

OFFICERS

PresidentJohn W. Burr, Lowville
 1st Vice President..... Robert Grems, Rhinebeck
 2nd Vice President..... Steven G. Berninger, Chatham
 3rd Vice PresidentR. Harry Booth, Greenwich
 Treasurer..... Steven T. Harter, Watertown
 Executive Secretary.....Norma W. Hamilton, Schaghticoke

DIRECTORS

Your members of the Board of Directors and Fairs in each District are:

- District 1 John W. Craft, Chatham - Chatham, Goshen, Grahamsville, Long Island, Middletown, New Paltz, Rhinebeck
- District 2 Alice Zabel, Durham, Fonda - Altamont, Ballston Spa, Cobleskill, Durham, Fonda, Greenwich, Schaghticoke
- District 3 Scott Christian, Westport - Gouverneur, Malone, Plattsburgh, Westport
- District 4 Robert D. Simpson, Watertown - Boonville, Frankfort, Lowville, Sandy Creek, Watertown
- District 5 Jason Lawrence, Norwich - Afton, Brookfield, Cortland, Morris, Norwich, Owego, Walton, Whitney Point
- District 6 James Folts, Penn Yan - Bath, Horseheads, Penn Yan, Trumansburg, Waterloo, Weedsport
- District 7 Robert A. Hilderbrant, Caledonia - Albion, Caledonia, Canandaigua, Hemlock, Henrietta, Palmyra
- District 8 Lon Robinson, Dunkirk - Angelica, Batavia, Dunkirk, Hamburg, Little Valley, Lockport, Pike

New York State Fair Director
 Daniel O'Hara, Syracuse

Associate Directors: Joseph Sofo Jr., Auburn
 Jeff Lloyd, Utica

PRESIDENTS

NEW YORK STATE ASSOCIATION OF COUNTY FAIRS 1888-1943

Col. A.B. Lawrence, Warsaw	Ray Colby, Oswego
A.C. Brundage, Plattsburgh	Elmer Motsford, Plattsburgh
J.H. Durkee, Hudson Falls	William Pearson, Ithaca
W.D. Burliegh, Plattsburgh	Robert Seaman, Jericho
John A Kloepfer, Hamburg	Irving Wiswall, Ballston Spa
Dr. Anderson Crowforth, Lockport	Albert E. Brown, Batavia
Edward Thompson, Northport	Oscar W. Ehrhorn, Blauvelt
W.J. Greenman, Cortland	Lewis K. Rockefeller, Chatham
John D. White, Altamont	David Miller, Penn Yan

NEW YORK STATE ASSOCIATION OF TOWN AGRICULTURAL FAIRS 1915 - 1943

George I. Wilber, Oneonta	Harry G. Horton, Afton
Garry A. Willard, Boonville	Bligh A. Dodds, Gouverneur

COMBINED SOCIETIES IN 1944 - NEW YORK STATE ASSOCIATION OF AGRICULTURAL FAIRS, INC.

*Bligh A. Dodds, Gouverneur	*Harold Woolshlager, Lowville
*Alfred Valentine, Mineola	*Paul Laing, Hamburg
*W. Ray Converse, Palmyra	Thomas Odak, CFE, Rhinebeck
*J. Victor Faucett, Bath	Howard Maneely, Malone
*Edward Hardeman, Elmira	James A. Slocum, Hemlock
*George Sipprell, Hamburg	Jacob Sammons, CFE, Fonda
*Langley Collier, Cobleskill	*Reid Northrup, Altamont
*Phillip B. Caird, Schaghticoke	Douglas Cater, Cobleskill
*Maurice Finnegan, Malone	Peggy Lipinski, Schaghticoke
*J. Vincent Hartigan, Chatham	Dale M. All, Morris
*Len Tyler, Norwich	Larry Zelif, Angelica
*Robert Turner, Elmira	Larry Wollert, Dunkirk
George Barker, Henrietta	*Jerry Thomas, Oswego
*Alex Duffy, Watertown	Dr. Marilyn H. Trainor, Boonville
*H. Joseph Pendergast, Cobleskill	John K. Andersen, Penn Yan
*S. Richard Lloyd, Rhinebeck	Frances I. Tepper, CFE, Henrietta
*Robert Hay, Gouverneur	Gary Tweedie, Walton
*Ben DeYoung, Jr., Hamburg	Dr. Robert McGuire, Cobleskill
*Frederick Perras, Plattsburgh	Dr. Harry O'Connor, Lowville
*Stuart T. Rombaugh, Altamont	Dick Rowland, CFE, Ballston Spa
Newell Wagoner, Boonville	Dennis Lang, CFE, Hamburg
*Philip Mickle, Chatham	Russell Marquart, CFE, Hamburg
*Kenneth Joslin, Whitney Point	Mark St. Jacques, CFE, Greenwich
*Samuel Hamilton, Schaghticoke	Glenn Gillespie, Plattsburgh
Henry Leworthy, Dunkirk	Gerry Elthorp, Herkimer
Dr. Garth Murray, Bath	Jessica Underberg, CFE, Hamburg
*Gordon Wright, Greenwich	

* Deceased

TRADE SHOW
 Empire Hall South
 Saturday, January 14, 2012
 11:00 am - 5:00 pm
 &
 Sunday, January 15, 2012
 11:00 am - 4:00 pm

Gold Plus Sponsor - \$1500

Allied Specialty Insurance Inc., Treasure Island, FL.

