



113th ANNUAL CONVENTION PA
State Association of County Fairs and
PA State Showmen's Association
Wednesday - Saturday, January 21 - 24, 2026
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 refunds made after January 1st of the year of the Convention. There will be a \$50.00 fee for any returned checks.

FIRST TIMERS –

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

SPOUSE PROGRAMS –

Friday and Saturday Spouse Programs are included in Convention Registration Fee. Thursday BINGO program is "purchase-at-the-door" card(s). Programs not only for the Fair spouses; Showmen spouses are also welcome!

YOUNG PROFESSIONALS EVENTS and YOUTH DAY WORKSHOP –

Fair, Showmen, and Associate Members ages 16-40 are welcome and encouraged to attend Convention! Check the appropriate box if attending the events. Young Professionals events (*ages 21-40*) and the Saturday Youth Day Workshop (*ages 16-30*) are included for anyone paying full Convention registration. **However, there is a \$20.00 fee if the Youth Day attendee is only registering for Saturday's "Youth Day Workshop" and not attending any other Convention event.** Indicate this option by filling in the **\$20 fee box** for Youth Day Workshop.

FAIR QUEEN –

Use this form to register a Queen Contestant and anyone in her entourage. Contestant Registration Fee includes her Convention registration, a Thursday night banquet ticket and a Saturday Coronation ticket. Everyone else attending any Convention event (*ex: seminars, speeches, meetings, etc.*) must pay the Convention Registration Fee and be listed on this form. If personal guests only want banquet tickets, include the ticket quantity in with another Registrant's ticket count. ***Purchasing banquet tickets only will not entitle those ticket holders to a Convention Badge to attend any other Convention event.***

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.



113th ANNUAL CONVENTION

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

The Hershey Lodge & Convention Center, Hershey PA
Wednesday - Saturday, Jan. 21 - 24, 2026



HOTEL RESERVATIONS

2026 Convention reservations will now be accepted by the Hershey Lodge. Deadline is December 15, 2025. 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 21 - 24, 2026.

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, 2025)
- \$60 (received after December 15, 2025)

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 21, 2026

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-3:00pm Seminar - "Fairs 101"

3:00pm-4:00pm Table Topics 1, 8

3:15pm-4:30pm Seminar - "Grant Writing Information"
From Barn to Bank - Funding Your Fair

4:00pm-8:00pm Enter Communication Exhibits
Trade Show Set-up

4:45pm PSSA Board Meeting

4:45pm PSACF Board Meeting

6:30pm-10:00pm ENTERTAINMENT SHOWCASE

Thursday, January 22, 2026

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

9:15am-10:45am Opening Celebration

Keynote Speaker - Marlene Pierson-Jolliffe

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 6,7,10

1:00pm-2:00pm Seminar - Animal Health Updates

1:00pm-3:15pm Spouse Program - "Bag & Basket" Bingo

1:30pm-3:00pm Meeting - Sire & USTA

1:30pm-3:00pm

2:00pm 3:00pm

2:15pm-3:15pm

3:15pm-4:30pm

3:30pm-4:30pm

4:00pm

5:30pm

5:45pm

6:15pm

6:45pm

Seminar - "Disabilities Seminar (Part 1)"

YP Mentor Speed Dating

Table Topics 9,11

Seminar - "Beyond the Breaking News: Building Trust & Visibility through Media"

Table Topics 3,6,13

Associates Gathering

PSACF & PSSA Board

Group Photos

Hospitality Time & Cash Bar

PSACF ANNUAL BANQUET

Dinner (reserved seating-ticket required-\$43)

Friday, January 23, 2026 (Red, White, and Blue Day)

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-\$21)

9:15am - 11:30am

Memorial Service /
PSACF Annual Meeting

11:30am

Fair Advisory Committee Meeting

11:00am - 12:30

YP Idea Swap, Networking & Lunch

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 2,5,10

1:00pm - 2:30pm

Seminar - "Disabilities Seminar (Part 2)"

