



110th ANNUAL CONVENTION

PA State Association of County Fairs and
PA State Showmen's Association

The Hershey Lodge & Convention Center, Hershey PA
Wednesday - Saturday, Jan. 18 – 21, 2023



HOTEL RESERVATIONS

2023 Convention reservations will now be accepted by the Hershey Lodge. Deadline is December 23, 2022. For lodging:

Call Hershey Lodge Reservation office at 855-729-3108, and ask for the room block for the PA State Association of County Fairs, January 18 - 21, 2023.

Rooms will be available by 4:00pm and check out at 11:00am daily for all.

CONVENTION REGISTRATION

ADVANCE REGISTRATION is essential to the smooth operation of the convention. Registration is:

- \$40 (received on or before December 15, 2022)
- \$60 (received after December 15, 2022)

MEALS

Meal(s) that are purchased are not refundable; there will be a bulletin board near the registration area for you to place a "for sale" notice if you wish to resell them. A limited number will be available for purchase at convention.

TENTATIVE CONVENTION SCHEDULE

Wednesday, January 18, 2023

MEALS ON YOUR OWN-ALL

9:00am-1:00PM "Serv-Safe" (see newsletter article for details – PA Showmen or fairs who are members of PA Showmen [1 person per fair may register; others to be considered after deadline if space available])

11:00am-5:00pm Registration Desk Open
 12:30pm Judging School Orientation Session
 1:20pm – 2:30pm First Session of Judging School
 2:35pm – 3:55pm Second Session of Judging School
 2:00pm-4:00pm Seminar – "Trucking Regulations Update"
 3:00pm-4:00pm Table Topics
 4:00pm-8:00pm Enter Communication Exhibits
 Trade Show Set-up
 4:45pm PSSA Board Meeting
 4:45pm PSACF Board Meeting/Reorganization to follow
 6:30pm-10:00pm ENTERTAINMENT SHOWCASE

Thursday, January 19, 2023

MEALS ON YOUR OWN-BREAKFAST & LUNCH

8:00am-5:00pm Registration Desk Open
 8:00am-9:00am Enter Communication Exhibits
 8:00am-10:30am Trade Show Set-up
 8:30am-9:00am First-Timers Session
 9:00am-9:30am Opening Entertainment
 9:30am-10:45am Opening Ceremony
 Keynote Speaker – Brittany Hodak
 10:30am-4:00pm Trade Show Open
 Communication Exhibits Open
 (Badge Required)
 10:30am-4:00pm PA Dept. of Agriculture display, etc.
 1:00pm-2:00pm Table Topics
 1:00pm-2:30pm Seminar – Animal Health
 1:00pm-3:15pm Spouse Program - "Bag & Basket" Bingo
 1:30pm-3:00pm Meeting – Sire & USTA
 2:15pm-3:15pm Table Topics

3:00pm-4:30pm Seminar –
 3:30pm-4:30pm Table Topics
 4:00pm Associates Gathering
 5:30pm PSACF & PSSA Board
 Group Photos
 5:45pm Hospitality Time & Cash Bar
 6:15pm PSACF ANNUAL BANQUET
 6:45pm Dinner (reserved seating-ticket required-\$42)

Friday, January 20, 2023

MEAL ON YOUR OWN-LUNCH

7:30am-5:00pm Registration Desk Open
 7:30am COMMUNICATIONS BREAKFAST
 meal (served) 7:30am; awards 8:15am-9:00am
 (ticket required-\$19)
 9:15am -11:30am Memorial Service /
 PSACF Annual Meeting
 11:30am Fair Advisory Committee Meeting
 11:00am – 12:30 YPI TBA
 10:30am-4:00pm Trade Show Open
 Communication Exhibits Open
 (Badge Required)
 10:30am-4:00pm PA Dept. of Agriculture display, etc.
 1:00pm-2:00pm Table Topics
 1:00pm -2:15pm Seminar-
 2:00pm-3:30pm Seminar – "Special Baking Contests"
 2:00pm-3:30pm Spouse Program – Valentine Wreath
 2:15pm-3:15pm Table Topics
 2:30pm-3:45pm Seminar –
 3:30pm-4:30pm Table Topics
 6:15pm Hospitality Time & Cash Bar
 6:45pm PA SHOWMEN ANNUAL BANQUET
 (Reserved seating-ticket required-\$52)

