



# Wisconsin Association of Fairs

CONVENTION 2012

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## President's Message

As the saying goes, "Where Has the Year Gone?" This past Fall we had our District meetings in October. A total of 51 fairs were represented, 1 Associate and 149 fair board members in attendance showing a great turn out. Bob Williams indicated that ATCP 160 should be ready for print this coming spring. Once again Bob came through with another wonderful program for us. Recently Bob has expressed that there are 10 fairs that have not submitted their judging sheets and other forms to the DATCP. If you have not done this, please do so as soon as possible.

I would like to thank all of you that took time out of your busy schedules to attend the District Meetings. It is always a pleasure for me to see you there. Congratulations to each of you that were elected to the Board at the District Meetings. District 1 had no election this year, District 2, welcoming Rusty Volk from the Northern Wisconsin State Fair for a 3 year term. Many thanks to Ella Marie Hills for serving 2 terms as District director from Washburn County. District 3, Kathy Granger from Elroy fair was re-elected to serve a second term. District 4, Shari Black from Waukesha County Fair was elected to take my place on the board. Congratulations again and wishing you all the best.

State Convention is approaching most quickly. On-line registration is in effect, and I hope that many of you have taken advantage of this. I have heard a lot of favorable comments using the on-line registration. The Convention theme is "Preserving the Past, Embracing the Future". I know that the Board has worked very hard with Jayme to put on another great convention. Mark your calendar for January 8<sup>th</sup>-11<sup>th</sup>, and get ready for a wonderful learning experience and great time with all your Fair friends. It's a convention you will never forget.

One change this year is that we are having a silent auction on Tuesday night, we are asking each fair to bring an item. The Fairest items will be the only items auctioned off Monday evening. Please don't forget to participate in the Monday night auction.

As I said earlier, "Where have the years gone?" I sure am going to miss all the District Meetings that I had the opportunity to attend these past 2 years. My wife, Judy will miss this as well. I want to thank you all for giving me the opportunity to be your State Association President. I met a lot of beautiful fair friends and saw a lot of great fairs. With deep regrets this will be my last newsletter. I am looking forward to seeing you all at the State Convention in January 2012 at Chula Vista in Wisconsin Dells.

President Ed Sokolowski

# 2012 Wisconsin Fairs Convention

## “Preserving the Past, Embracing the Future”

The Wisconsin Association of Fairs Annual Convention will take place at the Chula Vista Resort in Wisconsin Dells January 8-11, 2012.. The convention will officially kick-off on Monday, January 9 and conclude with the Awards Banquet and Fairest of the Fairs Finale on Wednesday, January 11.

Beginning on Sunday, January 8 there will be a few pre-convention activities. Many committee meetings will take place in the afternoon and convention registration will be open. The Fairest of the Fairs program will also kick-off Sunday in the morning with the “Meet the Contestants” program beginning on Sunday instead of Monday. “Carnival Night” hosted by our Associate members in the Carnival industry will take place from 6-8 p.m. on Sunday, January 8 and will include games, food and drinks. Many thanks to Chuck and Lynn Waterman from Calkins Midways for coordinating this event.

On Monday, the convention will kick-off at 10:00 a.m. with our Keynote Speaker, Brooks Coleman. His presentation is entitled **“The Wonderful Changing World”**. Our convention attendees are asked to dress as people would have dressed years ago to attend your fair. Remember the days of dresses with fancy boots, big hats and men wearing suits? Or go back even further and wear colors from your heritage country, i.e. Germany, Italy, or Norway. Since it’s so hard to know what our future fair attendees are going to wear, let’s embrace the past in our attire for Monday. Our best dressed male and female will be judged by convention attendees during the opening session.

Following the keynote speaker, our Associate members will be able to introduce themselves to the group and our Associate Hall of Fame awards will be presented. New this year, instead of pre-planned games from our Special Projects committee, we will be playing “Generational Feud” presented by John Johnson, Jr. from the Hebron Harvest Fair. He is also a member of the YPI committee of IAFE. This workshop/game is a fun activity to bring the generations together, learn what is important to each generation and have a great time. We are looking for eight volunteers to participate as contestants, four over 40 and four under 40. Please sign up a representative from your fair! Simply e-mail [wifairs@sbcglobal.net](mailto:wifairs@sbcglobal.net) or call 608-274-6228. This activity will follow the Associate introductions and wrap up in time for the trade show to begin at 1:00 p.m.

