



Wisconsin Association of Fairs News - Spring 2009

Greetings WAF Members,

It sure was a mooooooving experience at our 86th Wisconsin Association of Fairs Annual Convention at the Chula Vista Resort in the Dells. I want to thank our retiring board of director, Jolante Olson, Lafayette County Fair, District 3 for her many hours and dedication to our board over the last five years. At the same time I would like to welcome our new director onto the board Kathy Granger, Richland County Fair, District 3.

This year's convention was a huge success and the numbers for our Associates and Fairs were more than we had anticipated. We welcomed all your comments at the mini district meeting and are working on those comments. In our wrap up session with the resort staff and management, they were very pleased with our group. They have come up with some suggestions to make things flow better and this will help Jayme in future planning. We look forward to the 2010 convention.

Special events coming up in 2009 are:

1. Our Zone 4 Spring Conference is at Grand Forks, North Dakota, March 30 – April 1, 2009.
2. Hope to see you at our District Meetings in April: District 1 in Antigo, District 2 in Eau Claire, District 3 in Iowa and District 4 in State Fair Park.
3. May 6 is our capital day in Madison. We will talk with our legislators to keep them abreast of our fair premiums dollars and Bob's position.

When we were in Las Vegas last year at the IAFE Convention we had a great speaker named Willie Jolley (actual real name). I signed up for his news letter and I would like to share with you his comments. "We stand at a time when there is great hope and optimism. Yet, it is up to us to make the most of this moment and to take advantage of all the opportunities that are available to us. However, wherever there are opportunities, there will also be challenges. I pray that we will not only be fit and able to meet those challenges, but we'll be able to conquer those challenges and move on to greater levels of success. I love the quote by Jim Rhone "Don't wish that the problems were smaller, wish that you were bigger!" I wish that we will also grow and stretch this year beyond what we thought we could.

So I encourage you to pursue excellence this year. Make a commitment to get better each and every day. Do all you can, with all you can...and make the most of the gifts and abilities you have been given! I truly believe that this is going to be a great year because you will make it a great year! I believe there is greatness within you, so go full throttle to develop that greatness. Don't buy into the doom and gloom and bad news about the economy. Yes, it's tough out there. But tough times don't last...tough people do! Keep fighting for your dreams and goals. I truly believe that your best is yet to come!"

Boy, what great words to start planning for our 2009 fairs. Let's grow and stretch this year and show our fair customers what great things Wisconsin Fairs have to offer. I wish all of you the best of luck this year with your fair.

Have a great summer. Bill Marohl, President

State Board of Directors Announced

Wisconsin Association of Fairs officer elections for 2009 were the first official act of the Board of Directors. The Board elected Bill Marohl, Vernon County as your President. Ed Sokolowski, Walworth County was elected as Vice President. Other directors on the Board include the following as shown in the picture: Front Row: Jessica Klumpp, Dist. 1, Florence County; Gail Zastrow, District 4 Jefferson County; Jayme Buttke, Exec. Sec./Treas.; Ella Marie Hills, Dist. 2 Washburn County; Kathy Granger, Dist. 3, Crawford County. Back row: Bob Williams, LTE Fairs Coordinator; Ed Sokolowski, VP, District 4 Walworth County; Brian Bolan, WI State Fair; Jimmy Jay, Jayson Promotions, Associate Director; Bill Marohl, Pres., Dist. 3 Vernon County; Dale Wood, Dist. 2 Polk County; Harry Nienaber, Dist. 1 Central WI State.



Melissa Ploeckelman, Wisconsin Valley Fair Named Our 2009 Fairest of Fairs

Forty-two very qualified contestants competed for the title of 2009 Fairest of Fairs. This was the largest amount of contestants to date. Melissa Ploeckelman from the Wisconsin Valley Fair was selected as this year's Fairest of the Fairs.

The top ten contestants were: 2nd: Laura Lauderdale, Walworth County; 3rd: Jodi Kauth, Clark County; 4th: Kelsey Olson, Jackson County; 5th: Diana Spiegelberg, Waukesha County. The remaining top 10 included: Monica Waterhouse, Langlade County; Greta Nelson, Polk County; Rachel Messmer, Sauk County; Rena Hynes, Trempeleau County, and Jennifer Bartley, Washington County. Karen Riegert, from Oconto County received the Congeniality award. Allyson Binversie from Manitowoc received the 1st place scrapbook and Melissa Zimdahl from Fond du Lac County received 2nd place. Congratulations to all for your outstanding accomplishments!