Saturday, January 21, 2023

MEAL ON YOUR OWN-BREAKFAST

7:30am-5:00pm Registration Desk Open
 9:00am -10:30am Seminar –
 9:00am-10:30am Seminar – Food Safety Updates
 9:00am-10:00am Table Topics
 9:00am-Noon Trade Show Open
 Communication Exhibits Open
 (Badge Required)
 9:30am-11:00am Seminar –
 9:30am-10:45am Spouse Program – TBA
 10:30am-11:30am Table Topics
 11:30am-12:30pm PSSA Annual Meeting
 Noon-12:30pm Communication Exhibits Released
 12:30pm Auction Drawings - Winner must be present
 6:00pm QUEEN CORONATION BANQUET
 (Reserved seating-ticket required-\$50)

Saturday Youth Day, January 21, 2023

To Be Announced

Schedule continues on next page

Sunday, January 22, 2023

8:00am PSACF Exec. / Conv. Breakfast

TABLE TOPICS

(Each of these topics will be ran twice through Convention)

Is this the new normal?

Volunteer management, recruitment and training

Let's just talk

How to attract millennials to competitive exhibits

Producing a 30 second video using an I phone

Let's talk about campers getting bigger, space, and electric

Opening ceremonies – taking them to the next level

Livestock judging and trends

Social media – use it to your advantage

Sponsorships vs tough economic times for business's

Am I truly getting all the exhibitors and vendors I can get?

Just small fairs – attendance under 15,000, let's share ideas and problems

SEMINARS

Judging School

Session choices for this year are as follows:

- Youth, 4-H, & Vocational • Needlecraft
- Baked Goods • Art & Photography
- Floral • Antique Farm Equipment

Serv-Safe

The Food Safety updates will be presented by Paster Training, Inc. Paster Training Inc.'s trainers are the best and most passionate in the business. We are thrilled about the opportunity to provide your association members with a 4 hour food safety review session and proctoring of the ServSafe examination.

Trucking Regulations Update

A representative from the Pa. Motor Truck Association, located in Camp Hill, Pa. will give the latest updates for the industry.

Fairs 101

Presented by Tracy Barone

Review of requirements under the Fair Act, state premium guideline book, fair reimbursements, and frequently asked question.

Additionally, we'll open the floor to attendees to share their best management practices and good ideas.

Fairs Capital Improvement Grants

Presented by Tracy Barone

Information regarding planning, applying for and reporting on Capital Improvement Matching Funds Grants.

Special Baking Contests

Presented by Kevin Bieber (Oley Valley Community Fair) and Karen Dobson (Kimberton Community Fair)

This is the annual seminar to update everyone who runs any of the Special Baking Contests at your fairs. This is also the perfect time to come and ask questions regarding any of the contests.

Food Safety Updates

Changes and Updates from the PA Dept. of Agriculture.

Animal Health Rules

This presentation will cover the PA Department of Agriculture Animal Health Requirements and Recommendations, biosecurity considerations, and the Animal Exhibition and Sanitation Law.

Information on the new exhibition swine and poultry quarantine orders will also be presented. There will be an opportunity for questions and discussion for fair managers challenged with incorporating these requirements into their programs.

Leadership – Finding the Leader in You

Presented by Larry Berry – IAFE speaker

Nothing is more critical to the success of an operation than great leadership. The goal of this program is to help others discover leadership traits within themselves, as well as identifying effective leadership styles for success. This interactive workshop defines 13 leadership characteristics critical to successful leaders, and how each one plays a part in being the best leader you can be.

Creating the Magic

Presented by Larry Berry – IAFE speaker

Not all experiences we have with our teams or customers will be magical. Handling guest and team challenges it not about what you said or did, but how you make others feel in the end. How does creating magic with your team transfer to creating magic with your customers and guests? Having worked for Walt Disney Company, known for exceptional guest service, you will learn the importance of training others to handle guest challenges.

