



Fair Exchange

April
2019

Message from Mark Campbell, RMAF President



Spring is here!

The people who call the Rocky Mountain region home are a tough and durable group. Finally we're coming out of this extra-long winter, and to be still smiling is a testament to the character and dedication of us all to live in this beautiful area. With some neighbors still dealing with snow, flooding, and unpredictable weather changes, know that our thoughts for your safety and wellbeing are with each of you. The first signs of bulbs sprouting and hints of green grass are more than welcomed.

Spring is a great time to reconnect with your community. Get involved and reach out to your Chamber of Commerce, Service Organizations, or list of clients. Let them know what you do well and how important your services are to the success of the area. Connect with legislative and community leaders with information about the important services your organization provides throughout the year. Each of us has a role in our community health and enjoyment that others need to be reminded of.

Still have your convention notes from November? Time to dig those out and go through all the great information that was provided. There's opportunity and good ideas in there that need to be explored. Talk with those closest to you about their ideas and put them to work to make our fairs and events in 2019 better than ever. Don't forget about all the resources available through RMAF! The web-site has had a major make-over and offers you

new ways to connect and be seen. The member directory now has logo or photo capabilities so upload your best on the site. A YouTube video may also be used on the directory listings to get your message across even better. Nancy will need to help you place that link so make sure your membership is current and send her a note for any help you need.

The RMAF Board met on March 14th at the Billings Hotel and Conference Center. Among reports on all the RMAF activities, a decision was made to change our 2021 Convention location to that property based on facility challenges experienced at our 2018 event. This is a substantial change for our association and the **decision wasn't taken lightly. Our goal is to conduct the most productive and beneficial convention possible without distraction of the accommodations.** RMAF members are resilient and sure to adjust with this change easily. Information and ideas were shared by all. It was a pleasure to have the new Board members there and actively engaged.

On a final note, as the 2019 season has started for many of our service members and early Fairs, please reach out to each other as a resource and friend throughout the year. We are much stronger and better together.

Up-Coming Conventions

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

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

November 10—12, 2021, 96th Annual RMAF Convention, The Billings Hotel, Billings, Montana

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

November 8—10, 2023, 98th Annual RMAF Convention, Coeur d'Alene Resort, Coeur d'Alene, Idaho

2019 RMAF Board of Directors

President:	Mark Campbell, NW Montana Fair
1st Vice-President:	Michael Mezmer, Service Member
2nd Vice-President:	Jamie Larson, Richland Co. Fair, NE District
Director:	Ron Jeffries, Central States Fair, SE District
Director:	Judy Duncombe, Utah State Fair, SW District
Director:	Jessica Crusch, Broadwater Co. Fair, NW District
Director:	Marty Davis, Service Member
Director:	Tammie Ryan, Service Member
Director-At Large:	Lori Cox, Nebraska State Fair, SE District
Past President:	Bill Dutcher, Metra Park

Attention...we have a new Email Address!

There is a new email address for the RMAF Office.

rmafairs@gmail.com

The original rmaf@filertel.com address will be monitored for a few more months but by the end of 2019, it will be closed.

Welcome New Member!

Los Moralitas Circus
Jonathan Vazquez
406 S. Main, Payson, II 62360
Phone: 909.522.0200
Email: losmoralitoscircus@gmail.com
Facebook.com/los.moralitos.5/
Action/Variety Act



Mark Your Calendar

June 15, 2019

Showcase Applications for the 2019 Convention must be into the RMAF by this day.

August 1, 2019

The registration for the 2019 Convention in Layton, Utah will open.

October 11, 2019

Early registration for the 2019 Convention will end and the registration cost will increase.

» UPCOMING EVENTS

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—rmafairs@gmail.com

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

From the RMAF Office

The question has been asked how the timeline for submission & deadlines for the different programs is determined and the reason behind these dates.

April 1, 2019

Nominations for the Hall of Fame, Heritage, Fair Manager, Fair Person and Service Member of the Year are due into the RMAF Office. The awards committee understand that a lot of time & effort go into recognition of valued members of our organization. The nominations recognized individuals with many dedicated years of service to the organization and not just for the current year. The awards committee needs adequate time to review & score the large amount of documentation that accompany each nomination. The award presentations at the convention get those in attendance thinking about people they know that deserve the awards and by getting the nomination process started immediately after the convention, we have see the number of nominations increase and those working on the nominations have more time to get the information put together.

March 18–June 15, 2019

Showcase applications are due into the RMAF Office by June 15, 2019. The Showcase Committee has the task of reviewing & scoring between 45 to 50 showcase application submitted each year and is determined to give agencies & artists the most advance time they can for planning to attend the convention. Many years ago the application materials (DVD & CDs) had to be boxed & shipped to each committee member. That is not the case now as we use our YouTube channel & email to complete the process but the advance planning time is still important.

