January 22, 2014

MEALS ON YOUR OWN-ALL

8:30am-2:30pm Food Safety-"Serv Safe" (see newsletter article for details – PA Showmen or fairs who are members of PA Showmen [1 person per fair] may register; others to be considered after deadline if space available) [Click here](#) to obtain registration form.

9:30am-4:00pm Consumer Protection Program Workshop (Box Lunch \$16/or on your own 15 minutes for lunch break. Must register before Dec 31, 2013) [Click here](#) to obtain registration form.

11:00am-5:00pm Registration Desk Open
 12:30pm-3:45pm Seminar - "Superintendent's School"
 2:00pm-3:00pm Table Topics 1,14
 2:00pm-4:00pm Seminar - "Trucking Regulations Update"
 3:15pm-4:15pm Table Topics 13,18
 4:00pm-8:00pm Enter Communication Exhibits
 Trade Show Set-up
 4:45pm PSSA Board Meeting
 4:45pm PSACF Board
 6:30pm-10:00pm ENTERTAINMENT SHOWCASE

Thursday, January 23, 2014

MEALS ON YOUR OWN-BREAKFAST & LUNCH

8:00am-5:00pm Registration Desk Open
 8:00am-9:00am Enter Communication Exhibits
 8:00am-10:30am Trade Show Set-up
 8:30am-9:00am First-Timers Session
 9:00am-9:30am Opening Entertainment
 9:30am-10:45am Opening Celebration
 Keynote Speaker – Chip Eichelberger
 10:30am-4:00pm Trade Show Open
 Communication Exhibits Open
 (Badge Required)
 10:30am-4:00pm PA Dept. of Agriculture display, etc.

11:00am-12:00pm PA Harness Racing Commission Meeting - Open to the public
 1:00pm-2:30pm Seminar – Not for Profit Form 990
 1:00pm-3:15pm Spouse Program - "Bag & Basket" Bingo
 1:15pm-2:15pm Table Topics 5,10,17
 1:30pm-3:00pm Meeting - Sire, Quaker & USTA
 3:00pm-4:30pm Seminar – "AAA of Animal Agriculture"
 3:15pm-4:15pm Table Topics 1,4,8
 4:00pm Associates Gathering
 5:30pm PSACF & PSSA Board
 Group Photos
 5:45pm Hospitality Time & Cash Bar
 6:15pm PSACF ANNUAL BANQUET
 6:45pm Dinner (reserved seating-ticket required-\$32)

Friday, January 24, 2014

MEAL ON YOUR OWN-LUNCH

7:30am-5:00pm Registration Desk Open
 7:30am COMMUNICATIONS BREAKFAST
 meal (served) 7:30am; awards 8:15am-9:00am
 (ticket required-\$17)
 9:15am-11:00am Memorial Service /
 PSACF Annual Meeting
 10:30am-4:00pm Trade Show Open
 Communication Exhibits Open
 (Badge Required)
 10:30am-4:00pm PA Dept. of Agriculture display, etc.
 12:30pm-2:00pm Seminar- "Helping Organizations Increase Their Visibility, Sponsorship Revenue, and Social Media Presence"
 2:00pm-3:30pm Seminar - "Special Baking Contests"
 2:00pm-3:30pm Spouse Program - "Bright Lights" hands on craft project
 2:15pm-4:00pm Seminar – "Fair Boards making a difference"
 2:15pm-3:15pm Table Topics 7, 11, 15
 3:30pm-4:30pm Table Topics 6, 9, 16
 6:15pm Hospitality Time & Cash Bar
 6:45pm PA SHOWMEN ANNUAL BANQUET
 (Reserved seating-ticket required-\$34)

Saturday, January 25, 2014

7:30am-5:00pm Registration Desk Open
 7:00am-8:30am BREAKFAST (buffet)
 (ticket required-\$15)
 8:45am-10:15am Seminar - "Simple Social Media Marketing"
 9:00am-10:30am Seminar – "PA Fair Fund Reimbursement"
 9:00am-10:00am Table Topics 2, 12, 13
 9:00am-Noon Trade Show Open
 Communication Exhibits Open
 (Badge Required)
 9:30am-11:00am Seminar - "Food Safety Updates"
 9:30am-10:45am Spouse Program - "Beautiful Bows" hands on craft project
 10:30am-11:30am Table Topics 3, 11, 17
 11:30am-12:30pm PSSA Annual Meeting
 Noon-12:30pm Communication Exhibits Released
 Noon BOX LUNCHEON
 [followed by drawings (ticket required-\$16)
 at 12:30pm] Auction Drawings - Winner must be present
 2:45pm-4:15pm Family Feud
 4:30pm Mass
 6:00pm QUEEN CORONATION BANQUET
 (Reserved seating-ticket required-\$32)

Sunday, January 26, 2014

8:00am PSACF Exec. / Conv. Breakfast

TABLE TOPICS

1. Dealing with “pets” on grounds
2. Sharing Time (small fairs under 20,000 attendance)
3. Sharing Time (medium fairs 20,000-75,000 attendance)
4. Midway Promotions that work
5. The ‘How To’ of Facebook & Twitter
6. Hiring Midway Employees – where are we at.
7. Animal Health Issues
8. ‘Farmer’ for Kids Done Right!
9. Board Members-what’s your agenda?
10. Let us ENTERTAIN you!!(Regarding entertainment contracts)
11. Proper procedures for handling members of PETA – Nikki Ryburn
12. Martech Made Easy with tablets!!
13. Museum’s on County Fairgrounds
14. Officers Only Session
15. What’s your problem? (Another fair could have a solution)
16. Activities for Senior Citizens Day
17. Judges at your county fair? (The do’s and don’ts)
18. Getting more Commercial Vendors at your fair

SEMINARS

Food Safety Updates

The Food Safety updates will be presented by The PA Department of Agriculture.

