



# Fair Exchange

April  
2018

## Message from Bill Dutcher, RMAF President



As I look out the window, I see that the steady two feet of winter snow, is finally about gone and the first green of the grass is starting to appear. This means one thing; Fair time is rapidly approaching. Time to get all of the “talked about” winter plans be put to the test!

If this past month is any indication, it will be a great year. The RMAF Board met in Billings for the winter meeting at the site for this year’s convention. The Red Lion (recently the Radisson) welcomed us and they are excited to see us in November. We did have some weather issues for some boards members travelling, but working with Nancy we achieved a lot. Michael Mezmer and Tammie Ryan did a nice job of scoping out the property for the service member’s suite layout and the showcase area.

The North East District in which Board members Jamie Larson, Jamie Porter and I reside, had a March 24th meeting. It was held in Livingston, MT home of the Park County Fair. We had good discussions and came up with some good educational topics for the Fall conference. Fair manager Kim Knutson and Stacy

Sunvison were gracious hosts and gave us a nice tour of their grounds.

April 7, 8 and 9 will be the IAFE Spring Management conference in Minneapolis.

The IAFE Conference in November is gearing up for the first of the next four visits to San Antonio, TX. This will be exciting as it has been in Las Vegas for the past 52 years.

Nancy, the Board and committees: are doing a wonderful job getting ready for Fair Time 2018! RMAF Service Members and RMAF Fairs: Get ready for the Safe, Friendly and Fun Fair Season! “The Best Deal in Town”



## Up-Coming Meetings & Conventions

**November 7-10, 2018**—93rd Annual RMAF Convention, Red Lion Hotel, Billings, Montana

**November 13-16, 2019**—94th Annual RMAF Convention, Davis Conference Center, Layton, Utah

**November 11—14, 2020**, 95th Annual RMAF Convention, Hotel Elegaté, Colorado Springs, Colorado

**November 10– 12, 2021**, 96th Annual RMAF Convention, Red Lion Hotel, Billings, Montana

**November 9—12, 2022**, 97th Annual RMAF Convention, Davis Conference Center, Layton, Utah

**November 8—11, 2023**, 98th Annual RMAF Convention, TBD Northwest District Location

## 2018 RMAF Board of Directors

**President:** Bill Dutcher, Metra Park, NE District  
**1st Vice-President:** Mark Campbell, NW Montana Fair, NW District  
**2nd Vice-President:** Michael Mezmer, Service Member  
**Director:** Ron Jeffries, Central States Fair, SE District  
**Director:** Dave Hansen, Davis County Fair, SW District  
**Director:** Jamie Larson, Richland Co. Fair, NE District  
**Director:** Tammie Ryan, Service Member  
**Director-At Large:** Jamie Porter, Metra Park, NE District  
**Past President:** Dane Dugan, Fair Time Consulting



[CLICK HERE FOR SHOWCASE DETAILS](#)

## 2018 Convention Showcasing

Applications are now being accepted for showcase spots for the 2018 Convention in Billings, Montana. Application will be accepted until June 15. Acts that have not showcased since 2015 or before will be eligible to apply. Acts showcasing in 2016 or 2017 are not eligible.

Talent agencies or individuals must be a member of the Rocky Mountain Association of Fairs, or have applied to be a member, one year prior to participation in an RMAF Showcase. If sufficient member talent is not available, the Showcase committee may waive the one-year requirement. However, any non-member talent requesting to showcase must apply for membership in RMAF (and be accepted) prior to consideration. Membership does not guarantee appearance on Showcase.

All showcase applicants must be members in good standing of the RMAF and with membership dues paid in full for the current year. Applicants that fail to adhere to this policy will not be considered for showcasing.

: Application Fee Structure shall be as follows:

- a. - One (1) 15 minute Showcase \$300
- b. - Strolling Showcase \$75 1st slot & \$50 2nd slot
- c. - One (1) 3 minutes Video Showcase \$75

For complete details & rules, visit the website [www.rmaf.net/events/convention](http://www.rmaf.net/events/convention).