October 11, 2019

Early registration for the 2019 Convention will end & the registration cost will increase. The convention hotels...in 2019 there are five (5) hotels, all have a cut-off date in the room block contract. This date is the date that is used to determine the early registration date. It is important that RMAF meets the contracted room night guarantee before the cut-off date as it impacts our overall financial cost of the venue.

We would also like to continue to grow the RMAF email database. If you have new staff members or board members that you would like to add to the email list so that they receive the Fair Exchange newsletter, convention information and all other email from the RMAF Office or the district director or service member directors, please send your list of emails to rmafairs@gmail.com or follow the link below to a Google Form—Fair Member Email Request

<https://forms.gle/t69Lqwnrc6Gqzmba9>

NE District Spring Meeting

The NE District held their annual meeting on Saturday, April 6, 2019. It was a great meeting with productive discussion in Lewistown, MT. The Lewistown staff & board members did a wonderful job with planning & hosting this event.

Friday Night:

We had a meet & greet social at the Central Feed Grill/Big Spring Brewery. What a great place & set up!

Saturday:

We did introductions of all attendees. We had Fair representatives from Chinook, Lewistown, Culbertson, Billings, Hardin & Sidney. Plentywood via phone conference.

Future RMAF locations & IAFE locations were discussed. And discussion was held on 3 days vs. 4 days for future RMAF conventions.

The current awards for RMAF were discussed along with the due date of April 1 (encouraged future nominations.) The application, recommendation letter & short bio are needed to nominate for each award.

The Barbara Renner Innovation award was discussed & changes will be made for 2019. The awards committee will be reviewing the current rules/eligibility info soon & making updates. The eligibility info & previously nominated projects were given to each attendee as samples. The Summit Awards were discussed & everyone was encouraged to enter their posters, photos, etc.

Discussed the current NE District balance of funds & these funds are obtained through the live/silent auction. Everyone was encouraged to bring items for the auctions.

Discussion was held on the following:

- Arena/Grounds Usage & Liability
- Rental Fees, Structures & Contracts
- Insurance discussion/what is required for who
- Point of Sale systems

Fair Board & Commissioner relationships

We shared our Fair Books with each other.

Workshop ideas are always needed & welcome. Please let Jamie L. or Jamie P. know of any idea.

We had lunch catered by the Yogo Inn.

After lunch we were given a tour of the Central Montana Fairgrounds. Great buildings & grounds on this facility!





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RMAF Website has a new look!



The RMAF website recently had an refresh and changed up some the features to help our members with enhanced listings. Here are some highlights of the changes:

- Fair & Festival Members now have a complete listing in addition to their place on the Event Calendar with the current event dates.
- All listings, Service Member and Fair & Festival members, can add photos, logos and/or video to their listing. Video **must** be in a YouTube format only and must be submitted to RMAF Office to be added to the listing. Photos can be added from the main view of the listing, but will not appear until the RMAF Office approved the photo submission.
- All members have one (1) listing with their paid membership, now members can buy one (1) additional listing for a \$25.00 per year. Service Members that fit into more than one (1) category and Fairs that produce another event besides their Fair. Beginning in 2020 the 2nd listing will also appear in the printed Membership Directory. Contact the RMAF Office, rmafairs@gmail.com, for assistance.
- The Members Only site is a constant “Work in Progress”. We want to develop a library of documents that members can refer to as needed. We currently have the Innovation Award entries and some of the convention workshop handouts in the “Document” section. This area you must use your member log-in & password. If you don’t remember you log-in information, contact the RMAF Office for assistance.



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At Your Service...

Greetings from your Service Member Representatives **Tammie Ryan** from *The Source Management Group* and **Marty Davis** from *Bear Creek Productions*. It is an honor to serve you and we thank you for voting us into these positions.

As we dive into the new year and season - Please remember that we are just two people on a 9 -member board. The RMAF board is composed of a President, 1st Vice Chair; 2nd Vice Chair and then a representative from each of the four districts, a board member at large and two service member representatives. We are a volunteer team that works together for the benefit of the entire association. It is a give and take relationship - just like most successful relationships. It is our job to bring forth the ideas of the Service Members to the rest of the board. RMAF board is tasked with many functions - among them is to enforce and administer the RMAF bylaws, produce the annual convention, and promote educational opportunities throughout our industry. For a more complete understanding of the Rocky Mountain Association of Fairs Please take a few minutes to read our bylaws and purpose. You will find these bylaws on page 19 of your directory. The RMAF purpose is highlighted on page one.

Here are some tools that are at your immediate disposal as a member of RMAF...

A directory with all the fairs listed with websites and contact information. **A date list. Awards information. Ads and more...**This was mailed out last month.

We have an excellent website with a link to each of your pages. You can update your link and even add a picture. The website also includes the fairs and contact information.

Quarterly newsletters - and an opportunity to advertise in the newsletters.