Consumer Protection Program Workshop

The IAFE, working with Dr. Stephen Neel of Technical Solutions International, developed the Consumer Protection Program Workshop to help fairs understand enteric pathogens such as E.Coli and to provide information on controlling traffic flow in all animal areas (not just petting zoos), creating proper signage, installing hand-wash areas and establishing specific cleaning protocols. The cost is \$150.00 per person. The fee will cover the binder that will be given to the participant.

2014 Superintendents School

Overview of Competitive Exhibits, Your Job Responsibilities, Advanced Planning, Entry Methods-Awards-Judging-Training Clerks. Breakout sessions.

Trucking Regulations Update

The latest updates for the industry.

Keynote Speaker, Chip Eichelberger

Chip Eichelberger, a well-known corporate trainer and motivational speaker will deliver the opening ceremony keynote address at the 2014 convention in Hershey. Chip has an incredible track record of getting measurable results for various companies across the United States and prides himself in audiences saying “WOW” during his presentation.

Not For Profit Form 990

During this brief session you will become aware of the following:

Who must file, what form to file, when to file, where to file, major pitfalls in filing the appropriate forms, should you use a professional to prepare your forms? Cash Management: During this brief session you will become aware of the following: Why do you need to be aware of cash management?, What constitutes proper cash management?, What will proper cash management do for you?, What are budgets used for?, Major pitfalls in cash management. Ben A. Kendall, CPA is a graduate of Benjamin Franklin University School of Accountancy of George Washington University in Washington DC in June 1972. Sat for national examination and became a certified public accountant in August 1972. He taught at Benjamin Franklin University School from 1972 through 1977. In February 1978, he opened up the accounting firm Kendall, Prebola and Jones, certified public accountants located in Bedford. He is licensed and the firm is licensed in numerous states that include Pa., Maryland, and Washington, DC. The firm specializes in audits of not for profit, tax preparation of form 990's and tax advice to not for profit organizations.

Triple A: Advancing Animal Agriculture

Educating fair time guests about agriculture, especially animal agriculture, has become more challenging. As American society becomes generations away from the farm and the source of food production, it is more important than ever that fairs serve as the fun, educational source about animal agriculture. This will be an opportunity to gain positive, working ideas that your fair can incorporate into your agriculture education program to enhance animal agriculture, that will be beneficial to your exhibitors while educating your fair guests. See Barney Cosner bio below.

Helping Organizations Increase Their Visibility, Sponsorship Revenue and Social Media Presence

Danny Aguilar has over twenty five years of experience helping organizations increase their visibility, sponsorship revenue, and social media presence He’s has worked as an European Promotions Director for the International Organization Up With People and continues to work as the Assistant General Manager and Director of Marketing for the Delaware State Fair and other organizations with creative marketing strategies for their events/festivals, and corporate sponsorship programs. He is responsible for several aspects of the organization, including budget, sponsorship, marketing, community relations, acts and entertainment, and advertising.

Special Baking Contests

Karen Dobson and Kevin Bieber will be updating everyone who runs any of the Special Contests at your fairs. This is also the perfect time to come and ask questions regarding any of those contests.

Fair Boards: Making a Difference!

Are Fair Boards and their individual members critical to the success of an annual event that is known as a “fair” and the related events that shape our communities and counties where the fair is located? Are quality fair board members essential to the wellbeing of the fair today and tomorrow? Answering these questions while analyzing board operations/governance; board member selection and related topics will be the focus of an educational overview with the intent to enhance fairs for the future. Barney Cosner, CFE – Barney serves as the Director of the Fair & Rodeo in Riverton, WY. He was the Executive Director at the Nebraska State Fair and the Director of the Wyoming State Fair and Rodeo. Barney also has experiences as Assistant Professor and Extension Youth Livestock Specialist in the Department of Animal Sciences at Colorado State University and was Director of Agriculture/Livestock at the State Fair of Texas and Livestock Show Manager at the National Western Stock Show in Denver, CO

Simple Social Media Marketing

Have you seen nonprofits and other organizations utilizing social media and wondering how they do it? Do you stare at your Facebook page thinking you would rather do anything else? Are you curious about how social media can support your organization but feel overwhelmed by all that's out there? Take a breath, take a seat, and learn how you can learn the basics, how you can get started today, and how your organization can make a strong merge into the social media lane of the Internet highway! Tia Bess has a Bachelor's degree in Applied Behavior Sciences and a Masters in Community Psychology and Social Change both from Penn State University. She's currently working toward a doctoral degree in Organizational Psychology.

PA Fair Fund Reimbursement

Fair Fund Act and the reimbursement application processing. Boots and Michelle Worden will be discussing the reimbursement application and the importance of the information contained. How to minimize your problems and speed up the reimbursement process. Boots was appointed as the Special Advisor to the Governor for Agriculture. He is the ambassador for Governor Corbett on issues facing rural communities, the agriculture industry and state/federal agriculture partnerships. Boots also administers the fair fund. In addition, he works on special projects assigned by the governor and Secretary of Agriculture George Greig.

Family Feud

If you know of or how to play Family Feud, this event's for you.