1:30pm - 2:30pm

Seminar - Trucking Regulations & Updates

1:30pm - 2:30pm

Seminar - Capital Improvement Grants

2:15pm-3:30pm

Seminar - "Special Baking Contests"

2:00pm-3:30pm

Spouse Program - "Convention Eggcitement"

2:15pm-3:15pm

Table Topics 3, 8, 9

2:30pm-3:45pm

Seminar - "Safety and Security at Your Fair"

3:30pm-4:30pm

Table Topics 4,7,12

6:15pm

Hospitality Time & Cash Bar

6:45pm

PA SHOWMEN ANNUAL BANQUET

(Reserved seating-ticket required-\$57)

Theme for the evening is the 80's

Saturday, January 24, 2026

MEAL ON YOUR OWN-BREAKFAST

7:30am-5:00pm Registration Desk Open

9:00am - 11:30am Seminar - All About Fairs Panel Discussion

9:00am-10:30am Seminar - Food Safety Updates

9:00am-Noon Trade Show Open

Communication Exhibits Open
(Badge Required)

11:30am-12:30pm

PSSA Annual Meeting

Noon-12:30pm

Communication Exhibits Released

12:30pm

Auction Drawings - Winner must be present

2:00pm - 3:00pm

Spouse Program - Flower Arrangement

6:00pm

QUEEN CORONATION BANQUET

(Reserved seating-ticket required-\$52)

Saturday Youth Day, January 24, 2026

9:00 - 9:15 - Intros and Ice-Breaker

9:15 - 10:15 - Workshop 1

10:15 - 10:30 - BREAK

10:30 - 11:30 - Workshop 2

11:30 - Pizza Lunch (provided by PSACF & Erie County Fair)

Sunday, January 25, 2026

8:00am PSACF Exec. / Conv. Breakfast

SPOUSE PROGRAM

Convention Eggcitement

Presented by Linda Grove (Huntingdon County Fair)

This year's spouses program will be another easy one. We will be making an Easter Wreath. The materials we will provide are plastic colored Easter eggs, wreath frames and colored grass. If you have any scraps of pastel ribbon wired any size bring it along. We are going to try a different type of bow.

Flower Arrangement

Mason jar flower arrangements with *Jessica Maloy of Palmyra Greenhouse*.

TABLE TOPICS

1. Free admission fairs, how to make money - Wednesday 3 to 4 pm moderated by: *Kenneth Myer*
2. Free educational things to do at fairs & free things for kids to do at fairs - Friday 1 to 2 pm moderated by: *Tony Frazier*
3. Community outreach & involvement and how you educate your community on the financial benefits of your fair - Thursday 3:30 to 4:30 & Friday 2:15 to 3:15 moderated by: *Deb Seibert*
4. Small games of chance and or beer at your fair - Friday 3:30 to 4:30 moderated by: *Greg Hallstrom*
5. Business management & budgeting - Friday 1 to 2 pm moderated by: *Kevin Bieber*
6. How to encourage new exhibitors & community awareness of entering exhibits - Thursday 1 to 2 pm & Thursday 3:30 to 4:30 pm moderated by: *Amanda Bush & Kyle Woods*
7. What is trending? How do you play on that at your fair? - Thursday 1 to 2 pm & Friday 3:30 to 4:30 pm moderated by: to be determined
8. Social media, using it to market & advertise your fair - Wednesday 3 to 4 pm & Friday 2:15 to 3:15 moderated by: to be determined
9. You have a junior fair board, now what? - Thursday 2:15 to 3:15 and Friday 2:15 to 3:15 - moderated by: 1st session is *Kelly & Derrick Beach*, 2nd session is *Ken Metrick*
10. Fundraising throughout the year to support your fair and fairgrounds - Thursday 1 to 2 pm & Friday 1 to 2 pm - moderated by: *Audra Briggish*
11. Creative contest ideas - Thursday 2:15 to 3:15 moderated by: *Heidi Svonavec*
12. Preserving your roots, but changing with the times - Friday 3:30 to 4:30 moderated by: *Beverly Gruber*
13. Turning quilt blocks into a fundraiser Thursday 3:30 to 4:30 moderated by: *Barb Gross*

SEMINARS

Judging School

Session choices for this year are as follows:

- Baking and Canning Dept 15 • Group Exhibits Dept 10
- House Plants Dept 17 • Youth Items Dept 11
- Fruits and Nuts Dept 14 • Crafts Dept 19

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

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.