Here are a few comments from Melissa...

Hello! My name is Melissa Ploeckelman! I grew up on a small dairy farm in Stetsonville WI. That is where the seed of passion for agriculture was planted. I learned so much on the farm, everything from how to milk a cow to how to tap a maple tree. I am a senior in the University of Wisconsin River falls. I am a lifetime member of the FFA Alumni, am involved in Agricultural Education Society, Alpha Tau Alpha (ATA), and National Residents Hall Honorary (NRHH). I am looking forward to my time as the WI Fairest of the Fairs and can't wait to start heading to fairs, dairy breakfasts, banquets, and so much more! A friend of mine once gave me a little bell and said, "You will meet a lot of people in your life time. For every person you meet, you will make an impact. Every time you hear this bell ring was a moment you made an impact on a person. Was that impact positive?" That has become one of my missions in life, to meet as many people as possible and make a positive impact on their lives! I look forward to meeting you!

“Farmer in the Dells, Was a Moooving Experience” Convention Wrap-up

More than 1,000 delegates representing more than 65 county, district and state fairs and associated businesses celebrated the New Year by attending the 86th annual Wisconsin Association of Fairs annual convention in Wisconsin Dells. The theme of this year’s convention was “Farmer in the Dells, A Moooving Experience”.



Our event kicked off at the Chula Vista Resort on Sunday with a “Carnival Night” sponsored by our carnival industry. More than 400 people attended this new event. Our carnival partners served fair food, gave our carnival prizes and mingled with our fair attendees. Special thanks to the following for sponsoring the event: 3B Concessions, A & P Enterprise Shows, A. & C. Wenzel Amazements, Big H Amusements, Inc., Carnival Midway, Calkins Midways Inc, Chippewa Valley Rides LLC, Christman Amusements, Earl's Rides Inc., Indianhead Amusements, K & M Rides And Amusements LLC, Mark Lake Enterprises, Mr. Ed's Magical Midways LLC, Rainbow Valley Amusements, Inc., Spectrum Entertainment, and Tip Top Rides & Attractions LLC.

Special thanks to Chuck and Lynn Waterman from Calkin’s Midways for coordinating the event.

Monday morning the convention continued with activities provided by the Special Projects Committee. Games revolved around the Farmer theme and our attendees competed in best dressed competitions. Our attendees surprise us each year with their creative dress. Drake Hokanson and Carol Kratz presented "Watching for the Ferris Wheel". Their presentation

covered a tour of fairs from Maine to California, with some good stories about what it's like to visit some 90 fairs in 35 states. They also read a few bits from their brand-new book "Purebred and Homegrown: America's County Fairs," and talked about how Wisconsin's fairs stack up against those of the rest of the country.

Representatives could attend a variety of high-impact workshops including “Free Stages”, “Marketing Your Fair”, “Working with Legislators”, “Insurance”, and “Concessions at Your Fair”. Our trade show had 60 booths with a variety of options for our fairs. Monday and Tuesday evening provided a showcase of entertainment.

The convention culminated with the crowning of the 2009 Fairest of the Fairs, Melissa Ploeckelman of the Wisconsin Valley Fair at the Wednesday evening awards banquet. She will spend the next year serving as the ambassador for Wisconsin’s 76 county, district and state fairs and the official hostess for the 2009 Wisconsin State Fair. While serving as Wisconsin’s Fairest of the Fairs Claire will make appearances, conduct promotions, work with media and travel to fairs to promote the educational, social and economical importance of Wisconsin’s Fair industry.



For more information about Wisconsin Fairs or the Fairest of the Fair program please contact Jayme Buttke at the Wisconsin Association of Fairs at 608-274-6228 or wifairs@sbcglobal.net. I’d like to thank everyone who attended our convention and the sponsors that supported us. Next year’s convention will be held January 10-13, 2010.

Photo & Media 2009 Contest Winners Name

Announced at the Awards Banquet were 16 category winners – six in photos and ten in media. The winners were selected by People’s Choice balloting.

Congratulations to each of the winners of a \$25 cash award. The winners in photos were: Kids at the Fair – Lodi; Unique/Special Event at the Fair – Pierce; Animals at the Fair – Polk; Landscaping at the Fair – Pierce; People at the Fair – Richland; and Evening at the Fair – Washington.