If you haven’t already made your reservations for the upcoming convention January 8-11, 2012, you can contact the Chula Vista Resort directly by e-mailing Robin Dunham at [robind@chulavistaresort.com](mailto:robind@chulavistaresort.com) or call 1-866-382-4852. Associate members, when you reserve a condo, please let them know you are an Associate for the fair convention and you are in need of a hospitality room. They’ll get you in the right area. There are no restrictions as to the number of rooms you can reserve. If your fair requires payment by check vs. credit card, please inform the reservation staff prior to making your reservations and they can assist you in your request.

## Fair Photos Needed

To help showcase our convention theme this year, we are in need of photos from your fair. We are hoping to showcase each Wisconsin Fair at our banquet. Please submit a photo of your fair from years ago (40-50 years) and a more recent photo. All photos should be submitted by December 22 and can be e-mailed to [wifairs@sbcglobal.net](mailto:wifairs@sbcglobal.net) or mailed to 6097 Pinion Pine Way, Fitchburg, WI 53719. Thanks in advance for your participation.

## Silent Auction Added to Convention

We are excited to offer a silent auction at this year's convention. In addition to the live auction on Monday night, the silent auction will take place on Tuesday. Those items that were normally auctioned off after the fairest items, will now be part of the silent auction. We are asking all fairs and Associate members to donate an item or two to the silent auction. Consider a bottle of wine, box of chocolates or an item from a local business to add to the silent auction.

Donated items are asked to be delivered to the Riverview South room on Tuesday from 10:30 a.m. to noon. Items will then be on display for bidding from noon-4:30 p.m. and again from 6:00-7:00 p.m. The winning bids will be announced at 7:00 p.m. before the showcase begins. We will accept credit card, cash or check payment for the live and silent auctions.

## Video Showcasing

New this year in addition to the live showcases of entertainment, we will be featuring two video showcases each evening. If you have an act that would like to showcase, but our stage doesn't fit your act, please consider submitting a video to be considered for the video showcases next year. Acts like motocross, demo derby, jugglers, and live animal shows are a perfect fit.

## Hospitality Donations

We are again looking for fairs to make donations for the Hospitality Room at convention. A form has been e-mailed to each fair secretary and is available on our website, [www.wifairs.com](http://www.wifairs.com). Thank you in advance for any donations your fair is able to make. Special thanks to Kay Hillskotter and the Waupaca County Fair for all of their hard work in making our Hospitality Room the successful event that it is.

## Auction Update

We're excited to announce that we will be able to process MasterCard or Visa credit card payments at this year's convention for the auction. More information will be available at the auction when you register for your bidder number. The processing fee will be the responsibility of the card holder, however we hope this convenience is helpful to our bidders. As in the past, we will still accept cash and check payments for auction purchases. Any questions, please contact the office at 608-274-6228.

## Carnival Night

We'd like to thank the following businesses for their participation in Carnival Night. Without them, Carnival Night would not be the success it is. Please be sure to thank our sponsors. Calkins Midway, Inc., Tip Top Rides and Attractions, Rainbow Valley Rides, A & P Enterprises, K & M Amusements, G & G Concessions, Earl's Rides, Big H Amusements, Spectrum Entertainment, Mr. Ed's Magical Midway, Christman Amusements, Dairyland Amusements, Wenzel's Amazements, Star Productions, Mark Lake Enterprises, and Gary Marquardt.

## Meet the Contestants

New this year, "Meet the Contestants" will be moved from Monday morning to Sunday afternoon at 1:30 p.m. in the Upper Dells Ballroom. This will be the first time the Fairest of the Fairs contestants will be introduced to our convention attendees and fairest judges. Please make plans to attend.

## Coordinator Workshop

The Fairest Coordinator's workshop will be held on Wednesday, January 12<sup>th</sup> from 11:15 AM-12:15 PM. All county Fairest Coordinators are invited to a workshop by members of the state Fairest of the Fairs committee. Please note, this workshop will not be repeated like the other workshops that morning.