Food Safety Updates

Changes and Updates from the PA Dept. of Agriculture. Also an overview of Common Risk Factors associated with Mobile Units.

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.

Beyond the Breaking News: Building Trust and Visibility through Media

Presented by Lily Ansell

In this seminar, Lily Ansell of the Butler Farm Show will share how the organization navigated the intense media spotlight following the Donald Trump rally held on its grounds. As the primary spokesperson during this time, Lily became a key voice for the farm show—appearing in news broadcasts, newspaper articles, and public forums to represent the organization with clarity, professionalism, and poise. She will walk attendees through the strategies used to manage media inquiries, shape public messaging, and maintain the integrity of the farm show's mission during a period of heightened attention. Beyond crisis response, the seminar will also highlight how the Butler Farm Show has embraced media as a tool for positive storytelling—showcasing agriculture, community, and youth through both traditional and digital platforms. By embracing media as a tool for connection to your community rather than conflict, fair organizers can turn difficult moments into opportunities to reaffirm their values, strengthen community trust, and showcase the heart of their mission. Attendees will leave with practical insights into media relations, reputation management, and how to turn challenging moments into opportunities for growth and visibility.

Disability Awareness Training - (This will be a two part training) (one day on thursday and one on Friday)

DAT will provide the following:

1. Basics of the Americans with Disabilities Act (ADA) with an emphasis on service animals and Other Power-Driven Mobility Devices (OPDMD).
2. Disabilities defined with specifics to Fair patrons who present.
3. Universal Accessibility to include accommodations and modifications and related policies.
4. Disability awareness training in association with diversity training as it pertains to Fair operations.
5. Extensive resources and materials on topic areas related to service delivery and disabilities.
6. Sensory considerations to include Sensory Day, kits, and rooms.
7. Proper etiquette and interaction skills to include Person/Identity First Language.

Animal Health Updates

Presented by PA Dept. of Agriculture

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

activities this workshop will grow the participants to become better leaders within their communities.

Safety and Security Considerations at Your Fair

Presented by South Central Task Force

The South Central Task Force's Agricultural Subcommittee continues with a theme of safety & security considerations for fairs.

Listen to a panel discussion about lessons learned from previous fairs; threats from groups or posse's with vandalism; potential flooding and evacuation concerns, among other topics. Speakers expected to include Dave Wood, USDA CISA; Ashley Bleacher, PaCIC; and Linda Spahr, retired PSU Extension 4H Educator. Also included with this seminar will be a conversation of planning for medical emergencies.

Grant Writing Information

From Barn to Bank - Funding Your Fair

From livestock barns to funnel cakes, Pennsylvania fairs are a cornerstone of community life—but keeping them strong takes funding. This Grants 101 session is designed specifically for fairs, festivals, and ag-based organizations seeking to secure grants for capital improvements, programming, and general operations. Learn how to craft compelling proposals, avoid common mistakes, and identify grant opportunities that align with your fair's mission. We'll also cover where to find relevant funding—from state agencies to local foundations—and how to make your application stand out. Whether you're just getting started or looking to improve your success rate, you'll leave with practical tools and renewed confidence to help take your fair from barn to bank.

YP Event

– Maria Zaffuto

We will once again be having our annual Young Professional Lunch and Peer Networking Event on Friday of convention. A free lunch will be offered courtesy of our sponsors.

We are also looking forward to once again hosting the Mentor Speed Dating and Network Session. This session was a huge hit last year with special requests to bring it back for another year.

ALL ABOUT FAIRS

Jeff Good

Bev Gruber

Shirley McIntire

Youth Day

Two seminars that we will be having for Youth day, being instructional and interactive with past PA Fair Queens.