Gold Sponsor - \$1000

Powers Great American Midways, Corfu, NY

Bronze Sponsor - \$500, Sunday Breakfast

Variety Attractions, Inc., Zanesville, OH

Contributing Sponsor - \$350, Willie Jolley Keynote Address

Horses, Horses, Horses, Sarasota, FL

Contributing Sponsor - \$250, Trade Show Drawings

Young Explosives Corp Display Fireworks, Rochester, NY

Bates Brothers Amusement Company, Wintersville, OH

Contributing Sponsor - \$250, Town Hall Meeting

Rudy's Pizza and Slush, Hernando, FL

Contributing Sponsor - \$225

Utter Delights, Canastota, NY

Stoney Roberts Promotions, Inc. Harriman, TN

Dreamland Amusements, Stony Brook, NY

New York State Tractor Pullers Assoc., Saratoga Springs, NY

Acknowledgements

VisitRochester

The Rochester Riverside Convention Center

The Radisson Hotel Rochester

The Hyatt Regency Hotel Rochester

Haas Wilkerson Insurance, Fairway, KS

North Pole Productions, North Adams, MA

National Ticket Company, Shamokin, PA

Fair Publishing House, Norwalk, OH

Upstate Milk Cooperative, Batavia, NY

Agents and Promoters furnishing acts

Associate Members who support the convention

The Fairs of New York

124th Annual

CONVENTION

of

New York State Association of Agricultural Fairs, Inc.



2011 Association President



John W. Burr with his wife, Carole
 Lewis County Fair
 Lowville, NY

RIVERSIDE CONVENTION CENTER

Rochester, New York
 January 13, 14, 15 and 16, 2012

Convention Presenting Sponsors: Allied Specialty Insurance, Inc. and Powers Great American Midways

FRIDAY, JANUARY 13th 2012

1:00pm

Executive Committee Meeting President's Suite 1444 Radisson
Committee Meetings Suite 1400 Radisson

2:00 – 5:00pm

Registration Opens Galleria, RRCC

5:00 – 8:00pm

President's Suite open President's Suite 1444 Radisson
Everyone Welcome

3:30pm

Board of Director's Meeting Highland D, RRCC

DINNER ON YOUR OWN

9:00PM

President's Reception Riverside Ballroom, Radisson

SATURDAY, JANUARY 14th 2012

7:00 – 9:00am

Breakfast – Advance ticket purchase required Grand Ballroom, Radisson

7:00 – 11:00am

Trade Show setup Empire Hall South, RRCC

8:30 – 10:00am

Coffee Break sponsored by Galleria, RRCC
Rochester Riverside Convention Center

8:30am – 4:00pm

Registration open Galleria, RRCC

8:30 – 9:00am

MultiMedia Presentation: New York Fairs: Lilac Ballroom, RRCC
"Ideal Country Holidays"

9:00 – 9:45am

Opening Ceremonies Lilac Ballroom, RRCC

9:45 – 10:45am

Keynote Speaker- Willie Jolley Lilac Ballroom, RRCC
Award-winning speaker, Best-selling author, and
Multimedia personality-"Excellence Matters"
Sponsored by Horses, Horses, Horses!

11:00am – 5:00pm

Trade Show Open Empire Hall South, RRCC

LUNCH ON YOUR OWN

Available in Tradeshow

12:00pm

Past President's and Respective Cascade A&B, RRCC
Spouses luncheon

1:15 – 2:15pm

Breakout Sessions

1. Where's Your Fair Headed: Highland A
Developing a Strategic & Long Range Plan

I. Kulick – Forward Solutions

2. Updating Your Website on a Shoestring Highland B
S. Myrtle – Studio Dog

3. Developing a Disaster Recovery Plan for Your Fair Highland C
K. Davidson – Dutchess County Emergency Management

4. Readyng Your Fair for a Labor Dept. Audit Highland D
K. Dwyer – Staff-Line, Inc.

2:15 – 2:30pm

Refreshment Break Galleria, RRCC

2:30 – 3:15

Breakout Sessions

1. Creating Positive PR With Your Community - Highland A
I. Kulick

2. New Insurance Options That May Save You Money- Highland B
R. DiAprile – Allied Specialty Insurance, A. Rakow –
Fraleigh & Rakow Insurance

3. Making Facebook Work for Your Fair: Highland C
Current Social Media Trends- H. Smyczynski,
J. Underberg, CFE – Erie County Fair