2014 PA STATE FAIR QUEEN CONTEST - TENTATIVE SCHEDULE

Wednesday, January 22, 2014

Raffle Table Set Up

Thursday, January 23, 2014

10:30am – 1:00pm Queen Program – 2014 Contest Packet Distribution
12:00pm – 4:00pm Raffle Table Open to benefit Queen Program
3:00pm – 3:30pm Queen Contestant Orientation Check-in
3:30pm – 4:15pm Queen Contestant Orientation
6:00pm Line Up for Evening Gown Competition
6:15pm Evening Gown and Introduction Competition
6:45pm PSACF Annual Banquet
Immediately after Queen Contestants Group Photo & Gift Exchange
Banquet

FRIDAY, JANUARY 24, 2014

7:00am – 12:00pm Interviews - Morning Session
10:00am – 4:00pm Raffle Table Open to benefit Queen Program
11:00am – 12:00pm Seminar – Denise Yoho
11:00am – 1:00pm Queen Program – 2014 Contest Packet Distribution
1:00pm – 5:00pm Interviews - Afternoon Session
2:15pm – 3:15pm Seminar – Denise Yoho
3:30pm – 4:30pm Queen Coordinators' "Idea Exchange" (and 2014 Contest Packet Distribution)
5:30pm – 6:15pm Judges Reception with Contestants
7:00pm – 9:00pm Queen Rhonda Carl's Pizza Party with Contestants

SATURDAY, JANUARY 25, 2014

7:30am – 12:00pm Speech Competition – Morning Session
9:00am – 12:45pm Raffle Table Open to benefit Queen Program
9:00am – 10:30am Seminar – "PA Fair Queen Program Overview" and 2014 Contest Packet Distribution
9:00am – 1:45pm Hair Styling Appointments
10:45am-11:45am Former PA Fair Queen Panel – *"Living the Fair Queen Experience!"*
12:30pm Drawing for Raffle Table items
1:15pm – 3:00pm Speech Competition – Afternoon Session
4:30pm Rehearsal for Coronation
6:00pm Coronation Banquet (Reserved Seating - Ticket Required - \$32)
7:15pm Line Up for Coronation
7:30 – 8:45pm Coronation Ceremony
9:00pm Media Photos / 2014 PA Fair Queen Meeting with State Coordinator

Visit the PA State Fair Queen Program's Basket Auction and Raffle Table in the Great Lobby.
50/50 raffle tickets will also be sold in the Chocolate Ballroom Lobby
Wed, Thurs & Sat. evenings, and Fri evening in the Fireplace lobby.

ATTENTION FOOD HANDLERS!

PSSA is hosting an educational seminar in conjunction with our annual Hershey Convention.

A self-study SERV SAFE program offered by Maxine Thompson of State College has been chosen as the course that makes the most sense for our group. The course is open to all PSSA and PSACF members at a cost of \$142.00. Class size is limited to 70 persons.

Study materials will be mailed directly to you and you will be able to study at your own pace and on your own schedule.

A wrap-up session of materials review, current updates and questions and answers will be given at Hershey on

Wednesday, January 22, 2014, and testing for your license will take place on site. The time allotted for the session is 6 hours including a break for lunch on your own at the Lodge.

Registration deadline is **November 1, 2013**. (Registrations received after the deadline will be held on a waiting list pending any cancellations.)

SERV SAFE EDUCATION/REGISTRATION

Sponsored by PSSA

COURSE DATE: Wednesday, January 22, 2014 (approximately 6 hours)

COURSE TIME: 8:30 am to 2:30 pm (includes break for lunch)

LOCATION: Hershey Lodge, 325 University Drive, Hershey, PA 17033

COST: \$142.00

PAYABLE TO: PSSA Scholarship Account

Name _____

Address _____

City, State, Zip _____

Phone _____ Email _____

MAIL REGISTRATION TO:

PSSA Treasurer
Donna M. Kramer
318 Vinemont Road
Reinholds, PA 17569

CONSUMER PROTECTION WORKSHOP

A Consumer Protection Workshop will be held on Wednesday January 22nd that will help Fairs fully understand E-Coli and to provide information on controlling traffic flow in all animal areas, creating proper signage, installing hand washing areas, and establishing specific cleaning protocols. This seminar has been held in Hookstown Pa. as well as New York already. Class size is limited.

The classroom instruction would take approximately six ½ hours starting at 9:30am, a break for a box lunch supplied by Hershey (\$16.00) or no lunch. The lunch break will only be 15 minutes. The cost of the program would be \$150.00 for one person from your Fair. That cost includes one book that is required.

Registration deadline is **December 27th, 2013**. (Registrations received after the deadline will be held on a waiting list pending any cancellations.)

Consumer Protection Workshop

COURSE DATE: Wednesday, January 22, 2014 (approximately 6 hours)

COURSE TIME: 8:30 am to 4:00 pm (includes 15 minute break for lunch)

LOCATION: Hershey Lodge, 325 University Drive, Hershey, PA 17033

COST: \$150.00

BOX LUNCH: \$16.00 Please indicate Box Lunch Yes _____ or No _____

PAYABLE TO: PSACF

Name _____

Address _____

City, State, Zip _____

Phone _____ Email _____

MAIL REGISTRATION TO:

PSACF
Harry Reffner
128 Cumberland Road
Bedford, PA 15522
Registration deadline is **December 27th, 2013**.



2014 SPOUSE PROGRAM



The activities at the 2014 PSACF/PSSA Convention will feature:

- ♦ A "Ticket Auction" in the Chocolate Ballroom (prizes to be awarded on Saturday at 12:30PM).
- ♦ Wednesday – shopping on your own at the many outlets and malls in the Hershey area.
- ♦ Thursday afternoon, the Showmen's Association and the Fair's Association will conduct a "Bag and Basket Bingo" (Vera Bradley bags and American Tradition baskets) from 1:00PM – 3:15PM. Purchase cards at the door.
- ♦ Friday afternoon 2:00PM -3:30PM, "Bright Lights" will be a demonstration and a chance to create your own night light for accent anywhere in your home.
- ♦ Saturday morning 9:30AM – 10:45AM, "Beautiful Bows" will be a demonstration and a hands-on opportunity to create your own bow of any size. You could create a beautiful bow to accent your night light that you made on Friday.

