

## WI Fair Members Show They Can “Hula at the Chula”

More than 1,200 delegates representing more than 65 county, district and state fairs and associated businesses celebrated the New Year by attending the 87<sup>th</sup> annual Wisconsin Association of Fairs annual convention in Wisconsin Dells. The theme of this year’s convention was “Hula at the Chula”.

Our event kicked off at the Chula Vista Resort on Sunday with a “Carnival Night” sponsored by our carnival industry. More than 500 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: A & P Enterprise Shows, A. & C. Wenzel Amazements, A’s Mini Donuts & Concessions, Badger Popcorn & Concessions Supply, Inc., Big H Amusements, Inc., Calkins Midways, Inc., Chippewa Valley Rides LLC, Christman Amusements, Earl’s Rides Inc., Fun Food Factories, Indianhead Amusements, Mark Lake Enterprises, Mr. Ed’s Magical Midways LLC, North American Midway Entertainment, Rainbow Valley Amusements, Inc., Spectrum Entertainment, Tip Top Rides & Attractions LLC, and Valley Popcorn Company, Inc.

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

Sunday also provided an opportunity for fairs to participate in the Consumer Protection Workshop. We’d like to thank Marla Calico and Dr. Stephen Neel making the presentation. Marla also provided two other workshops at the convention; one on sponsorship and another on technology. Thank you to both of you for sharing your knowledge with our attendees.

Monday morning the convention continued with activities provided by the Special Projects Committee. Games revolved around the tropical theme and our attendees competed in best dressed competitions. Our attendees surprise us each year with their creative dress.

Representatives could attend a variety of high-impact workshops including keynote speaker, Jane Herlong, former Miss America, presented “Common Sense Principles for Everyday Life.” Jane grabbed the attention of our attendees from the beginning of her presentation and kept them entertained for the duration. Wisconsin was very fortunate to have a presenter of Jane’s talent address our group.

Other workshops included Going Green, Economic Impact of a County Fair, Technology 101, and much more. Our trade show had 70 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 2010 Wisconsin Fairest of the Fairs, Natalie Salkowski of the Ozaukee County 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 2010 Wisconsin State Fair, August 5-15. While serving as Wisconsin’s Fairest of the Fairs, Natalie 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.

Let’s give a great big thank you to all of our convention sponsors. You really help make our event the success that it is. Thank You!

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Valley Popcorn & Concessions Supply – Carnival Night

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**Special Thanks to our sponsors who have contributed in “Grand Champion” Style:**

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