## WI DATCP Reports

Just a reminder, your year-end reports are due by January 31<sup>st</sup>, 2012 if you haven't already sent them in. Please contact Bob Williams if you have any questions about this report as well. Thanks for your promptness in getting these reports submitted.

**TENTATIVE SCHEDULE****WISCONSIN ASSOCIATION OF FAIRS**

ANNUAL CONVENTION

JANUARY 8-11, 2011

CHULA VISTA RESORT, WISCONSIN DELLS, WI

Registered convention attendees are invited to attend all of the events listed in the program. Your convention badge is required for these events, so be sure to wear it while attending the convention. If you have any questions about our programmed events, please be sure to ask our registration desk. They are here to help. Enjoy the convention!

**SUNDAY, JANUARY 8, 2012**

- 9:00 AM State Board Meeting  
Executive Board Room
- 10:00 AM Fairest Committee Mtg. – Sierra Vista
- 11:00-12:00 Fairest Registration— Sierra Vista
- 1:00 PM Grievance Committee  
Aztec Room
- 1:30-3:00 PM **Meet the Contestants**  
**Upper Dells Ballroom**
- 2:00 PM Convention Services Committee  
Mtg.— Aztec Room
- 3:00-8:00 PM **Convention Registration Open**  
**Grand Ballroom Lobby**
- 3:00 PM Credentials Committee Meeting – Laguna
- 4:00 PM Special Projects Committee Mtg.  
Aztec Room
- 4:00 PM Resolutions & Awards Comm. Mtg.  
Santé Fe Room
- 5:00 PM Trade Show Set up – Ballrooms A-I
- 5:30 PM Best Fair Booth Set up – Upper Dells
- 6:00-8:00 PM **Carnival Night Reception**  
**Grand Ballroom**
- 8:00-9:00 PM Photo/Media Entry Set Up

**MONDAY, JANUARY 9, 2012**

- 7:00-9:00 AM Grand Buffet Breakfast – Upper Dells
- 7:00-10:00 AM Best Fair Booth Set-Up – Upper Dells
- 8:00AM-4:00 PM Registration Desk Open  
Banquet Tickets on Sale
- 8:30-9:30 AM **Social Media**  
**Riverview Room South**
- You've set up a Face Book page, now what are you doing with it? How about marketing? What should you and shouldn't you be doing? These are the questions we'll cover. In addition to the workshop, there will be one-on-one sessions for fairs to have their social media marketing critiqued. Let's make it a working session. Attendees will be asked to sign up for one-on-one sessions between 2:00-4:30 p.m.
- 8:30 AM Special Projects Committee  
Set up Decoration  
Grand Ballroom
- 9:00AM-1:00 PM Trade Show Set up – Ballrooms A-I
- 9:30 AM Showcase Committee Mtg.  
Riverview Ballroom North
- 10:00 AM **Convention Kick-Off—Grand Ballroom**  
Call to Order – President, Ed Sokolowski  
Introduction of Board of Directors  
Pledge of Allegiance and National Anthem, Alexis Nickelotti, 2011 Fairest of the Fairs  
Keynote Speaker  
Brooks Coleman
- 11:15 AM **Associate Introductions & Hall of Fame Presentations – Grand Ballroom**  
All Associate members are invited to give a one-minute introduction about their business to our convention attendees.
- 12:15 PM **Special Projects Activities**  
**Grand Ballroom**  
"Generational Feud" presented by John Johnson, Jr.  
Teams will pre-assigned as we are limited to eight players.