### **FAIR EXCHANGE**

Rocky Mountain Association of Fairs Newsletter  
PO Box 77, Filer, ID 83328-0077  
208-326-2288

Nancy Pitz, Editor

The FAIR EXCHANGE is published four (4) times yearly and is the official newsletter of the Rocky Mountain Association of Fairs

### ***We would love to hear from you!***

If you have items of interest/news that you would like to get out to RMAF membership in the newsletter, you can drop a line to the RMAF office via email—[rmaf@filertel.com](mailto:rmaf@filertel.com)

All newsletter submission need to be into the RMAF office by 25th of the month proceeding the publication dates (January, April, July & October)

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## **IMPORTANT STUFF!!!**

*Mark these dates on your calendar:*

### **August 1, 2018:**

The 2018 Convention Registration will be open.

Fair & Festival members—The Red Lion Hotel in Billings will not accept your request for room reservation until this date.

Service Members—Your room reservation will be made thru the RMAF office upon receipt of your completed convention registration/reservation form & fees.

### **September 15, 2018:**

The deadline to enter the Renner Innovation Award category is September 15, 2018. The top three (3) entries will be required to present their entry on Saturday, November 10 in a workshop setting. The winner will be awarded following dinner on Saturday evening, November 10. Information can be found on the website at [rmaf.net](http://rmaf.net).

### **October 9, 2018:**

The deadline to have your entries for the Summit Awards to Metra Park for judging. Information can be found on the website [rmaf.net](http://rmaf.net).—Summit Awards

## **EVENTS & VENUES DIVISION ADDED TO JEFFERSON COUNTY**

*Boettcher Mansion and Jeffco Fairgrounds join forces to offer a collection of indoor and outdoor venues in Jefferson County, Colorado for celebrations, events, gatherings and meetings.*

GOLDEN, Colorado – Jefferson County, Colorado announced today the merger of Boettcher Mansion and Jeffco Fairgrounds, two of the county's signature event venues, as a new county division. The merged group, Jeffco Events & Venues, became official, January 29, 2018.

"The new Jeffco Events & Venues Division offers a collection of indoor and outdoor venues in Jefferson County, Colorado for celebrations, events, gatherings and meetings," said Don Davis, County Manager for Jefferson County. "This collective team specializes in events, hospitality and production – all dedicated to deliver the best possible experiences for guests."

Tom Hoby, Director of the Jefferson County Parks Department added, "We want it to be simple and easy to host, plan and produce amazing events in Jefferson County. Clients, guests, partners and vendors at Boettcher Mansion and Jeffco Fairgrounds will benefit from the combined expertise and skills from both groups, distinguished portfolio of facilities and services and continued focus on service excellence."

Boettcher Mansion was built in 1917 as a summer home and seasonal hunting lodge for Charles Boettcher. The former "Lorraine Lodge" was donated to Jefferson County in the 1970s for public use and enjoyment. In 1984, the Arts and Crafts estate was listed on the National Register of Historic Places and now serves as Jefferson County Colorado's premier historic events venue. Jeffco Fairgrounds was established in the early 1950's and has served Jefferson County ever since with a growing and changing slate of events and facilities, including Jefferson County's signature summer celebration, the Jeffco Fair & Festival. Organizations such as Jefferson County CSU Extension, 4-H, Jeffco High School Rodeo and the world-renowned Westernaires all call Jeffco Fairgrounds home. Together, both venues host and produce thousands of events annually from trade shows, weddings, rodeos and other happenings across 13 different indoor and outdoor facilities.

"As one group, we now have shared access to all of the talent and resources to meet our client and guests' needs," added Dexter Foxworth who has been named the Director for Jeffco Events & Venues. "The quality of work and caliber of facilities from both groups, which have always been high, will be amplified. Together, we will build on the great work that Boettcher Mansion and Jeffco Fairgrounds have done and offer the benefits of that partnership to our clients and guests."