Winners in media entries were: Small/Medium Fairs: Fair Poster – Crawford; Fair Newspaper Ad – Lincoln; Fair Brochure – Bayfield; Promotional Item – Elroy; and Scrapbook – Florence County.

Large Fairs: Fair Poster – Washington; Fair Newspaper Ad – Fond du Lac; Fair Brochure – Sauk; Promotional Item – Walworth; and Scrapbook – Kenosha.

Best Fair Booth winners sponsored by Calkins Midways were Florence for small/medium fairs and Rock for large fairs.

Thank you to everyone who participated. Your pride in your fair shows in your entries.

Legislative Update

Thank you to everyone who contacted their state legislators this past year. We ask that you continue to keep in contact with your state legislators. We ask that you join us again for our “Fair Day” at the Capitol on **Wednesday, May 6th**. Please make plans to attend our “Fair Day”. Reservations should be made by **April 25th**. Be sure to contact your legislators ahead of time. Appointments can be set for the afternoon of May 6th between 1:15 and 3:00 p.m. Please refer to the reservations form in the newsletter for more “Fair Day” details.

Special Thanks

Special thanks to the Waupaca County Fair for once again organizing our Hospitality Room. The amount of work that goes into preparing for this room is tremendous. For all of their years of hard work and dedication, the Waupaca County Fair was recognized as Wisconsin Association of Fairs, “Friend of the Fairs” award winner. Congratulations and Thank You!



Fair Day at the Capitol

Wednesday, May 6, 2009

The Wisconsin Association of Fairs along with our Lobbyist, Jolene Plautz, are planning a “Fair Day” at the Capitol for Wednesday, May 6, 2009 and we’d like you to attend.

What does this day involve?

“Fair Day” at the Capitol is an opportunity for fair board members, fair supporters and fair participants to get together and meet with our Legislators on one specific day and have a larger impact with the number of people attending.

We would meet for lunch at 11:00 a.m. at the Esquire Club – Kavanaugh’s in Madison (1025 North Sherman Avenue, Madison, WI 53704, 608-249-0193) and then go to the Capitol for meetings with our Legislators beginning at 1:15 p.m. During lunch, Jolene will update us on the latest support we have from Legislators, provide handouts to give to your Legislators, and where to meet her after you’ve met with your Legislators to give an update as to how your meetings went.

How do you participate?

A reservation form is at the bottom of this document. Send in your reservation along with payment of \$12.00 for the lunch by April 25. Then contact your Legislators and ask for 15 minutes of time to meet on May 6th between 1:15 and 3:00 p.m. If your Legislators are unavailable, meet with their Aide. Aides are very important people and shouldn’t be forgotten about. If you have neighboring fairs that will be meeting with the same Legislators, feel free to schedule a meeting together. No group meeting should be larger than four or five people. **It is very important that you call your Legislator and schedule an appointment ahead of time. They likely will not meet with you if you don’t have an appointment.**

Fair Day at the Capitol Registration Form

Name: _____

Fair: _____

Phone Number: _____

_____ # of people attending from your fair

_____ Yes, I have enclosed a check for lunch.
(Cost is \$12.00 per person which includes buffet, drink and tip.)

_____ I am unable to attend lunch but will meet you at the Capitol

Please return to Jayme Buttke, 6097 Pinion Pine Way, Fitchburg, WI 53719 by April 25th.

Spring District Meetings Set

Agenda:

- 9:30 Registration / rolls & beverages
10:00 Call to Order & Welcome
Roll Call – Jayme Buttke
2009 President's Message – Bill Marohl,
Vernon County Fair
LTE Fair Coordinator Report – Bob Williams
11:00 State Fair Update
Legislative Update
Fair Day at the Capitol
Convention Recap: Questions & Concerns
Noon Luncheon Recess
1:00 The Future of the Fair is Now – Jessica Klumpp will present. What is the purpose of a fair? What is one of the goals of putting a fair together? There are countless fairs in the state of Wisconsin and each fair has its own goals and plans; however, we can all agree that we want to get youth involved. We want them involved in exhibiting, in learning about agriculture and in the education and entertainment that happens at the fair. This presentation will look at getting youth involved in the fair—in exhibiting, attending, and even planning. The future of our fairs depend on the youth that are involved today. Each fair will be sent a survey to complete prior to the district meetings to help with the discussion points you are most concerned about.