Fairs and showmen are requested to continue their support by bringing gift items for the ticket auction and/or the Spouses Program giveaways.

1 American Dream Band
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Samples

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PSACF COMMUNICATIONS AWARD COMPETITION

— Martha Ebersole

Well another great fair year has come and gone. Now it is time to let everyone know what you did at your fair by entering them the communications competition.

We have a category that every fair can enter at least one item. All you have to do is go to the state web-site type in fairspa, then in the left hand corner and go to the communications section and print out the form, fill it out and mail to me before November 1, 2013. If you have any questions please call 717-834-4435 or e-mail me at mebasket@embarqmail.com.

This year there is a new Scrapbook category it is a digital scrapbook.

I am working on some surprises, don't have all the details but you don't want to miss out on entering your fair in the communications competition.

The 2013 PSACF theme is Harvest your Dreams.

Hope to see you at the 2014 Conventions in Hershey.

6222002

YOU'RE PLANNING THE FAIR

Now let us handle the advertising to increase attendance

BEYOND
Spots & Dots

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6222002

1034 Fifth Ave. | Pittsburgh, PA 15219 | 412.281.6215 | BeyondSpotsAndDots.com

Proud member of the Pennsylvania State Association of County Fairs 

Andre Williams to Provide Entertainment at Opening Session of IAFE



On Monday, Dec. 9, singer Andre Williams will perform at the Opening Session of the IAFE Annual Convention in Las Vegas. Williams will sing a few songs before the ceremonies and perform the National Anthem. Williams is a singer of love songs, pop tunes, old school Motown, and inspirational hymns. Williams knew he could sing from an early age, and went from singing in church to eventually entering small talent competitions in the area. He was getting some attention at the age of 9 or 10 for his hymns, and he knew he had more music in him than could be always conveyed in church. He had his share of obstacles to overcome. Williams was diagnosed with non-Hodgkins lymphoma at the age of 11, and underwent chemotherapy, blood transfusions, and a bone marrow transplant, missing his entire 5th grade year of school. Shortly after the cancer went into remission, as it remains, Williams' adoptive father died. But Andre endured, and came through it all with a devotion and spirit wise beyond his years. And his saving grace was music, and remains so. **Early registration ends on 10/3/2013. Regular registration starts on 10/4/2013 and ends on 11/8/2013.**

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ASSOCIATE MEMBERS REPORT

-Galla Higinbotham

One of the fun things my husband and I get to do as the Dan & Galla Musical

Show is “stroll” (actually “roll”) - serenading the fairgrounds playing music in a decorated “Party Cart”. We travel all over the grounds. This gives us the opportunity to see all facets of the fair, from the midway and carnival, to the exhibit buildings, vendors, the stages and track and the animal barns. Every fair is different and so interesting how it grows and evolves each year. So many folks who are involved with or working at a fair see primarily the area they are in and not the rest of it. I can say the fairs in Pennsylvania have a LOT going on! It's great!

We got to see many fair associates and showmen this summer. I saw excellent examples of professionals who understand the fair industry, hard at work, making it all happen.

Associate members should have gotten their letter along with an application to participate in the Wednesday evening talent showcase at the 2014 Hershey PSACF/PSSA Convention.

In addition to the Wednesday showcase for stage show talent, this year's convention will again offer opportunities for strolling acts and other acts that do not normally perform on a stage to showcase. Sign on to the www.pafairs.org web site, choose PSACF Members—Associates only there you will find the application to download and submit. Street performers and/or strolling acts will be selected to entertain and mingle with the crowds of people congregated outside the Chocolate Ballroom prior to the Thursday and Friday night banquets.

Acts for both showcases can apply every

three years. I strongly urge those of you who qualify, to send in an application. You will be performing for nearly 100 fairs and buyers from all over Pennsylvania (Maryland and New Jersey too) who will be looking for acts that will make their fair special.

Showcase applications are due on October 15th. Remember to include a DVD in your packet of materials. **Acts submitted without a DVD will not be considered.** And do make sure the DVD plays in a player other than your computer!

The Wednesday night showcase committee is looking for diversity: musical groups, bands and singers, as well as juggling and magic/illusion and novelty stage acts – for all sizes of venues. And as I mentioned before, now there are opportunities for street performers and strolling acts as well.

Remember you must be a paid up member of the state association at the time you submit your application as well as at the time of the convention - January 2014.

Those who are having a booth in the tradeshow, please send in your deposit by the deadline. Due to some no-shows in the past, people will not be listed in the convention or directory books until that deposit is received.

The fair industry is of paramount importance for many reasons and I hope everyone is having a good year. Lots of work and planning goes into making fairs happen throughout the state. I look forward to seeing everyone at Hershey.

If you have any questions, email me at dan-galla@uplink.net or go to our website at www.gallaanddan.com.

Until then, happy travels! Galla

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Msgr. John Mignot Scholarship

— Jim Davis

The committee of five are pleased to report that we have nineteen submitted applications from the PSACF's four zones. It appears our local fairs are encouraging our youth to fill out the application and submit by the June 30th deadline. We, too, wish to thank the designated zone person, Debbie, Rodman, Sally, and Sam for taking their time to narrow the selection down to six.