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3/3 - 3/10	North Dakota Winter Show	Valley City, ND	701-845-1401
<b>APRIL</b>			
4/11 - 4/15	Clark County Fair	Logandale, NV	702-398-3247
<b>JUNE</b>			
6/7 - 6/9	Uintah County Fair	Vernal, UT	800-837-6258
6/20 - 6/24	Upper Missouri Valley Fair	Williston, ND	701-572-3338
6/21 - 6/23	Meridian Dairy & Stock Show	Nampa, ID	208-318-3981
<b>JUNE—JULY</b>			
6/30 - 7/4	Rupert 4th of July Celebration	Rupert, ID	
<b>JULY</b>			
7/1 - 7/4	R.I.D.E.	Roundup, MT	406-323-1412
7/4 - 7/8	Blaine County Fair	Chinook, MT	406-262-3185
7/6 - 7/7	McKenzie County Fair	Keene, ND	701-675-2306
7/6 - 7/14	Central Wyoming Fair	Casper, WY	307-235-5775
7/10 - 7/15	Red River Valley Fair	West Fargo, ND	701-282-2200
7/11 - 7/14	Lloydminster Ag. Ex. Assn.	Lloydminster, SK	306-825-5571
7/17 - 7/22	Great Northern Fair	Havre, MT	406-265-7121
7/18 - 7/21	Rosebud/Treasure County Fair	Forsyth, MT	406-346-2144
7/18 - 7/21	Elmore County Fair & Rodeo	Glenns Ferry, ID	208-587-2136, ext 287
7/18 - 7/22	Marias Fair	Shelby, MT	406-434-2692
7/18 - 7/22	Big Sky Country State Fair	Bozeman, MT	406-582-3270
7/19 - 7/22	King County Fair	Enumclaw, WA	360-226-3493
7/20 - 7/28	North Dakota State Fair	Minot, ND	701-857-7620
7/20 - 7/29	Teton County Fair	Jackson, WY	307-733-5289
7/21 - 7/28	El Paso County Fair	Calhan, CO	719-520-7880
7/21 - 7/28	Lincoln County Fair & Rodeo	Shoshone, ID	208-539-4500
7/21 - 7/29	Crook County Fair	Sundance, WY	307-283-2644
7/24 - 7/28	Mesa County Fair	Grand Junction, CO	970-255-7107
7/24 - 7/28	Park County Fair, WY	Powell, WY	307-754-5421
7/25 - 7/28	Central Montana Fair	Lewistown, MT	406-535-8841
7/25 - 7/28	Eagle County Fair & Rodeo	Eagle, CO	970-328-3646
7/25 - 7/28	Last Chance Stampede	Helena, MT	406-457-8516
7/25 - 7/28	Medicine Hat Ex. & Stampede	Medicine Hat, AB	403-527-1234
7/25 - 7/28	Sublette County Fair	Big Piney, WY	307-276-5373
7/25 - 7/28	Park County Fair	Livingston, MT	406-222-4185



7/25 - 7/29	Weld County Fair	Greeley, CO	970-400-2085
7/26 - 7/29	Arapahoe County Fair	Centennial, CO	303-908-1197
7/26 - 7/29	Canyon County Fair	Caldwell, ID	208-455-8500
7/26 - 7/29	Sheridan County Fair, MT	Antelope, MT	406-765-3407



# Rocky Mountain Association of Fairs North East District Meeting March 23-24, 2018

The North East (NE) District held their annual meeting on Saturday, March 24, 2018. It was a great meeting with productive discussion in Livingston, Montana. The Livingston staff & board members did a wonderful job with planning & hosting this event.

