



OAAS Gazette

Volume 27

May 2012

~ 2012/2013 OAAS President's Message ~ - Phil Hernandez -



Greetings from the deep south of Ontario. It's coming, ready or not....Fair Season. I had a great time last year at the different fairs that I visited with my wife, Brenda and our good friends Fred and Pat Cooper. I'm looking forward to this year's visits and thanks to those folks that made us feel so welcome.

The OAAS is moving into the future with the hiring of a General Manager. This person must be ready to represent all fairs equally and work to represent our interests to government and other funding organizations to the fullest. We are looking for this person to be hired well before the fall meeting and if possible have that person visit some fairs and get his/her feet wet in understanding our industry.

My theme this year is "Celebrate - Then Educate". Now what exactly do I mean by this? When we put on a fair, we celebrate what we have accomplished because we see the happy faces on the children that attend as well as the interest that the adults show as they view the homecrafts and hobby crafts that have been entered. We celebrate if what we have set out to do is successful whether it is a three day fair or a five hour fair. But more important, we educate. How you ask? We do this by presenting things that are homemade, things that folks from the city and urban areas think only come from the supermarket. They get to see different kinds of animals, poultry and horse shows that they wouldn't get to see otherwise. This is an education especially when they ask questions and you give them the information to quench their search for knowledge.

But in doing this, we also educate ourselves. Are we doing things that are profitable because, after all, we are a business? Do we continually do things because we've always done them and there isn't really any interest from fair visitors? By looking at these things and removing things that cost us make us more profitable and thus, we educate ourselves.

I trust that you have a very successful fair and I hope to be able to visit some of you during this time.

Convention 2013 - February 14 - 16

The OAAS Directors would like to thank
EVERYONE
who donated to and/or purchased articles
at the 2012 Convention auctions.
Your generosity made these events
a great success. *Thank you*

Sneak Preview, What's Inside

- Convention Results Are In
- To Old Friends & New on the OAAS Board of Directors
- Len Patterson Memorial Award Announcement & Criteria
- Convention Round Table Results
- OAFE Award of Excellence in Agri-Food Education
- Preview into Convention 2013
- OAAS General Manager update
- Grand Champion bread recipe
- 2012 Honourary Homecraft President

WELCOME

New OAAS District Directors

Judy McFaul, District #1, Agriculture
Louise Blair, District #2, Agriculture
Sharon Bjerso, District #2, Homecraft
Bill Tomlinson, District #4, Agriculture
Elaine Reenie, District #5, Homecraft
Marg Clark, District #6, Homecraft
Robert Hornick, District #9, Agriculture
Geri Pegelo, District #10, Homecraft
Brenda MacTavish, District #13, Homecraft
Howard Sanderson, District #15, Agriculture
Earla Haukeness, District #15, Homecraft

WELCOME Sylvia Parr as the new 2nd Vice President

THANK YOU

Retired OAAS District Directors

David Bobier, District #1, Agriculture
William Morris, District #2, Agriculture
Judy Drummond, District #2, Homecraft
Barbara Weese, District #4, Agriculture
Karen Milne, District #5, Homecraft
Carol Philips, District #10, Homecraft
Norma Poel, District #13, Homecraft
Bill McNeill, District #15, Agriculture
Diana Bockus, District #15, Homecraft

THANK YOU

Carl DeSchutter, Past President

THANK YOU

Fred Cooper, 2011 President

Award of Excellence in Agri-Food Education Colleen Smith, OAFE, presented the Moore Agricultural Society (Brigden Fair) with the Award of Excellence in Agri-Food Education for their outstanding school agricultural education program. This is the fourth time Moore Ag Society has been honoured with the award for their program. For more details on how your fair can enter this competition, please contact OAFE.



Ontario's 2012 Top 100 Festivals and Events

OAAS congratulates the

**Canadian National Exhibition (CNE)
Norfolk County Fair & Horse Show
Rockton's World Fair
Western Fair District**

for being listed on this prestigious listing.
Presented by Festival & Events Ontario.



Congratulations to Powassan Fair for being featured on February 23rd, @ CottageCountryNow.ca

<http://www.cottagecountrynow.ca/news/article/1303566--new-fall-fair-executiv>

PROVINCIAL COMPETITION RESULTS AND THE WINNER IS...

Posters

Junior: 1st Felicity Keller, District #2
 2nd Phoebe Stuoard , District #4
 3rd Emma Christopher, District #5

Intermediate: 1st Hanna McLeod, District #2
 2nd Mathieu Valkenborg, District #1
 3rd Emma Schmidt, District #8

Senior: 1st Kristie Petherick, District #3
 2nd Ben McLeod, District #2
 3rd Kristyn Gerard, District #1

Professional: 1st Port Hope
 2nd Harriston-Minto
 3rd Caledon

Handmade: 1st Arran Tara
 2nd Wallacetown
 3rd Navan



Displays

1st Navan 2nd Uxbridge 3rd Port Hope

Hand Quilt

1st Lynda Smyth, Richmond, District #1
 2nd Ester Graham, Bracebridge, District #11