Updates:

- Date List Handouts
- Courtesy Passes
- Your Questions/Concerns

Door Prize Drawings

3:00 Adjourn

Reservation policy: *Advance reservation is required. Your fair will be responsible for cost of each meal if a reservation is made & not canceled two days prior to meeting.*

District 1: Thursday, April 23

- Hosted by the Langlade County Fair at the Knights of Columbus Hall, 535 Center Street, Antigo, WI.
- For reservations contact Rhonda Klement at rhonda@langladecountyfair.com or 715-261-2356.
- Cost of the meal is \$13.00
- Deadline is April 13.

Directions:

From the South: Bring Hwy 45N into Antigo turn to the left by Dairy Queen onto Center St. then it's the first place

on the left. If you get to another stoplight by Walgreen's you went too far.

From the North: Bring Hwy 45S past the stoplight by Walgreen's, turn right by Dairy Queen onto Center St. then it's the first place on the left. if you get to another stoplight downtown, you went too far.

From the East: Bring hwy 64W into Antigo. Take 45S (Left) by the stoplight at Walgreen's, turn right by Dairy Queen onto Center St. then it's the first place on the left if you get to another stoplight downtown you went to far.

From the West: Bring 64E into Antigo, take Hwy 45N (left) at the stoplight, turn left by the Dairy Queen onto Center St. then it's the first place on the left. If you get to another stoplight by Walgreen's you went too far.

District 2: Wednesday, April 22

- Hosted by Eau Claire County Fair at the Main Exhibit Building (E) at the Eau Claire county Exposition Center, Lorch Ave., just west of State Hwy 93 and just south of I-94.
- For reservations contact Katy Forsythe, Eau Claire County Extension Office, 227 1st Street West, Altoona, WI 54720, 715-839-4712, Fax: 715-839-6277, katy.forsythe@ces.uwex.edu
- Cost of the meal is \$10.00.
- Deadline for reservations is April 15.

Directions:

From I-94, at Exit 68 go south on US Hwy 93. At the second stoplight (the first is at the exit ramp) turn right on Lorch Avenue, driving west between the car dealerships. The Expo Center will be on your left.

District 3: Thursday, April 16

- Hosted by the Iowa County Fair at Dodger Bowl in Dodgeville, (321 King St. Dodgeville, WI 53533).
- For reservations contact Sue Judd at iowacountyfair@yahoo.com or 935-3934.
- Cost of meal is \$13.00
- Deadline is April 7.

Directions

From Madison: Take 151 South/18 West to Dodgeville. take the First Dodgeville exit #47. Go straight through the round-a-bout. continue straight through 2 sets of stop lights. You will see a sign for Dodger Bowl on your Right. Turn Right on King Street. The Dodger Bowl is on the intersection of Hwy 18 and King Street.

From Platteville: Take 151 North/18 East to Dodgeville. Take the Second Exit (#47). Go straight through the round-a-bout. continue straight through 2 sets of stop lights. You will see a sign for Dodger Bowl on your Right. Turn Right on King Street. The Dodger Bowl is on the intersection of Hwy 18 and King Street.

From Spring Green: Take Hwy 23 North to Dodgeville. Turn Right at your first set of stop lights (King St.). Continue down King St. You will see the Dodger Bowl on your left at the intersection of Hwy 18 and King St.

From Fennimore: Take HWY 18 East to Dodgeville. As the single lane becomes a double lane as you are just coming into town, turn left on King St. The Dodger Bowl will be on your Right.

District 4, Wednesday, April 15

- Hosted by Wisconsin State Fair at Tommy G Thompson Youth Center
- For reservations, contact Brian Bolan at brian.bolan@wisconsin.gov or 414.266.7050, 640. S 84th St., West Allis, WI 53214.
- Cost of the meal is \$12.00.
- Deadline for reservations is April 6.

Directions:

From East: I 94 east to 84th Street. Turn South (right) on 84th St and go to Gate 5 entrance. Gate 5 is located one block south of I94 on the left hand side.

From South: Take 894 North to Greenfield Ave. Go East on Greenfield Avenue to 84th Street. Turn North (left) on 84th and go to Gate 5 Entrance about 3 blocks north of Greenfield Avenue.