- 1:00-4:30 PM **Trade Show Kick-Off – Ballrooms A-I**  
Drawings at 4:15 PM  
Must be present to win.  
Photo/Media Contest – Ballrooms A-I  
People’s Choice Balloting
- 1:15 PM **First Time Attendees Mtg.**  
**Grand Ballroom**  
If it’s your first time attending our convention, let us give you an overview of the convention. Meet near the stage following the Associate introductions. New Fair Secretary’s are encouraged to attend as we will have a short welcome for you as well.
- 1:30-3:30 PM Fairest Contestant Scrapbooks on Display – Aztec Room
- 1:30 PM Auction Committee Mtg.  
Riverview South
- 2:00-4:30 PM Sponsorship One-on-One Review**  
**Upper Dells**  
Follow up from the morning workshop. Individual sessions can be scheduled during the morning workshop.
- 3:00 PM Legislative Committee Mtg.– Laguna
- 4:30 PM Cheese Reception & Fairest Basket Reception – Riverview Rooms**
- 5:30 PM Auction – Riverview Rooms**
- 7:30 PM Showcase of Entertainment**  
**Riverview Rooms**  
(immediately following the auction)
- The McClymonts, *Variety Attractions*  
Roger Radley, *The Memories*  
Okee Dokee Brothers, *G.L. Berg Entertainment Agency*  
The Dang-It’s Trio, *Tom Wasselchuk*  
Terry DaVolt Video Showcase, *The Memories*  
Redhead Express, *Liz Gregory Talent*  
Tuscan Road, *Gordon Miles*  
UB the Band Video Showcase, *4 Kids Media*  
Rabid Aardvarks, *Bananas Entertainment*  
Sound and Lights—*Sticha Bros. Sound, Stage*

& Lighting, Madison, WI

Video Productions—*PM Productions, Oneida, WI*

**9:30 PM-12:00 AM**

**Hospitality – Grand Ballroom**

**TUESDAY, JANUARY 10, 2012**

6:00-9:00 AM Grand Buffet Breakfast – Upper Dells  
Best Booth Contest – Upper Dells  
People’s Choice Balloting

7:30AM-4:30 PM Registration Desk Open  
Banquet Tickets on Sale

8:00-9:00 AM **Workshops**

**FOOD INSPECTIONS**

**Laguna Vista**

What is needed at your fair from the inspectors perspective as well as the vendors at the fairgrounds?

**CARNIVALS**

**Riverview South**

What each party expects, no bottom line discussed. What is your model midway for balancing food, games and rides? What is a good amount of rides to have for the size of your fair?

**CONCEALED CARRY**

**Riverview North**

What is your fair doing regarding posting or not to post at your fair? Who owns your grounds makes a difference on who decides that. Do you charge admission? Are your grounds fenced? It all matters.

**SHOW AND TELL TECHNOLOGY**

**Grand Ballroom**

Where is technology taking the fair industry? Join us for a look into how technology can help you keep track of all kinds of details at your fair.