Machine Quilt

1st Pat Reynold, Minden, District #4
 2nd Jopie Lavrysen, Listowel, District #8

Bread

1st Lonnie Gallerne, Dresden, District #9
 2nd Melannie Lybbert, District #1
 3rd Ruth Webb, Englehart, District #14

Cookies

1st Veronica Thurston, Langton, District #6
 2nd Mac Fischer, Teeswater, District #10
 3rd Esther Wiebe, Aylmer District #13

Photography

Grand Champion: Schomberg
 Junior Champion: Schomberg



2012 OAAS CONVENTION PARTNERS

GOLD SHEAF - \$2500 - \$4999

D.A. Campbell Amusements
 Dominion Regalia
 Farm Credit Canada
 Ontario Agri-Food Education (OAFE)
 Western Fair District

SILVER SHEAF - \$1000 - \$2499

Essa & District Agricultural Society
 Canadian National Exhibition
 Encore Promotional Products
 Fairmont Royal York Hotel
 Grand River Agricultural Society
 Laird Signs
 Rural Ontario Institute
 Rockton World's Fair
 Robertson Amusements Ltd.
 Tourism Toronto
 United On-Site Printer
 VIA Rail

BRONZE SHEAF - \$100 - \$999

4-H Ontario
 Albion Amusements Ltd.
 Ambush
 Ancaster Agricultural Society
 Arnie De Vaan
 Bill Nixon Fair Database
 Bobcaygeon Agricultural Society
 Canadian Association of Fairs & Exhibitions
 Chesley Agricultural Society
 Cindy Cook from the Polka Dot Door
 Country Fair Baking
 Comber Agricultural Society
 Country Fair Baking
 Dairy Farmers of Ontario
 Delta Agricultural Society
 District 1, OAAS
 Farm and Food Care Ontario
 Farmers Feed Cities
 Foundation for Rural Living
 Grain Farmers of Ontario
 Jim Warrington
 J/L Sound Productions
 Joanne Miller, Past President (Homecraft)
 KeyText Marketing

Law Insurance
 Limestone Music
 Melbourne Agricultural Society
 Metcalfe Agricultural Society
 Norfolk County Fair & Horse Show
 Northern Ontario Agri-Food Education & Mktg Inc.
 OAAS Past Presidents' Association
 Ontario Grain Farmers
 Ontario Provincial Police
 Ontario Sheep Marketing Association
 Palmerston Agricultural Society
 Paris Agricultural Society
 Port Hope Agricultural Society
 Rick Davis Promotions
 Robin Hood & Fleischmann's Yeast
 Rockton Lions Club
 Roseneath Agricultural Society
 Spencerville Agricultural Society
 The Ben Show
 Thrill Show Productions
 Town of Halton Hills
 Walkerton Agricultural Society
 World's Finest Shows
 Wyoming Agricultural Society

THANK YOU !!!!!

PREVIEW OF THE 2013 OAAS CONVENTION

"Educate Then Celebrate"
February 14 - 16

THURSDAY February 14, 2013

- Speakers/Seminars & Round table discussion
- Ambassador program begins @ 1:30pm, in Upper Canada Room
- Registration desk opens at 1pm
- Receive crafts & auction items

FRIDAY February 15, 2013

- Morning seminar sessions (2 sessions in the morning & 1 session in the afternoon)
- Family Entertainment Showcase (new time, morning only)
- Tradeshow opens at 9am - 4:30pm (new hours)
- Receive quilts, breads/cookies/posters/displays
- Annual General Meeting, 1pm
- Homecraft Meeting, 3:30pm
- Pick up all items (crafts, quilts, posters, displays, breads & cookies), 4:30pm-5:00pm (new time)
- President Reception begins at 7:30pm
- Ambassador photo & introductions @ President's Reception (new for 2013)
- Live Auction during the President's Reception

SATURDAY February 16, 2013

- Round table discussion
- Seminars (new for 2013)
- Closing Speaker
- Transfer of OAAS Officers

**NEW
FOR 2013**

**OAAS is
encouraging new
delegates to our
2013 convention.**

Never been ?

**Register for ½
price in 2013.**

(does not apply to
current or past
Ambassadors)

EVENING SHOWCASE & FAMILY ENTERTAINMENT SHOWCASE ACTS WANTED

*Please send your
suggestions to the
OAAS office.*

*We are always
looking for new
ideas and
performers to serve
you better.*



**Congratulations to Bruce Mines, Ancaster and
Dryden fairs for each winning
one complimentary 2013 Convention
registration.**

**Thank you for submitting a convention
evaluation form, we appreciate the feedback.**

2013 Convention Registration

Early bird registration - \$79.65 + HST = \$90.00

After January 25, 2013 - \$88.50 + HST = \$100

Ambassador Program - \$26.55 + HST = \$30.00

*Looking for a specific seminar topic, or a round
table topic ?? Please let the OAAS know.*

WANTED: Pictures of unique crafts items and
articles from your fair. Send your pictures to the
OAAS office. Help create a collection of ideas to be
viewed at the 2013 OAAS Convention in the Craft
Room. (oaas@bellnet.ca)

*What did you think of the 2012 OAAS
Convention ?? See page 7 for your
comments and OAAS feedback.*

STEP RIGHT UP!