As the five judges analyze and score each candidate on fourteen categories, it will take until September 30th to complete this task. In early October when the judging sheets have been completed and tabulated, the chairperson will be notifying the six winners and their fairs. It would be great if the winning candidates' schedule permits for them to be present at their local zone meeting to be recognized. We do understand that their college of choice can be too far for this to happen. Each scholarship value in 2013 is \$1,000.00.

Realizing that the payout in 2013 will be \$6,000.00, we, PSACF members, need to be thinking how we can raise the funds, and continue to support our youth with scholarships far into the future.

PA FAIR QUEEN STATE CONTEST

The PA Fair Queen Program continues to grow! How encouraging it has been to hear about the new fairs that added a Queen contest this year, are in the planning stages for 2014, or want to help with fundraising! Plus we were so pleased to see an increase in the number of appearance requests our 2013 PA Fair Queen Rhonda Carl received this year! We appreciate everyone who promotes this worthwhile program that benefits so many of Pennsylvania's young women.

The State Competition will be held January 23-25 during the PSACF/PSSA Convention in Hershey, PA. State Contest Applications were already distributed to requesting Fairs at the Spring Zone meetings. A digital form of the Application is also available on PSACF's Convention website (www.pafairsconvention.org) All State Contestants' completed applications must be returned postmarked by November 15.

Registering for the State Fair Queen Contest is as easy as **1-2-3!**

- 1) Contestant completes Application Items #1-8 and submits the completed application postmarked by November 15 to Bitsey Kopfinger, PA Fair Queen Program Correspondence Coordinator, PO Box 456, Milford, PA 18337,
- 2) Register the Contestant and all other attendees for Convention Badges and Meals through the PSACF Convention Form postmarked by December 31 (*instructions will be made available to Fairs at the Fall Zone meetings and also online*), and
- 3) Secure a hotel room for the Contestant directly with Hershey Lodge and Convention Center by December 31 using the special Passcode (**FAIRQUEEN2014**) for the Queen Contestant Room Block (*instructions will be made available to Fairs at the Fall Zone meetings and also online*).

Contest Coordinator Karen Dobson will mail a detailed **Official Contestant Handbook** to each qualified Contestant in early December. A copy will also be sent to the Contestant's Coordinator.

Some State Contest items to note:

- a) Contestant Orientation - 3:30 pm, Thursday, January 23.
- b) *Drum The Bucket* will be sponsoring The "Contestant Pizza Party" on Friday

night. Fairs should not purchase Showmen's Banquet tickets for their Queen contestant that same Friday night.

c) The "*Living the Fair Queen Experience*" panel discussion is scheduled for Saturday morning. This was so well-received at the 2013 Convention that we will invite some other past PA State Fair Queens to share how their Fair Queen experiences influenced their lives, careers, education, and futures.

d) All Convention attendees require a Convention badge (Contestants, Fair Board, Coordinators, chaperones, family and friends). Those only attending the Saturday Coronation Banquet must request tickets under their Fair's registration.

e) The 2014 Fair Queen Contest Information Packets will be distributed at the Convention during designated times near the Queen Program Fundraising table. *Request Forms* will be due by February 28 in order to receive the 2015 State Contest Application packet at the Spring Zone meetings.

The Convention is always an important fundraising time for the PA Fair Queen Program. All fairs and interested individuals can participate in various ways. Please refer to the Fundraising available on the PSACF Convention website (www.pafairsconvention.org). Opportunities to support the Queen Program's fundraising include being a Sponsor, donating a Gift Basket, making a monetary donation and/or helping at the 50/50 nightly cash raffle or the Basket Raffle Tables. Any Fairs or individuals interested should return the Fundraising form by November 15 to Judy Kmetz. If you have a suggestion for a new sponsor or a fundraising idea, contact John Berne or Judy Kmetz.

If you have questions or need additional information on any aspect of the PA Fair Queen Program, please contact the appropriate Committee person:

Applications/Banquet Registrations - Bitsey Kopfinger, 570-296-8790

Fundraising - John Berne, 814-887-5396 or Judy Kmetz, 570-675-2952

PA Fair Queen's State Appearances & Media Events – Martha Ebersole, 717-834-4435

State Contest Schedule - Karen Dobson, 610-212-6180

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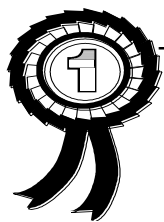
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From The Zones



Zone One—Sam Zafutto

The 2013 Fair season is just about complete. Most fairs have reported a good season when the weather cooperated.

Our Fall Zone Meeting is scheduled for Friday October 25 at the Scrubgrass Grange. Dinner will be served at 6:30 followed by our meeting. Information on the meeting will be mailed to all zone one fairs in time to make your reservations. Your state officers will be in attendance to let you know what's going on in your state association. We will have a report from the Department of Agriculture and present information about the convention in January. The Zone One Person of The Year Award as well as the Junior Fair Person Award will be presented.

We hope to have all fairs represented at this meeting. See you there.



Zone Three — Debbie Stephenson

As summer is dwindling down so the fair season. Most fairs did experience some rain more than others. Our Fall meeting is going to be held at Fayette County Fair

grounds on October 24 2013. Registration will be starting at 6:00 PM with dinner to follow and the annual meeting. Hope to see all of you there as this is an important meeting. We have to elect a person to the Queen Board as Sarah Long will no longer be our representative- Be THINKING of who can represent us in this position. Also some other awards need to be addressed as well. We have moved mountains with our current legislature and hopefully things will stay that way. If there is anyone that has any suggestions for the table topics at the Hershey Convention please let me know. We have had some great topics asked to host and are looking forward to seeing each and every one of you at the Convention and Zone Meeting.