WORKSHOP 1

Breaking Beyond

This workshop will be about breaking through the barriers of communicating with others. When working with a diverse group of people, it is essential to understand how to communicate effectively across different perspectives, backgrounds, and experiences. Throughout this workshop, you will encounter real-world challenges that often hinder communication, such as language differences, cultural misunderstandings, and personal biases. You will gain practical tools and strategies to overcome these barriers.

WORKSHOP 2

Leading Beyond

This workshop will explore the qualities of being a leader. From working in small groups and projects to developing themselves for the future, leadership skills are highly sought after and needed in our communities. By using real world problems and hands-on



2026 SPOUSE PROGRAMS

The Spouse Program for the 2026 Convention will feature four different activities:

- A "Ticket Auction" in the Great Hallway and prizes to be awarded on Saturday at 12:30PM in the Chocolate Ballroom, reminder baskets cannot contain alcoholic beverages.
- On Thursday, a Basket and Bag Bingo will be held with Vera Bradley bags and Longaberger Baskets as the prizes.
- Friday we will have hands on activity Convention Eggcitement with Linda Grove.
- On Saturday afternoon the program will be a Mason jar arrangement with Jessica Maloy of Palmyra Greenhouse.

Come join us for the fun!

All fairs and showmen are requested to donate one (1) or two (2) gifts for use in the above activities. Your support is truly needed and will be greatly appreciated.

2026 PA STATE FAIR QUEEN CONTEST SCHEDULE

WEDNESDAY, JANUARY 21, 2026

Raffle Table Set Up

THURSDAY, JANUARY 22, 2026

12:00pm – 4:00pm Raffle Table Open to benefit Queen Program

2:45pm – 3:15pm Queen Contestant Check-in for Orientation

Contestants drop off Auction Gift Cards (*at Orientation check-in table*)

3:15pm – 4:00pm Queen Contestant Orientation

6:00pm Line Up for Stage Introduction Competition

6:15pm Stage Introduction Competition

6:45pm PSACF Annual Banquet

Immediately after Queen Contestants Group Photo
Banquet

FRIDAY, JANUARY 23, 2026

7:00am – 12:00pm Interviews - Morning Session

2027 Fair Queen Contest Packets available in Tower Suite 1 Interview Waiting Area

10:00am – 4:00pm Raffle Table Open to benefit Queen Program

11:00am–12:00pm Seminar - Young Women's Leadership

1:00pm – 5:00pm Interviews - Afternoon Session

2027 Fair Queen Contest Packets available in Tower Suite 1 Interview Waiting Area

2:15pm – 3:15pm Seminar - Young Women's Leadership

3:30pm – 4:30pm Round Table/Idea Exchange for Queen Coordinators

2027 Fair Queen Contest Packets available at Round Table

5:30pm – 6:15pm Judges Reception with Contestants

7:00pm – 9:00pm PA Fair Queen Ava Immel's Party with Contestants

SATURDAY, JANUARY 24, 2026

7:30am – 12:00pm Speech Competition – Morning Session

9:00am – 12:45pm Raffle Table Open to benefit Queen Program

10:00am–11:00am Queen Program Seminar – Panel Discussion

12:30pm Drawing for Raffle Table items

1:15pm – 3:00pm Speech Competition – Afternoon Session

4:30pm Rehearsal for Coronation

6:00pm Coronation Banquet (*Reserved Seating - Ticket Required*)

7:15pm Line Up for Coronation

7:30pm – 8:45pm Coronation Ceremony

9:00pm Media Photos / 2026 PA Fair Queen Meeting with State Coordinator

Visit the PA Fair Queen Program's Basket Auction and Raffle Table in the Great Lobby.

A 50/50 cash raffle drawing will be held Wednesday through Saturday.

Tickets can be purchased as follows:

Wed, Thurs, and Sat. evenings - Chocolate Ballroom Lobby

Fri 11:00 am – 3:30 pm - Great Hall across from Trade Show entrance