9:00-9:15 AM Coffee Break

9:15-10:15 AM **Workshops Repeat**

9:30-11:30 AM Fairest Contestant Scrapbooks on Display – Aztec Room

<p>10:30AM-2:30 PM <b>Trade Show – Ballrooms A-I</b>          Drawings at 2:15 PM          Must be present to win.          Photo/Media Contest – Ballrooms A-I          People’s Choice Balloting</p>	<p>Misbehavin’, <i>St. John Artists</i>          Terry DaVolt Video Showcase, <i>The Memories</i>          Black Knight, <i>Rhonda Brami</i></p>
<p>10:30 AM-12:00 PM  <b>Silent Auction Donations Received</b>  <b>Riverview South</b>          Bring your silent auction items.</p>	<p>10:00 PM- 12:00 AM  <b>Hospitality – Grand Ballroom</b></p>
<p>11:00-12:00 PM Premium Committee Mtg.– Laguna</p>	<p><b><u>WEDNESDAY, JANUARY 11, 2012</u></b>          6:00-9:00 AM Grand Buffet Breakfast – Upper Dells          Best Booth Contest – Upper Dells          People’s Choice Balloting</p>
<p>12:00-4:30 PM <b>Silent Auction Open for Bids</b>  <b>Riverview South</b>          Final bids close at 7:00 p.m.          Bid early and often.</p>	<p>7:30 AM-4:30 PM Registration Desk Open</p>
<p>1:00-2:30 PM <b>Ag Networking Session</b></p>	<p>8:00 AM <b>Association Business Meeting</b>  <b>Grand Ballroom</b>          Call to order – President, Ed Sokolowski          Opening – America the Beautiful          Alexis Nickelotti          President’s Report          Roll Call of Fairs/Financial Report          Sec/Treas Jayme Buttke          Wisconsin State Fair Report          Rick Frenette          Report of 2011 Fairs—Bob Williams,          DATCP LTE Fairs Coordinator          IAFE Report – Zone 4, Renea Korslei          Committee Reports by Chairperson          Fairest of the Fairs – Tonya Dvorak          and Alexis Nickelotti          Auction – Tim Heffernan          Audit – Bill Marohl          Credentials – Robert Kolzow          Educ./Spec. Projects – Joel Franke          Grievance – Ed Sokolowski          Legislative – Jessica Klumpp          Premium – Dennis Duesterbeck          Resolutions/Awards – Ann Webb          Showcase—Bruce Sullivan          Old Business          New Business          Door Prize Drawings          Must be present to win.          Adjournment</p>
<p>2:30-4:00 PM <b>Fairest Preliminaries – Grand Ballroom</b></p>	
<p>2:45-3:45 PM Associate Committee Mtg. – Upper Dells</p>	
<p>4:00-6:00 PM <b>Trade Show – Ballrooms A-I</b>          Drawings at 5:45 PM          Must be present to win.          Photo/Media Contest – Ballrooms A-I          People’s Choice Balloting</p>	
<p>6:00-7:00 PM Registration Desk Open</p>	
<p>6:00 PM <b>President’s Reception – Riverview Rooms</b></p>	
<p>6:00-7:00 PM <b>Silent Auction Final Hour</b>  <b>Riverview Rooms</b></p>	
<p>7:00 PM <b>Showcase of Entertainment</b>  <b>Riverview Rooms</b>           Madd Hoss, <i>Variety Attractions</i>          Glen Gerard, <i>The Entertainment Company</i>          Divas Through the Decades, <i>G. L. Berg Entertainment Agency</i>          Barney of Mayberry, <i>Carlson Talent Agency</i>          DeWayne Spaw, <i>1st Go Round Entertainment</i>          UB the Band Video Showcase, <i>4 Kids Media</i></p>	

9:00-11:00 AM Best Fair Booth Tear Down – Upper Dells

10:00-11:00 AM **Workshops**

#### COMPETITIVE EXHIBITS WEBINAR

##### Grand Ballroom

(class does not repeat at 11)

Marla Calico will join us via the web to show how the IAFE Webinar works. Small changes can make a big difference in your displays. See how you can increase the look of your exhibits.

#### EMERGENCY PLANNING

##### Ballroom G

Do you have a plan in place? What works and what needs improvement? Speak with fairs that have gone through emergencies on their grounds.

#### ETHNIC DIVERSITY

##### Ballroom E

Do you offer special days for different ethnicities? What do you need to consider to make it successful?

#### FINANCIAL MANAGEMENT

##### Ballrooms A & C

What controls do you have in place to protect your fair? Do you create an annual budget? How do you track your gate sales?

#### INSURANCE

##### Ballroom I

Coverage on liability and bonding staff.

#### FAIREST COORDINATOR WORKSHOP

##### Laguna Vista

(Workshop does not repeat, but will break into smaller fairest workshops.)

Fairest Coordinators will meet with the committee members to discuss any questions about the program and update you on any changes.

11:00-11:15 AM Refreshment Break

11:15-12:15 PM **Workshops Repeat**

1:00-2:30 PM Best Fair Booth Tear Down – Upper Dells

1:00-2:30 PM **Networking Session**

##### Grand Ballroom

Join us for an open format where you can ask questions of other fairs that we may not have covered in our workshops. We're all one fair family and are a great resource of information. Bring your questions.

2:45-3:30 PM **District Meetings**

District 1 – Upper Dells  
District 2—Laguna Vista  
District 3—Sierra Vista  
District 4—Grand Ballroom

4:30-8:30 PM **Award Banquet & Fairest of the Fairs  
Finals – Ballrooms A-I**

8:30PM-12:00 AM

**Hospitality – Grand Ballroom**

## Proposed Bylaw Change

A proposed bylaw change has been mailed to each fair secretary to review with their fair board. The proposed change is suggesting that Dane County Fair be moved from District 3 to District 4. The item will be voted on at our annual business meeting on Wednesday, January 11, 2012 at 8:00 a.m. Each member fair present will have one vote. If you have any questions on the proposed change, please contact the fair office at 608-274-6228.