Zone Two -Rodman Ralston

A well-attended reception was hosted by Milliron and Associates at their offices in Harrisburg. Several Representative and Senators attended including some from the Metropolitan areas. Lieutenant Governor Cawley also made an appearance. Urge your local Legislatures to join the Fair Caucus.

There will not be a Judges school at the 2014 Convention. Also, the table topic committee can always use new ideas for discussion at the roundtables.

Most of the Zone II Fairs for 2013 are now history. I hope the weatherman was kind to you this year and your Fair was a huge success.

In closing, just a reminder, the Zone II fall meeting will be held at Troy on Saturday, October 26, 2013. Hope to see all Zone II Fairs at this meeting.



Zone Four — Dr. Sally Nolt

Congratulations to all completed fairs for another successful fair season and best wishes to those fairs yet to be held! In spite of heat or rain (or both!) the fair season continues.

I would like to thank our officers and Milliron Associates for all the hard work and many hours they put into getting the funding increase. Thank you also to those fairs that contacted legislators. All Zone 4 Fairs operated this year, although some continue to struggle with funding cuts. Thank your legislators for the increase and continue keep in close contact with them

The Zone 4 Fall Meeting will be hosted by the York Fair. The dinner meeting will be held Wednesday, October 23, 2013. Reservations may be made with Karen Dobson. At this meeting two awards will be given. One will be given for Fair Person of the Year for Zone 4 and one for the Junior Fair Person of the Year for Zone 4. The Junior will be eligible for the State Junior award to be given at the 2014 PSACF Convention.

Please plan to attend this important Fall Meeting!



The Secretary's Notepad

— Harry Reffner

Fair Person of the Year

Applications are due to Bruce and must be postmarked no later than November 1st. See "Fairs Only" on our website for the application.

Communications Competition

A note from the Communications chair, criteria, and application are available in the "Fairs Only" section of the association website. November 1st completed applications must be postmarked.

PA Preferred Contests & Angel Food Cake Contest

Checks for PA Preferred Contests and/or Angel Food Cake Contest were mailed September 30. Please cash this check as soon as received. Also, coordinate between the contest coordinator(s) and fair that the check was received for the contest(s) and cashed. Note that you are obligated to pay full premium for each placement regardless of the state budget and any decision your fair makes to pay less than full premium. In addition, any unpaid premium due to the lack of entries, etc. are to be returned to PSACF. Failure to do so will result in next year's check being reduced by that amount. Your post contest report will be used to identify unpaid premium. Any questions are to be directed to the appropriate state baking contest coordinator. Remember to submit your Contest Summary information to the appropriate person by the deadline specified; otherwise, your fair will be ineligible to participate in 2014.

Msgr. John W. Mignot Scholarship Fund

Please see the article by Jim Davis, Chairman, of the Scholarship Fund in this edition of FairTalk. The Fund is still short of its \$6,000 for the year, please consider a donation.

Showcase

Associate members eligible to showcase/strolling were mailed applications in September. To be considered for the showcase/strolling, the appropriate application must be postmarked by October 15th to the showcase chairperson. Note: Dues must be paid in the year you receive the application, and if selected, in the year you showcase/stroll. Please see the application for the strolling in this issue of FairTalk, also the application is on our website.

Future Association Mailings

Please refer to the "Dates to Remember" on the cover concerning future mailings for the remainder of the year. These mailings will be important to both fairs and associate members as we approach the 2014 convention and the next fair season.

Fair Dates for 2014

I will be confirming 2014 dates at the zone meetings or through personal contact. Many requests are received before the end of the year for next year's dates, and those dates will be posted on the association web site by mid-November. Your assistance in helping me will be helpful.

Reimbursement Applications

Read the instructions, complete the 2013 Reimbursement Application using the current version of the MarTech Blue Ribbon software or the application through the association/PDA website. Send to PDA Fair Fund Office along with the required supporting documentation (i.e. Premium Book, addendums, etc.). Also, an electronic copy is to be emailed or placed on a CD and mailed with the paperwork. Deadline is November 15th.

Economic Impact Study

The economic impact study of fairs by Shepstone Management Company, on behalf of the association, has been completed and is posted on our website. The association had the study printed and I will be distributing at the zone meetings. If additional copies are needed please contact the association office.

See "Notepad" - page 16

The MidLife Cowboys Band



"Range Rovin" Richard Rupert, "Bluesman" Chris Trasatti, "Trail Boss" Gary Stoner, "Too Dang Cool" Ed Scholl, and "Cactus" Drew Kanaskie

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2013 SPECIAL BAKING CONTESTS

As the Fair season comes to a close, a reminder goes out to all Fairs that participated in one or more of the Special Baking Contests to send in their Contest Summary paperwork to the appropriate Coordinator by November 15. Contest Summary Forms are available on PSACF's website (www.pafairs.org Member Login: **fairspa**) They will be used to verify premiums paid and to notify the winners of the State Competition at the PA Farm Show.

Fairs need to certify the first place winner if they wish to compete in the state competition at the PA Farm Show. If the first place winner cannot or does not want to participate, the Fair can certify the next place winner. Each certified winner must bring an original and one copy of the Special Baking Contest's 'PA Farm Show Certification Form' with their entry in January. Farm Show contestants must follow the same contest rules that were used for the local fair competitions.

Is your Fair interested in winning money? Then don't forget to participate in our new Angel Food Cake Contest "**Promotional Eggs-travaganza**". The top 3 Fairs with the most **incredible!** Angel Food Cake Contest publicity effort (*flyers, websites, social media, posters, news coverage, etc*) will win cash prizes of \$500, \$250, and \$100. Prizes will be awarded at the 2014 Convention. For details about rules, entry submission, judging and resources, check out the Special Baking page on the PSACF website, or contact Kevin Bieber. Contest entries must be postmarked by November 30.