4. Streamlining Your Fair's Operating Expenses- Highland D
B. Fredericks, CFE, A. Imperati-Dutchess County Fair,
M. St. Jacques, CFE -Washington County Fair

3:30 – 4:15 pm

Town Hall Meeting Lilac Ballroom, RRCC

Topics: NYS Labor Dept. Report – Rachel Gold, Special Counsel

Albany Legislative Update – W. Lair, T. Vandervort, R. Zimmerman

Q and A

Sponsored by Rudy's Pizza and Slush

4:15pm

Refreshment Break Empire Hall South, RRCC

4:30pm

Trade Show Special Drawings Empire Hall South, RRCC

Deposit ticket provided in your registration package. You must be pres-

ent to win. Sponsored by Young Explosives Corp Display Fireworks

5:00 – 6:00pm

IAFE Young Professionals- Radisson Suite 1500
YPI Social (40 & younger)

Fun, Fair Trivia, Networking and Idea Exchange

5:00 – 8:00pm

President's Suite Open President's Suite
Radisson Room 1444

DINNER ON YOUR OWN

7:30pm

Past President's Reception Empire Hall North, RRCC

8:00pm

Scholarship Auction & Empire Hall North, RRCC
Entertainment Showcase

10:00 - Midnight

President's Suite Open President's Suite
Room 1444 Radisson

SUNDAY, JANUARY 15th 2012

7:00 – 9:00am

Breakfast – Advanced Sale Ticket Required Grand Ballroom, Radisson

Sponsored by Variety Attractions

8:15am

Ecumenical Church Service – Father Cool Highland D, RRCC

8:30am

Multimedia Presentation: New York Fairs: Lilac Ballroom, RRCC
"Ideal Country Holidays"

9:00am – 4:00pm

Registration Open Galleria, RRCC

9:00am

General Session Lilac Ballroom, RRCC

10:00 – 11:00 am

Keynote Speaker – Bennett Neiman, PhD Lilac Ballroom, RRCC
Founder and CEO of Neiman, Marking &
Kanefield, Inc. "The Power of Positivity"

11:00 – 12:00pm

AM Breakout Sessions

1. Sponsorship Round Table Highland A
D. Amell-Washington County Fair, D. Cater-
Cobleskill Sunshine Fair, D. Hart-Dutchess County Fair,
G. Newkirk, CFE -Ulster County Fair

2. Competitive Exhibits- Highland B
Attracting New Exhibitors and
Keeping the Faithful – Cyber Seminar with Marla Calico,
IAFE, Frank Griffin-Saratoga County Fair

3. Do You Know What Your Guests Really Want? Highland C
The Importance of Customer Service-A. Mosley,
Okeechobee County (FL) Fair

4. How to Attract and Keep Good Vendors Highland D
D. Aschmann- Dutchess County Fair,
Mary Lloyd-Lloyds Concessions,
J. O'Han-J & S Concessions,
D. Powers-Powers GreatAmerican Midways

11:00am – 4:00pm

Trade Show Open Empire Hall South

LUNCH ON YOUR OWN

Available in Tradeshow

12:00 am

New York Showpeople's General Meeting Riverview Ballroom
Radisson

1:00 – 1:45 pm

Town Hall Meeting Lilac Ballroom, RRCC

Topic: Carnivals, Fairs & Independents Working

Together for the Future of Our Fairs – R. Johnson-

OABA, J. Lloyd-Independent Concessionaire,

Hawkins Amusement Rides,

L. Powers-Powers Great American Midways,

J. Sofo, Jr.-Playland Amusements,

M. St. Jacques, CFE - Washington County Fair

Dr. M.Trainor-Oneida County Fair

Discussion with Q and A

1:45 – 3:30 pm

Vendor & Sponsor Appreciation Wine Empire Hall South, RRCC
& Cheese Reception

Sponsored by Hudson Valley Wine & Food Festival,

Wineracks.com & Lowville Producers

Little Red Wagon Parade – "Pirate" Theme - 2:45 pm

3:30 pm

Special Trade Show Drawings

Deposit ticket provided in your registration package. You must be pres-

ent to win. Sponsored by Bates Bros. Amusement Company

3:00 – 6:00pm

President's Suite Open Radisson Room 1444

6:00pm

Attitude Adjustment Empire Hall North, RRCC

6:30pm

Banquet and Entertainment Showcases Empire Hall North, RRCC

9:00pm - Midnight

President's Suite Open Room 1444, Radisson

9:00pm

NYS Showpeople's Party Riverview Ballroom, Radisson

MONDAY, JANUARY 16th 2012

7:30 – 9:00am

Complimentary Breakfast Grand Ballroom, Radisson

Sponsored by The Lewis County Fair

9:00 – 9:15am

Refreshment Break Galleria, RRCC

9:15am

Final Business Meeting Lilac Ballroom, RRCC

Immediately following:

New Directors Orientation and Luncheon Cascades, RRCC

FAREWELL & THANKS

Program Subject to Change