## State Board Elections

This year three positions were up for election at the Fall District meetings. In District 2, Ella Marie Hills, Washburn County Fair, completed her second term. Rusty Volk from the Northern WI State Fair was elected to a three-year term. In District 3, Kathy Granger, Elroy Fair, was re-elected to a second term. In District 4, Ed Sokolowski, Walworth County Fair, completed his second term and Shari Black from the Waukesha County Fair was elected to a three-year term. We'd like to thank Ed and Ella for all of their hard work and dedication to Wisconsin Fairs.

## Trade Show

The trade show will be located in Ballrooms A-I. Hours are: Monday, January 9, 1:00 PM-4:30 PM; Tuesday, January 10, 10:30 AM-2:30 PM and 4:00 PM-6:00 PM. Our trade show schedule does not conflict with any other events so our fair board members have open time to visit with our Associates. Fairs, please take advantage of the trade show hours and be sure to visit our Associates. They have put a lot of effort into making our trade show a success. Please be sure to see how their products or services can benefit your fair.

A reminder, you can set up your booth on Sunday, January 8, from 5:00 PM-9:00 PM and again on Monday, January 9, from 9:00 AM-1:00 PM. Booths should be cleared between 6:00-9:00 PM on Tuesday, January 10.

## Fair Trade Table

Again this year, we will be having a "Fair Trade" table. The purpose of this table is to allow you to share your information with other fairs. We are asking that every fair bring along extra premium books, flyers, and promotional material that can be given away. This table is meant to be a trading table, you bring some information, and you take some with you. Please bring along your materials.

## Evening Receptions Set

Monday evening's reception will consist of our annual cheese party at 4:30 p.m. in the Riverview Ballrooms. It is a long-standing event at each of Wisconsin's annual fair conventions. Assorted cheeses are provided each year by Wisconsin's world renowned cheese makers. Our Fairest of the Fairs contestants will have their auction items on display and the auction will begin at 5:30 p.m. Take time to visit with each of the 37 Fairest of the Fairs contestants. Bid high, and bid often. Tuesday night will include our President's Reception with hors d'oeuvres and beverages beginning at 6:00 p.m. in the Riverview Ballrooms.

Each evening's reception will conclude with our Showcase of entertainment. Our Showcase Committee is excited about our entertainment at this year's convention. I'd like to thank our Associates for their excellent submissions. Please be sure to visit our Associates following the showcases to see how their entertainment may help your fair. New this year, we will also be adding video showcasing to the evening. Two acts will be featured each night. If your business has an act that won't fit on our stage, please consider submitting an application for a video showcase in the future. Acts like animal shows, jugglers, stunt shows, demo derby or rodeos are perfect for the video showcase.

## Grievance Meeting Set

The Wisconsin Association of Fairs will have a Grievance Committee meeting on Sunday, January 8 at 1:00 p.m. in the Aztec Room of the Chula Vista Resort. If you have any grievances you'd like the Association to review, please submit them in writing to the Wisconsin Association of Fairs, 6097 Pinion Pine Way, Fitchburg, WI 53719, by January 1st by fax: 608-274-6338, or by e-mail: [wifairs@sbcglobal.net](mailto:wifairs@sbcglobal.net).

# Fairest Fairwell

January 12, 2011 was the start to a very exciting year for me. I was given the amazing title of being the 2011 Wisconsin Fairest of the Fairs. With that title came many amazing opportunities. As my junior year at UW-Platteville wrapped up in May, I started to attend Dairy Breakfasts. This was the beginning of a wonderful summer for me that would soon turn into attending many fairs around Wisconsin. I began to meet many young women with huge ambitions and started on my delicious “fair food” diet for the summer.