We had our first board meeting last month. A lot was accomplished. Here are the results of some of those issues as well as other decisions that were made:

Awards - RMAF awards are due soon. This deadline is created so the committee can get the scoring done and the awards ordered before the fair season begins. Awards are NOT necessarily for the current year. They are a cumulative idea, thoughts, people that have contributed over the years. Keep that in mind when you are out and about. Who has impacted your life/work in a positive way? Who has been there for you? Who have you watched go above and beyond? A fair manager, fair person, service member? Applications are available on line.

Showcase Applications - They are available NOW! If you want to showcase or represent someone that wants to showcase - Fill them out now and get them in. You do not have to wait till the deadline. The deadline is June. The committee needs time to **review the application's and let the artists know, so then the artist can plan their travel.**

Game - We are looking into some sort of "game" or "incentive" to get delegates around to the rooms. Service Members will need to manage it. Please send your input on this. **We don't want to be the "sheriff" of a game.** A simple fun type of game that takes minimal supervision would be best. **If you don't want this, send us that too.**

Emcees - We have written up guidelines for the people that will be Emceeding - we hope this will take care of the issues that we have had in the past. It will be monitored more closely.

Showcasing Setup and Video Screens - There are many ways to program and produce artists showcases. Several members have shared some ideas that may or may not be valid to implement in future years. I would encourage you to continue to share those ideas via email or a letter to the RMAF board. Which is the proper place to discuss issues. The committee will evaluate suggestions and make decisions that best fit the need of the RMAF membership.

Promo Material around the hotels - That has not been allowed for several years. We will be able to have our pop ups again! We are looking at doing the 1/3 of tables to display promo material around the lobby/banquet room for a fee. Utah is the only place we have room for this. We would need someone to manage that and Pam Schultz has volunteered to do this. **RMAF also purchased some "screens" for sign holders** for each floor.

New Memberships: Discussion with fairs on obtaining new members - each district will reach out to fairs/festivals that are not members and encourage them to join.

Workshop Ideas: If you have any workshop ideas please send an email out to one of us or to RMAF directly.

Website is now able to add a "second listing" for a minimal fee. Email Nancy Pitz, our executive secretary, to be included in this. Also update your listing on the website - you can add a picture or short video now. Fairs are also reminded to update their information!!!

Thank you once again for all your input and support. Email or a letter is the best means of communication for us to present ideas to the board. Please also when submitting suggestions and ideas including solutions would be much appreciated!

You can find our contact information on the website or in the directory.

Have a great spring!

Sincerely,

Tammie and Marty

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PLATINIUM LEVEL

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Contact the RMAF Office



GOLD LEVEL

\$1,200 SPONSOR

- 1 Full Convention Registration
- 1 full page, B&W ad in the convention program
- Name on the Thank You banner
- Slide in the Sponsor PowerPoint that run during meals
- Mention in the newsletter
- Option to included item in the delegate bags

SILVER LEVEL

\$600 SPONSOR

- ½ page, B&W ad in the convention program
- Name on the Thank You banner
- Slide in the Sponsor PowerPoint that run during meals
- Mention in the newsletter
- Option to included item in the delegate bags

BRONZE LEVEL

\$400 SPONSOR

- Mention in the Convention Program
- Name on the Thank You banner
- Slide in the Sponsor PowerPoint that run during meals
- Mention in the newsletter
- Option to included item in the delegate bags

\$200 DELEGATE BAG DROP

Option to included item in the delegate bags

\$75 EMAIL AD

One (1) email blast featuring two (2) photos/logos and brief description & link to website.

Each Service Member organization is allowed 1 poster (maximum size of 8" x 11") to hang on the grid wall display located near the entrance to the Conference Center via the Hilton Garden Inn were the service member rooms are located.

POP-UP DISPLAY SPACE RESERVATION

- Service Members attending the convention can reserve one (1) Pop-up Banner Display space along the wall in the Eclipse Expo ballroom, the location for all showcasing & meals.
- Pop-up Banner can be no wider then 36" and must stand flush with the wall when open.
- One (1) pop-up per organization.** Agencies representing multiple acts cannot reserve multi spaces.
- Space locations will be not pre-assigned & are first-come-first-serve.
- Cost of the Pop-Up Display reservation is \$25.00



RMAF CONVENTION PROGRAM AD PRICES

****all ad space is subject to availability**

Ad copy is to be in a Print Quality PDF and emailed to rmafairs@gmail.com by **October 18, 2019**

AD SIZE	COST	LOCATIONS
Full page, Color, 4.25"w x 11"h <i>allow for full bleed</i>	\$400	**Back Outside Cover
Full page, Color, 3.75"w x 10"h <i>allow for full bleed</i>	\$300	**Front or Back Inside Covers
Full page, B&W, 3.75"w x 10"h	\$200	inside pages
½ page, B&W, 3.75"w x 5"h	\$100	inside pages
¼ page, B&W, 3.75"w x 2.5" h	\$50	inside pages
Mini ad, B&W, 3.75" w x 1.5"h	\$25	inside pages


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