## AGENDA

### Friday, March 23, 2018

Travel to the Yellowstone Pioneer Lodge in Livingston, Montana

7pm to 9pm – Meet and Greet Social – **Copper John's Bar & Grill** – Cash Bar, Appetizers

### Saturday, March 24, 2018

7am to 9am – Complimentary Hot Breakfast Buffet in Hotel for Hotel Guests

#### MEETING IN YELLOWSTONE ROOM

9am – Introductions / Review of RMAF and IAFE Future Locations / Discussion on Board Changes / Awards / RMAF Emails

10:15am to 10:30am – Coffee Break

10:30am – OPEN DISCUSSION

Possible Topics: Livestock Committees / Trophy Buckles / Ticketing / Security / Alcohol / Tobacco / Carnivals / Liability / Board Governance

11:45pm – Brainstorming session / program ideas for the 2018 RMAF conference

Noon to 1pm – Lunch Break

1pm – Leave for tour of the fairgrounds

3pm – Meeting Concluded

## MINUTES:

Introductions of all attendees. We had Fair representatives from Baker, Chinook, Livingston, Culbertson, Lewistown, Billings, and Sidney.

Future RMAF locations & IAFE locations were discussed. Several positive **comments were made on the 2017 programming and workshops. "Very educational."**

We discussed current NE board members and terms. Jamie Larson is the director for a 3-year term, Jamie Porter is the District at Large director for a 1-year term, and Bill Dutcher is the current RMAF President.

The current awards for RMAF were discussed along with the due date of April 1. We went over the requirements for nominations such as an application, recommendation letter, and short bio.

The Barbara Renner Innovation award was discussed and nominations are due September 15. A handout with more details was given to each attendee.

The Summit Awards were discussed along with a few suggestions for additional categories.

Newspaper ad, newspaper article, magazine ad, magazine article, promo video, promo idea.

**RMAF emails from Mail Chimp were discussed...is everyone getting them, are they going to junk, are they being opened?** Jamie Larson will look into this further.

Discussion was held on the following:

**Livestock Committees:** We discussed our various roles at each of our fairs as far as who sits on our livestock committees, their function, and how they operate. Many of the small fairs have crossover between committees and exhibitors, making conflict of interest a possible issue.

**Board Governance:** We discussed the different types of boards that we have and how each of us work with our board members and commissioners. We learned that there are many differences between fairs and that educating our board and commissioners about what we do seem to be a key theme for achieving success. Bringing those people to convention can help accomplish this.

**Tobacco:** We discussed having tobacco-free fairgrounds vs. designated smoking areas vs. zero regulation and what each of us do at our fair. Concern was expressed specifically with rodeo events since many cowboys consume tobacco and how someone could implement a healthy change without driving those people away. More discussion was had on the logistics of **"policing" people consuming tobacco in these areas.**

**Champion Awards:** We discussed what might be awarded to champion livestock and whether this included small animals as well. Most of the fairs represented give ribbons. Discussion ensued on trophy buckles and the pressure of giving them to all champion categories in order to be fair. We also discussed the expense and finding sponsors to absorb some of those cost.

**Ticketing:** We had a brief discussion about online ticketing – who is using it and how it is working for them. We also discussed a couple of different providers that offer the service specific to our industry.

Brainstorming session on workshop ideas for the 2018 Convention:

Panel discussion geared toward educating commissioners and board members. Panel could consist of commissioner, board member, and fair manager.

How do you solicit commercial vendors or grow your current vendor list?

Are you covered? Presentation on insurance coverage. What is the investment? Is it worth purchasing? Panel could consist of Robert Holmes from Spectrum Weather and Specialty Insurance and a representative from Haas & Wilkerson.

Marketing Tools on a Budget – social media, free apps, understanding **Facebook's algorithms in order to get your post seen by your audience.** Karoline Rose with Krose Marketing was suggested as a presenter. She specializes in helping small businesses with agricultural interests conduct successful marketing and advertising campaigns. 406.577.6310 / krosemarketing.com

Non-fair facility usage – **How to drum up business in the "off" season.** Bill Dutcher would be a great resource for comprising a panel.

**Are you leaving money on the table? Grants: what's available, where to look, how to apply.**

The meeting was concluded with a tour of the Park County Fairgrounds.