Succession Planning

Presented by Kevin Koscell

No other title or description given as of yet

What to expect when you come to the trade show

Presented by to be announced

We will be holding this seminar in one of the corners of the trade show.

We will share with you what is expected when you come to the trade show and how to book your fairs entertainment and product and services. Note – This is the first time we will be doing this, please provide your feedback.

SCTF – Ag Subcommittee Active Shooter & Reporting Suspicious Activity

Presented by the PA State Police

To Be Announced

Presented by our keynote speaker Brittany Hodak

SEMINARS YOUTH DAY

Agenda to be announced.

YPI Event

Agenda to be announced – Maria Zaffuto



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The Hershey Lodge & Convention Center
Hershey, PA



CONVENTION REGISTRATION INSTRUCTIONS

Remove this Instructions sheet to reveal the Registration form.

Complete the top portion as requested. Be sure to select all types of members that apply. For example, if you are a "Fair Associate" and "Trade Show Exhibitor", mark both. Reminder - a phone number is very helpful when questions arise.

An example is listed in the first entry block to demonstrate how to complete this form.

REGISTRATION –

Who must register? Anyone that anticipates taking in the Trade Show, Showcase, Table Topic, Seminar, Workshop, Meeting, Queen Speech or Function, etc. needs to register. Only those that register will receive a convention badge, convention book, PSACF Directory, and are eligible for the spouse programs. Don't forget – the registration rate increases on Dec 16. No cancellations will be taken or reimbursements made after January 1st of the year of the Convention. There will be a \$50 fee for any returned checks.

FIRST TIMERS –

Mark accordingly – gives us an idea of how many to expect at that session.

SPOUSE PROGRAMS –

Spouse Programs are not only for the fair spouses – join us showmen spouses!

Friday and Saturday program - no need to select this program on the registration form - just show up!

Thursday program is "purchase-at-the-door" card(s).

FAIR QUEEN –

To register your Queen and her entourage use the registration form as supplied by the Queen committee.

TRADE SHOW –

Each trade show booth entitles the exhibitor to two registrations at "no-charge". In "registration" place the letters "N/C".

Any registrations beyond the two per booth must be paid at the regular rate.



110th ANNUAL CONVENTION

PA State Association of County Fairs & the PA State Showmen's Association



January 18th - 21st, 2023

Name of Fair, Firm or Individual _____

Contact Person _____ Phone _____ Email _____

City _____ State _____ Zip _____

- | | | |
|--------------------------------------|---|---|
| <input type="checkbox"/> Fair Member | <input type="checkbox"/> Associate Member | <input type="checkbox"/> Showmen Associate Member |
| <input type="checkbox"/> Trade Show | <input type="checkbox"/> Other (identify) | <input type="checkbox"/> PA Fair Queen Contest |

DEADLINES:

Queen Contestants: November 15
 All Others: December 15
MAIL COMPLETED FORM TO:
PSACF • 128 Cumberland Rd.
Bedford, PA 15522
 Phone: 866.814.6985

OFFICIAL USE ONLY		Name	First time to attend	Convention Registration \$40 (after 12/15/22 - \$60)	Queen Contestant Fee \$125 (includes both Thurs & Sat banquets)	Youth Day Workshop \$20 (Schedules sessions only, convention registration & banquet are extra)	PSACF Banquet \$42 (Thursday) *included in Queen Fee	Communications Breakfast \$19 (Friday)	Showmen's Banquet \$52	Queen Coronation \$50 (Saturday) *included in Queen Fee	Dietary Needs (see Key on right)	DIETARY NEEDS KEY:	Indicate Names of who is to be seated at Contestant's table at Coronation banquet (Max=9)	Total \$
		SAMPLE - John Doe	2	4		2	2	2	1	4		1. MSG Free 2. Gluten Free 3. Vegan 4. Vegetarian 5. Other (specify)	John & Lisa Doe, Jane Smith, Ted Moore	376.00

Make Checks Payable to: "PSACF Convention Account" GRAND TOTAL ENCLOSED \$

SEND A COPY OF THIS FORM WITH PAYMENT DIRECTLY TO PSACF, 128 Cumberland Rd, Bedford, PA 15522



**TO
EXHIBIT
At the
2023 TRADE SHOW
In the
GREAT AMERICAN HALL
Of the HERSHEY LODGE
At the PENNSYLVANIA
FAIRS & SHOWMEN
CONVENTION**

Please accept this special invitation to exhibit at the annual convention of the PA State Association of County Fairs and the PA State Showmen's Association that will be held on Wednesday thru Saturday of January 18 – 21, 2023 at the HERSHEY LODGE & CONVENTION CENTER in Hershey, PA.