Checks for the PA Preferred chocolate Contests and/or Angel Food Cake Contest will be mailed after September 30. Cash these checks promptly. Remember, since this payment comes from sponsorships (not the Fair Fund), your fair is obligated to pay full premiums for the Special Baking Contests regardless of the state budget or whether the fair decided to reduce premiums for other departments in your Premium Book. In addition, any unpaid premiums not awarded due to the lack of entries, etc. are to be returned to Harry Reffner at the PSACF office address. Failure to do so will result in next year's check being reduced by that amount.

Consider sending a representative from your Baking Contest department to our Seminar on Friday afternoon at the 2014 Convention. This popular session is a great opportunity to hear the latest on any changes in contest rules and requirements. The seminar includes discussion on how to organize the Special Baking Contests at your fair, as well as a general question-and-answer session.

Thank you to all the coordinators who work so hard to follow the contest requirements, publicize the contests, and encourage participation from their local contestants. If you have any questions or need assistance, please feel free to contact us:
Kevin Bieber (Angel Food Cake or Apple Pie) Cell: 484-256-8009, Email: Kevin.Bieber@nationalpenn.com
Karen Dobson (Chocolate Cake & Cookies-Brownies -Bars) Cell: 610-212-6180, Email: kardob@msn.com

From "Notepad" - page 14

Association Website

Our partner, Saffire Events, has been busy re-designing their software this year, in mid-September they released the new version of our 2014 Convention to me. I am in the process of updating for the New Year. The site is available with 2014 forms, but scheduling is still tentative. The 2014 theme is still to be announced.

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GOVERNMENT RELATIONS

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It has been one heck of an interesting year for Pennsylvania Fairs. After years of budget cuts, the Pennsylvania General Assembly did an outstanding job of increasing the funding for Pennsylvania Fairs in 2013. Hopefully this summer and fall has turned out to be a increasingly improved year for our membership. The past few months, has undoubtedly highlighted the incredible economic windfall fairs are to local economies throughout the Commonwealth. The PSACF educated the House, Senate and Governor's office on the importance of our fairs throughout 2013. They certainly heard our advocacy. Now the key is to continue the push, reinforcing Pennsylvania Fairs as part of the backbone of the Commonwealth. PSACF and our firm must and will continue to educate the public, General Assembly and Governor's Office on the goodness provided by our membership.

The Pennsylvania General Assembly will return to Harrisburg September 23 after its summer recess. The House and Senate will be in session through December 14 for 21 voting days. After that, the 2014 election season is in full swing. The legislature will be in voting session in 2014, but most contentious issues will dealt with over the

upcoming 21 voting days. The 2014 election will include the full House, half of the Senate and the Governor's race. If you have questions about local races, please give me a call.

We will continue to educate members of the General Assembly about PSACF over the coming months. That work will be the "ground work" for the 2014 June budget. Obviously we must discuss our goals and plans at the fall meeting, but it is never too early to begin our development. This past June the General Assembly included our allocation of three million dollars to state fairs. Is this the goal, once again? Is there something else we should be looking at? Please reflect and think about the long-term strategy for the PSACF. To ensure that funding is maintained or even increased for PSACF in the up-coming year, we all must continue the conversations we have been having over the past year with our State Representatives and Senators. Stay tuned!

If you would like to learn more about the 2013-14 Pennsylvania legislative Session and the priorities of the General Assembly, please feel free to contact Milliron Associates by dialing 717.232.5322. Our firm has a open door policy, do not hesitate to use it.

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Contact the Assn. Office

Plan to attend your Zone meeting. Updates from your State directors. Tentative Convention schedule to be presented. Copies of the Economy Impact Study by Shepstone will be distributed. Election of a representative to the Queen committee to be selected in two of our zones. Zone fair person and Junior fair person to be named.

Additional showcasing for Convention

Additional showcasing opportunities are available for stilt walkers, balloon artists, strolling acts, jugglers, magicians, clowns and other street performers outside the Chocolate Ballroom prior to the nightly banquets. This is a popular way for grounds acts to entertain and mingle with the crowds of people congregated outside the ballroom prior to (and perhaps after) different functions, such as the nightly banquets. **See below.**

The committee will review these applications and several acts will be featured each day. Having some short video clips of you "in action" on the fair or festival grounds would be most helpful in the selection process.

If you have any questions, contact Sam Zaffuto at szaffuto@penn.com or Galla Higinbotham at www.gallaanddan.com.

2014 PSACF/PSSA CONVENTION STROLLING/STREET PERFORMER APPLICATION

Return by October 15, 2013 to: Sam Zaffuto

355 N. Park St.

Sykesville, PA 15865

(814) 894-5723

☐ A DVD MUST BE SUBMITTED WITH THIS APPLICATION. *ANY APPLICATION RECEIVED WITHOUT A VIDEO WILL BE DISQUALIFIED.*

This application is to provide additional showcasing opportunities for stilt walkers, balloon artists, strolling acts, jugglers, magicians, clowns and other street performers. Acts will be selected to entertain and mingle with the crowd outside the Chocolate Ballroom prior to the Thursday and Friday evening banquets.