One of my first Dairy Breakfasts was at the Jefferson County Fairgrounds. I had a great time when I helped hand out brochures for the upcoming Jefferson County Fair. It was fun to see the different advertising tactics throughout the summer that different fairs used to attract attendance to their fairgrounds. The corn SUV (a Ford Escape with a complete advertising wrap on it) was just one form that Jefferson used. As I drove around Wisconsin I could never help but smile as I passed a billboard or sign inviting people to their fair.

I spent time in early June preparing for the rest of summer. I started to put my schedule together and get to know those at State Fair Park that I would be able to work with throughout the summer. I even got to go on a shopping spree to get “fairest” dresses for the entire summer. After trying on what may have been close to 100 dresses, Jayme helped me narrow that number down.

June was full of Dairy breakfasts. It was so cool to see all of the volunteers that worked so hard to put these breakfasts on. It was so fun to talk to those that worked on the farms where many of these breakfasts were located. All of the hard work that they put in for a good cause was amazing. The Brown County Dairy Breakfast was one of the largest Dairy Breakfasts I have ever seen. I had a good time working with Cousin’s Subs and their Mooapooloza tour, as they gathered those who could give a moo just like a cow and invited them to the 160th Wisconsin State Fair for the finals. I was also able to help Cousin’s Subs as they tried to break a world record for the world’s loudest moo. Even though we didn’t break a world record that day I was able to get close.

June also was the start of fair season! I was able to attend the Elroy Fair June 23rd. I was so excited. I put on my favorite dress and shoes and traveled away from Milwaukee. It had rained a lot in Elroy that day and after attending the Rodeo my shoes were turned into mud shoes. I attended many fairs after Elroy, each and every one of them had something new and excited for me to do. I learned how to judge cakes, introduce main stage entertainment, hand out ribbons, and eat a lot of deep fried food. I was able to meet so many amazing people with different routes in life. August was the 160th Wisconsin State Fair; I will never have an experience like that again. It was so cool to see the entire behind the scenes work that went on to produce a fair this large. Every day was filled with something new for me. I even had the opportunity to be interviewed while on the rollercoaster.

I was able to grow and learn from everyone I met and everything I did this summer. And like all good things, the summer came to an end when I had to go back to school for cheerleading, RA training, and of course school. I was able to attend a couple more fairs into the fall and was able to end the season at my home fair, Vernon County. I didn’t want to leave that day. The summer I had was amazing and I wouldn’t have traded it for the world.

Thank you!!!

Alexis Nickelotti, 2011 Wisconsin Fairest of the Fairs



## Fairest of Fairs Contestants Named

Vying for the title of 2012 Fairest of Fairs are 37 contestants who seek to be named ambassador for our county and district fairs and become the official summer hostess for the Wisconsin State Fair. They include:

Barron County Fair, Amy Kringle; Calumet County Fair, Nicole Wittmann; Central WI State Fair, Katie Gagas, Clark County Fair, Hannah Koltis; Columbia County Fair, Jerianne Blau; Dane County Fair, Macy Sarbacker; Dodge County Fair, Brianna Rhodes; Elroy Fair, Kayla Menn; Fond Du Lac County Fair, Elizabeth Drendel; Grant County Fair, Trisha Pernot; Iowa County Fair, Kallee Satern; Jefferson County Fair, Alex Hein; Juneau County Fair, Cassandra Bauer; Kenosha County Fair, Heather Edmonds; Kewaunee County Fair, Amy Halverson; La Crosse Interstate Fair, Carlie Berg; Lodi Ag Fair, Kortney Koch; Manitowoc County Fair, Kelsey Haelfrisch; Marquette County Fair, Amanda Smith; Northern WI State Fair, Ashley Nimtz; Oconto County Fair, Bethany Rieth; Oneida County Fair, Adrianna Roberts; Ozaukee County Fair, Molly Pfaffenroth; Racine County Fair, Richelle Kastenson; Richland County Fair, Alyssa King; Rock County Fair, Sydney Beaty; Sauk County Fair, Jenna Lovell; Shawano County Fair, Amber Mallmann; Sheboygan County Fair, Brittany Faber; St. Croix County Fair, Kirsten Konder; Vernon County Fair, Laura Hornby; Walworth County Fair, Hannah Speckman; Washburn County Fair, Megan Smith; Washington County Fair, Cassie Mayer; Waukesha County Fair, Erica Spiegelberg; Waupaca County Fair, Kayla Oberstadt; and Wisconsin Valley Fair, Anna Peissig.