In the convention area, the TRADE SHOW is the ONLY place where signs and flyers of acts and shows are permitted. All other hand-outs will be removed from the tables and hallways.

Your location in the TRADE SHOW will be the only and the easiest way to reach all delegates attending the convention. The Trade Show will serve your best interests simply because the Lodge has diverse wings in different locations. The Trade Show will be the center of attraction and will serve as the hub to draw all people to you. You will simply be lost if you are NOT in the Trade Show.

Please read the enclosed information bulletin carefully

TRADE SHOW INFORMATION BULLETIN

OPENS THURSDAY January 19 10:30AM – 4:00PM	FRIDAY January 20 10:30AM – 4:00PM	CLOSSES SATURDAY January 21 9:00AM – Noon
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SET-UP: Wednesday from 4:00PM – 8:00PM TEAR-DOWN: Saturday at noon
 Thursday from 8:00AM – 10:30AM
 Any deviation from the set-up/tear-down must be approved by the Committee; otherwise, you may be subject to one year probation.

BOOTH: Your Exhibit Fee of \$300, please **include an additional** \$100 for an end cap booth (tax included) includes:

<ul style="list-style-type: none"> • standard booth (10' wide x 8' deep) • (1) draped six foot table • (2) chairs 	<ul style="list-style-type: none"> • Draped side rails and back drop • Vendor name sign • (2) Badges
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EXTRAS: Extras as requested:

- (1) 110V electrical outlet is \$50 (tax included) [plus additional charge for higher voltage].
- (1) Extra table is \$50 (tax included).
- (1) Badge is \$40 (2 “free” per booth). At convention, (1) badge is \$60.

[Please include your EXTRAS when completing your contract]

SOMETHING SPECIAL: The Trade Show will accommodate a large truck into the area if you desire to set-up a ride or exhibit. Call for pricing before December 15, 2022. In addition, there are two bays for unloading.

SECURITY: When the show is NOT open, the Trade Show will be closed and locked.

CAUTION: The Committee, the Fair’s Association, the Showmen’s Association, and the Hershey Lodge & Convention Center are NOT responsible for any loss or damage to an exhibit or materials at any time.

LIMIT: Booth(s) are ONLY available to PSACF ASSOCIATE members who have their 2022 dues paid or with this application. Note that booth processing will occur only after payment is received. An exhibitor may not sublet or substitute another exhibitor in the assigned booth space. No exhibitors can share/split the booth cost. If this is done, a total fee will be assessed each exhibitor. Every item, including any visual and sound effects, MUST be contained within your location and sound lowered. There will be no exceptions and no items can be placed in the aisles. Any live animal(s) displayed must be tethered or caged at all times. In addition, proof of insurance (copy) is required.

LOCATION: The Committee reserves the right to locate any exhibitor.

BADGE: A Special Convention Badge MUST be worn at all times. **TWO badges will be provided to each exhibitor per booth.** Badges needed above this limit must be purchased as noted on the contract.

Badges purchased at convention must be done at the FAIR REGISTRATION DESK in the Chocolate Lobby at a cost of \$60 each. Only those wearing or showing a proper convention badge will be able to enter the Trade Show and the various other activities at the convention. This includes seminars, meetings, functions, etc. A meal ticket is required for any meal function.

DEADLINE: Deadline is December 15, 2022; otherwise, a \$25 late fee, and you may not be listed in the Convention Program and Directory.

LOCATION: Hershey Lodge & Convention Center, Hershey PA.

RESTRICTION: The Convention Center does NOT provide for any storage space nor do they accept any items for display ahead of time. Call Dick if this creates a problem for you.