NAME OF ACT _____

ADDRESS _____

TELEPHONE (____) _____

BRIEF DESCRIPTION OF ACT _____

BOOKING AGENT (if you use one) _____

APPROXIMATE PRICE RANGE _____

(For information only – no fee will be paid by PSACF/PSSA for any act)

REFERENCE _____

Name Phone number

Qualifications:

1. Act or the act's agent must be an Associate Member of PSACF
2. Act must be appropriate for the fair circuit.
3. Act must be a strolling act and not a stage act to be considered.
4. No act may showcase more than once during the convention.
5. The acts selected will be permitted to perform in the Chocolate Lobby up to 30 minutes prior to the start of the PSACF Banquet on Thursday and the PSSA Banquet on Friday.
6. Only acts that are chosen by the showcase committee may perform in the Chocolate Lobby prior to the banquets.
7. The acts chosen must be non-amplified performers (if musical, they shall be acoustic).

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— Rhomda Carl



As the fair season is coming to a close I can look back on my many experiences over the past 3 months and smile. I had the great honor of traveling to 16 fairs thus far and got to know all that these great fairs had to offer. From my home sweet home, Schuylkill County to the Washington County Fair and every fair in between the message is still the same, agriculture is number one. It is bitter sweet that my fair visits are coming to an end. I looked forward every fair visit to travel to meet hard working people put on a spectacular fair to ensure the communities involvement in the fair through agriculture. When walking through many of the fairs one can see the usual sight, food, rides, livestock, fruits and vegetables, crafts, and also families. I have come to find that it isn't only individual families walking around at a fair, that the whole fair is a big family. Just like a family reunion, people bring what they cherish to display to long lost relatives, enjoy some good food, and are entertained by the presence of others. The sense of home sweet home right in your own back yard is what the fairs all over Pennsylvania have to offer. This is why I encourage everyone to get out to another local fair to see just what I saw and was greeted by every time I visited a fair. You will come to realize how tightly-knitted your own fair is and come to appreciate the hard work that people put in to promote agriculture. And I must say, I never went to a fair that I had a bad experience; it was always enjoyable because of the hard working and loving individuals there. So as fair season is coming to a close begin to think about next fair season and of course the Farm Show, in January because they are both around the corner and you wouldn't want to miss them for the world.

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Another fair season is rapidly coming to an end. It's been a great fair season for me and I'll treasure memories like the sight of Lake Erie and the scent of grapes ready for harvest during

the Pennsylvania Grape Queen Contest at the North East Community Fair in Erie.

Fun Safety at the Fairs

In my travels, I saw many eye-catching food safety posters. I'm amazed at the artistic talent and food safety knowledge of our fair youth. If you have posters to enter in the state contest, give them to me properly marked at your zone meeting. Top three winners in all age groups will be invited to the 2014 Pennsylvania Farm Show to receive a ribbon and cash premium.

PA Preferred™ Products Display

Many fairs put together PA Preferred™ displays of locally-grown or made products. Helping our visitors recognize and ultimately purchase locally-produced PA Preferred products supports our state's producers and keeps dollars in our local communities. The displays remind consumers to look for the program's logo, a blue keystone and gold check mark, to know they are purchasing Pennsylvania products. Just like last year, any fair that put together a PA Preferred products display can compete, with the chance to recreate their display at the 2014 PA Farm Show.

Pennsylvania Fair Fund Reimbursement Applications

Michelle Worden and I will present a table topic about Pennsylvania Fair Fund reimbursements at the 2014 PSACF Convention in Hershey. We'll explain the application process, including the steps the application goes through once it has been submitted to the fair office. We'll discuss common application problems and information shortfalls that cause an application to be rejected by the Pennsylvania Treasury Department, delaying your payment. This will be a great course for new fair secretaries and a good refresher for veteran fair personnel.

Full Funding for Pennsylvania's Fairs

Governor Tom Corbett and the General Assembly again increased the Fair Fund allocation for FY 2013-14, bringing fairs back to full funding – and then some. The state's harness racing horsemen associations are

providing operational money and purse money to our sixteen fair harness racing tracks. That means any residual funds in the PA Fair Fund allocation will be available for Capitol Improvement Matching Grants. Fairs that submitted potential projects before June 30 and did not start construction prior to July 1 will be considered for matching grants. We anticipate a Fair Fund residual of about \$200,000 after reimbursement payments are completed. We currently have more than 30 project requests totaling more than \$400,000. Secretary Greig's Fair Advisory Board will be meeting later to discuss the projects and award grants.

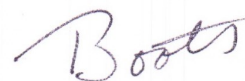
Corbett Administration Visits Fairs

The governor and First Lady Susan Corbett paid visits to several fairs this year including the Big Butler, Fulton County, Huntingdon County, Washington County, York and Bloomsburg fairs and the Manheim Community Farm Show. Lieutenant Governor Cawley enjoyed the Bedford County and Indiana County fairs. We thank the fair officers and other fair volunteers who were gracious hosts.

The Fair Family Helps Olivia Bensinger "Harvest Her Dream"

Olivia Bensinger is a third grader at Schuylkill County's Blue Mountain School District. Last year, she was diagnosed with leukemia. During treatments at the Penn State Hershey Children's Hospital, she listens to her favorite country star, Luke Bryan, on her iPhone, helping her escape her circumstances for a short time. Olivia posted on social media that she dreamed of seeing Luke live in concert. Bob and Dianne Greene of Pioneer Pole Buildings purchased tickets for Olivia and her mother to see Luke Bryan in concert at the Allentown Fair. Olivia's aunt reached out to the PA Fair Office to see if her niece might be able to meet Luke in person. Allentown Fair Board Secretary Raymond Hoffman made the rest happen. He arranged for Olivia, her mother and her aunt to meet Luke Bryan prior to his concert. Luke held Olivia's hand and called her sweetheart. He autographed her cowboy hat and iPhone cover.

This small gesture and the joy it brought are proof of the good folks who make up our fair family. I thank them for making this dream come true, and all of you for your work in helping millions of others harvest their dreams each year.



Boots Hetherington