For four days these highly motivated young people will be interviewed, interact with you at the convention and partake in several workshops. Good luck to all of the participants!

## Best Fair Booth Contest

We will once again be hosting the Best Booth contest. A registration form was handed out at the District meetings. All of the fairs will be divided into two categories; large and medium/small. All convention attendees will vote for the most creative display and a people's choice award will be presented in each category along with a \$100 cash award from Calkins Midways. The winners will be announced at the banquet.

Each fair will have access to a four foot space (1/2 of a table) to display brochures, posters, photos, etc., in the Upper Dells Ballroom. Don't miss this opportunity to showcase your fair. You can use promotional materials from this past year's fair or your upcoming fair. Hang pictures, tell us your attendance, your entertainment lineup, what hours your fair operates, who your carnival is, and the length of your event. This is your opportunity to sell your fair to associates and other fair board members and entice them to visit your fair.

Booth set up will take place Sunday evening and Monday morning and tear down will be on Tuesday. We'll send the specific times as the convention gets closer. When you arrive at convention, please check in at the registration desk before you go and set up. They will give you your assigned booth number. Thanks again for participating and good luck!

## Associates—Are Your Dues Paid?

Associates are reminded that the 2012 dues were sent in September along with convention registration information. Dues are \$60.00 for 2012 and do not cover convention registration. In order to stay in convention hotel headquarters, advertise at our convention, have trade show booth, stroll or show-case, dues must be paid for 2012.

If interested in being in the trade show, some booths remain. Contact Jayme Buttke at 608-274-6228 for more information. If you are an entertainer and intend on "strolling", the \$150 fee per act is due prior to convention. This is for entertainers only. Be sure to sit in on the table topics and workshops to share your ideas, concerns and questions about our Fairs, the Association and the convention. Please come and introduce yourself at the General Session on Monday morning.

## Chula Rentals

Are you in need of additional tables and chairs for your hospitality room at the convention? If so, Chula Vista Resort is asking that you complete a "Chula Rental Form" and return it to them by January 3, 2012. This way they can be sure your rental needs are met and delivered on time. A form is included in the newsletter.

### Wisconsin Association of Fairs Chula Rental Form

Company Name: \_\_\_\_\_

On-site Contact: \_\_\_\_\_

Reservation Number: \_\_\_\_\_

Credit Card Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Master card, Visa, American Express (Please circle one)

**Extra Tables:**

96 inch by 30 inch banquet table \$24.00

96 inch by 18 inch class room table \$24.00

(All tables are skirted and include a table covering)

Additional Tables \$24.00 per x \_\_\_\_\_ = \_\_\_\_\_

**Stacking Chair**

\$6.00 per x \_\_\_\_\_ = \_\_\_\_\_

Total Amount Due: \_\_\_\_\_

Please fax order to 608-254-4157 – attn: Amber or e-mail [amberk@chulavistaresort.com](mailto:amberk@chulavistaresort.com)  
Please provide an e-mail address or fax number on your order for a confirmation to be sent.

**Orders placed by: Monday, January 3, 2012 receive rate posted above.  
After that date, \$10 added per item ordered.**



## Wisconsin Association of Fairs

6097 Pinion Pine Way  
Fitchburg, WI 53719

Phone: 608-274-6228

Fax: 608-274-6338

E-mail: [wifairs@sbcglobal.net](mailto:wifairs@sbcglobal.net)

### Calendar of Events 2012

January 8-11  
March 26-28

April 11  
April 12  
April 18  
April 19  
October 10  
October 11  
October 17  
October 18

WAF Convention, WI Dells  
Zone 4 Meeting,  
Wausau, Wisconsin  
District 2 Meeting, Barron  
District 3 Meeting, Juneau  
District 4 Meeting, State Fair  
District 1 Meeting, Oconto  
District 1 Meeting, Florence  
District 2 Meeting, Sawyer  
District 4 Meeting, Jefferson  
District 3 Meeting, Grant