REFUND POLICY: Cancel by December 15, your refund is 66%; cancel by January 1, your refund is 33%; cancel after January 1, no refund. A \$50 charge will be assessed for any returned checks.

QUESTIONS: Call Dick Horstman at (724) 729-3701.

WHAT'S IN IT FOR YOU? ... AN OPPORTUNITY FOR SALES AND BOOKINGS AND THE BEST EXPOSURE POSSIBLE FOR YOUR PRODUCTS OR TALENT!

Most of the people who operate County Fairs will be present. Many others who are allied with the fairs such as carnivals, concessionaires, and other interested members will be present. The show gives YOU the opportunity to demonstrate the benefits of your products and services on a one-on-one basis.

ROOMS: Your room reservation must be made by December 19, 2022.

Call for reservations:

- Phone: 1-855-729-3108
- Explain you want a room at the Hershey Lodge and will be attending the 2023 PA State Association of County Fairs Convention.
- The following information will be needed:
 - Name
 - Address
 - Town, State, Zip
 - Phone
 - Day & Date of Arrival
 - Day & Date of Departure
- Indicate number of persons in room AND number of beds needed.
- When requested for type payment tell then your credit card: Master, AmExp, Visa or Discover. And your credit card number _____ which expires on _____.”
- If you need a confirmation, you MUST give either a fax number or E-Mail address; otherwise, you will NOT receive a confirmation.



FOR THE ANNUAL MEMORIAL SERVICE AT THE 2023 PSACF/PSSA CONVENTION



There will be a **MEMORIAL SERVICE** at the 2023 PSACF/PSSA Convention, similar to that which we have each year. Will you please take a moment and list the name(s) of those who have died and the month they passed away since last convention, who either worked with your fair, who were members of your fair board, group, organization, etc. This applies to PSACF Fairs & Associates and PA Showmen.

NAME	MONTH OF DEATH
1. _____	_____
2. _____	_____
3. _____	_____
4. _____	_____
5. _____	_____
6. _____	_____
7. _____	_____
8. _____	_____
9. _____	_____
10. _____	_____

NAME OF FAIR, ETC. _____

TOWN _____

Name of Person Sending This Report _____

This information sheet **MUST** be received:
NO LATER THAN JANUARY 1, 2023

Send to: PSACF
128 Cumberland Road
Bedford, PA 15522



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Hershey, PA



October, 2022

Dear PSACF Fairs & Associates, PA Showmen and Friends,

The Pennsylvania State Association of County Fairs and the Pennsylvania State Showmen's Association are hard at work planning for the 110th PSACF/PSSA Convention. The convention will be held in Hershey, PA at the Hershey Lodge and Convention Center on January 18-21, 2023. 2022 registration was over 1500 for the two groups.

Many of you have supported the convention in the past with sponsorships that assisted in defraying the costs for convention materials, breakfast, speakers and much more. Please consider continuing or joining our list of sponsors for the 2023 PSACF/PSSA Convention.

Convention Book Ads are also available – beneficial to you as well as defraying the cost of the convention book.

Please return the attached application stating your intentions by December 1st. Remember as you make your decision that many fairs & associates, showmen and friends are represented at the PSACF/PSSA Convention.

Again, thank you for your support and hope to see you in Hershey in January!

Sincerely,

Harry Reffner
PSACF Executive Secretary/Treasurer

2023 PSACF/PSSA Convention Sponsor and Ad Form

(Sponsor or Advertiser Business Name - list above)

Convention Sponsor:

Please confirm your sponsorship for the convention by entering the AMOUNT OF SPONSORSHIP and SPONSORSHIP SELECTION.

AMOUNT OF SPONSORSHIP \$ _____

Patrons are listed on the "Patrons" page of the Convention Program Book only – all others are listed on the "Sponsors" page and a specific Sponsorship Selection of the Convention Program Book, and the post-convention issue of FairTalk.