From North: Take I-94 west to 84th Street. Turn South (left) on 84th Street and go to Gate 5 entrance. Gate 5 is located one block south of I-94 on the left hand side.

WI Fair Quilt

The Wisconsin Association of Fairs quilt which was coordinated by our past president, Sandy Lang, is once again available for display at your fair. It is absolutely beautiful and we hope you take the opportunity to have it displayed at your fair, dairy breakfast, or other events. The cost to rent the quilt is \$25 and the cost of shipping the quilt to the next event. The quilt should be displayed in an area where people can see it, but not touch it. The quilt does come with the stand that it was hung on at the convention. Quilt reservation forms will be available at district meetings or by contacting Jayme at 608-274-6228 or wifairs@sbcglobal.net.

2009 Date Lists Now Available

The 2009 annual fair date list is available via hard copy or on the website at www.wifairs.com. In it you can find fair dates and locations, contact person information AND on the inside is a list of all our current Associate Members with the services they offer and how to contact them.

It's a year-round resource to keep in your files. Quantities will be available at all the spring district meetings. If you'd like copies of the brochure, please contact our office at wifairs@sbcglobal.com or call 608-274-6228.

Nominations Now Available

It's time to choose whom your fair will nominate for 2009 awards. These recognitions are aimed at those special volunteers and board members that have "gone above and beyond the call of duty".

The forms will be emailed to every fair this spring and available on the website, www.wifairs.com. New this year completed nominations are due **October 1** to the fair office since we have so many fairs that end on Labor Day.

Remember the three categories are: **V.I.P.** for non-fair board members; **Outstanding Fair Person** with 12 years of less on your fair board; and **Hall of Fame** with more than 12 years on your fair board. The winners will not be announced at the Fall district meetings but the person submitting the application will be sent a letter notifying them of the winners. The winners will then be announced at the Award Banquet on Wednesday night of convention in front of their peers.

2010 WAF Annual Convention

Mark your calendar for January 10-13, 2010 to attend the Wisconsin Association of Fairs annual convention.

Reservations have already begun for our Associate members so we can fit them all on Associate Rows in the condos on the 2nd and 3rd floors. Fairs may begin making their reservations beginning May 18. When you make your reservation you will be asked if you represent a Fair or are an Associate Member. Please provide the name of your fair. You can make reservations by phone or e-mail. However, if you are part of a group or making reservations for a group, we would prefer that you not call to make the reservations, but e-mail Robin the group information. You can make reservations by e-mailing Robin Dunham at robind@chulavistaresort.com or call 1-866-382-4852.

Each fair secretary will be mailed a form with more details on making reservations. Standard rooms are available in the condo area as well as the North and South Towers. If you have difficulty walking, or prefer to be closer to the convention activities, we recommend you choose a standard room in the North or South Tower. If you have suggestions on ways to improve the convention, please contact us at 608-274-6228 or wifairs@sbcglobal.net.

Do You Visit Other Wisconsin Fairs?

The Wisconsin Association of Fairs, in conjunction with county and district fairs, make it possible to enter another fair at no cost with the annual courtesy pass to fair directors.

Each member fair receives passes, **only** when their 2009 dues are paid **and** 2009 current director list with complete information is in at the Wisconsin Association of Fairs office. These will be issued at spring district meetings if items are complete. After that time, they will be mailed to your fair secretary.

Events Calendar

Mar. 30-Apr. 1	Zone 4 Meeting, Grand Forks, ND
Apr. 15	District 4 Meeting, State Fair
Apr. 16	District 3 Meeting, Iowa
Apr. 22	District 2 Meeting, Eau Claire
Apr. 23	District 1 Meeting, Langlade
May 6	Fair Day at the Capitol
July 17	Board Meeting in Waukesha
Oct. 7	District 2 Meeting, Pierce
Oct. 8	District 3 Meeting, Monroe
Oct. 14	District 4 Meeting, Brown
Oct. 15	District 1 Meeting, WI Valley
Oct. 30-Nov. 1	Board Meeting in WI Dells
Nov. 30-Dec. 3	IAFE Convention, Las Vegas
Jan. 10-13, 2010	WI Fairs Convention, WI Dells

Wisconsin Association of Fairs
6097 Pinion Pine Way
Fitchburg, WI 53719