Patron.....\$25.00

Brass.....\$100.00 - \$249.00

Bronze....\$250.00 - \$499.00 [includes ¼ page ad in CPB]

Silver.....\$500.00 - \$999.00 [includes ½ page ad in CPB]

Gold.....\$1,000.00 - \$1,499.00 [includes full page ad in CPB]

Platinum...\$1,500.00 - \$1,999.00 [includes full page ad in CPB & dues]

Premier...\$2,000.00 & over [includes full page ad in CPB & dues & 2 fair banquet tickets]

SPONSORSHIP SELECTION (select one):

_____ Seminar – "Food Safety Updates"

_____ Coffee Break – Thursday

_____ Coffee Break – Friday

Sponsored _____ Workshop – "ServSafe"

_____ Seminar – "Trucking Regulations Update"

_____ Keynote Speaker – Brittany Hodak

_____ Seminar – "Leadership – Finding the Leader in You"

_____ YPI Event

_____ Youth Day – Saturday

_____ Seminar – "Creating the Magic"

_____ Seminar – "Succession Planning"

Sponsored _____ Seminar – "Active Shooter"

Sponsored _____ Seminar – "Special Baking Contests"

_____ Seminar – "What to expect when you come to the Trade Show"

Sponsored _____ Seminar – "Fair Funding"

Convention Book Ad:

Please confirm your ad size by checking the proper heading of your choice.

_____ 1/4 page.....\$ 40.00 (3 1/4" wide x 1 7/8" high)

_____ 1/2 page.....\$ 60.00 (3 1/4" wide x 3 3/4" high)

_____ full-page.....\$105.00 (3 1/4" wide x 7 3/4" high)

_____ Color ad additional \$35.00

_____ Ad copy is enclosed.

_____ Or email to: hrefner@centurylink.net

_____ You make up ad copy.

A check made payable to: "PSACF Convention Account" should be enclosed with your return of this form.

Deadline for SPONSOR and / or AD is December 1, 2022.

Please return this form to:

PSACF

128 Cumberland Road

Bedford, Pa 15522

SEMINARS

Keynote Speaker, Brittany Hodak

Trucking Regulations Update

A representative from the Pa. Motor Truck Association, located in Camp Hill, Pa. will give the latest updates for the industry.

Food Safety Updates

Changes and Updates from the PA Dept. of Agriculture.

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Succession Planning

Presented by Kevin Koscill

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What to expect when you come to the trade show

We will be holding this seminar in one of the corners of the trade show. We will share with you what is expected when you come to the trade show and how to book your fairs entertainment and product and services. Note – This is the first time we will be doing this, please provide your feedback.

YPI event

To provide a community for young professionals to guide the future of the fair industry through leadership development, mentoring, incentives, education and idea sharing.

ATTENTION FOOD HANDLERS!

PSSA is hosting an educational seminar in conjunction with our annual Hershey Convention.

Paster Training will again be taking care of the instructional portion of the class as well as proctoring the exam on Wednesday January 18, 2023. Cost \$169 and includes study materials and test. The course is open to all PSSA and PSACF members. Class size is limited to 35 persons.

Study materials will be mailed directly to you and you will be able to study at your own pace and on your own schedule. A wrap-up session of materials review, current updates and questions and answers will be given at Hershey on Wednesday, January 18, 2023, and testing for your license will take place on site. The time allotted for the session is 4 hours after which you break for lunch on your own at the Lodge.

Registration deadline is November 18, 2022. (Registrations received after the deadline will be held on a waiting list pending any cancellations.)

SERV SAFE EDUCATION/REGISTRATION

Sponsored by PSSA

COURSE DATE: Wednesday, January 18, 2023 (approximately 4 hours)

COURSE TIME: 9:00 am to 1:00 pm, Check In @ 8:30 am

LOCATION: Hershey Lodge, 325 University Drive, Hershey, PA 17033

COST: \$169.00

PAYABLE TO: PSSA Scholarship Account

Name _____

Address _____

City, State, Zip _____

Phone _____

Email is required for downloading your own ServSafe certificate upon successful completion/passing of the test.

Email _____

MAIL COMPLETED REGISTRATION RESERVATION AND INCLUDE CHECK MADE PAYABLE TO PSSA TO:

Donna M. Kramer
Treasurer
318 Vinemont Road
Reinholds, PA 17569