86th Annual CAFE Convention

November 14 - 17, 2012
Winnipeg, Manitoba
Delta Winnipeg Hotel



PROVINCIAL FAIR PASSPORT

Do you enjoy visiting several different fairs and exhibitions throughout the year?

OAAS is offering a fair pass (that admits two people) into fairs and exhibitions in the province for only \$56.50. (includes HST)

Fair passes are available only from the OAAS office.
Please forward cheques payable to OAAS.

Start planning the party now



Canadian 4-H will be
celebrating 100 years
in 2013



Ontario 4-H will be
celebrating 100 years
in 2015

REMINDER: Please update your fair website with 2012 dates and information!!!



Thank you to the Rural Ontario Institute for recently supporting an educational session at the OAAS Annual Convention

WANTED: FAIR ENTRY FORMS

Brigden Fair is looking for fair entry forms to help revise their current forms.

Please send your forms to share to:
info@brigdenfair.ca

Accessibility For Ontarians With Disabilities Act (AODA)

How can your fair become more accessible ?

There are many simple things you can do to make your business or organization more accessible to people with disabilities. Here are some practical tips on how to:

- Make buildings and spaces accessible
- Make information accessible
- Make your workplace more accessible
- Plan an accessible meeting
- Understand the universal symbols of accessibility

Providing accessible customer service starts with asking a simple question, "How can I help? Those are four great words. Four great words because they apply to anything."

http://www.mcass.gov.on.ca/en/mcass/programs/accessibility/understanding_accessibility/videos_stories_tips.aspx

2013 Affiliation Fees

2012

2013

65.00	113.50
90.00	157.50
115.00	201.25
150.00	262.50
215.00	376.25
250.00	437.50
275.00	481.25
300.00	525.00
325.00	568.75
350.00	612.50
400.00	700.00
425.00	743.75
450.00	787.50
475.00	831.25
500.00	875.00
525.00	918.75
550.00	962.50

Just a reminder with the above resolution PASSED, the 2013 affiliation fees will be increased as listed and previously proposed. Due by December 31st to OAAS.



l to r: Judy Drummond & William Morris, 2011/12 District #2 Directors, Eleanor Drummond (centre)



UPDATE SINCE ANNUAL MEETING RE: OAAS GENERAL MANAGER

Resolution Presented: NOW THEREFORE BE IT RESOLVED that the membership of the Ontario Association of Agricultural Societies approve the hiring of a General Manager, based on the recommendations presented by the Board of Directors. This position is based on a three year contract, reviewable annually and the funding for this position is to be shared on a 50/50 basis with affiliation/membership fees and existing OAAS funds. This is in accordance with a motion passed at the annual general meeting in February 2011. **PASSED**

Hiring Timeline: MAY - Job posted (on OAAS website, various other media)
JUNE - Interviews, Reference Checks
JULY – Hiring process complete

2011 GRAND CHAMPION BREAD

Judged at the 2012 Convention

- 1 ½ cup beer (flat)
- 3 tbsp sour cream
- 3 tbsp molasses
- 2 tbsp honey
- 1 tsp salt
- 3 tbsp shortening
- 2 ¼ cups of whole wheat flour
- 1 ½ cup white flour
- 1 pkg Fleischmann quick rise yeast

Instruction

1. Mix all together
2. Let rise half its bulk
3. Put in greased bread pan
4. Let rise double its bulk
5. Bake 375°F, centre, bottom rack, until bread sounds hollow.

Submitted by: Lonnie Gallerne, Dresden Exhibition



Above: Meredith Brophy (Metcalf), Barney, Joyce Trafford (Carp) enjoy their experiences at CAFÉ 2011 in London, last November.

2012 Honourary Homecraft President

Eleanor Drummond from Lombardy was recognized at the 2012 OAAS Convention as the Honourary Homecraft President. Eleanor was the OAAS Homecraft President in 1995.

Congratulations Eleanor !



Farm & Food Care Ontario (formerly OFAC and AGCare) has programs and services that can help you with your Ag Education and Awareness efforts at your fair or event.

New for 2012: Farm & Food Care is offering to coordinate the printing of signage that we have developed as a fee for service. This is a great opportunity to add some new and interesting signage and up to date messaging for your fair or event.

Farm & Food Care is also coordinating the Farm Creativity Contest. Children draw a picture on a postcard and write about what they learned about farming and send it to us for a chance to win a prize. Teachers can also submit a class set of postcards to be entered into a draw to win 1 of 3 prizes for their classroom. Contest materials (posters, postcards and preassembled teachers kits) are available free of charge. Farm & Food Care sponsors, in part, all of the prizes and will send back any entries we receive to the event contact once the contest is complete. This is a great evaluation tool to discover what children are actually learning at your event.

Farm & Food Care has developed an online portal with tips, factsheets and ideas for ag awareness initiatives for events, fairs, farmers etc. The tool kit is available through our website at www.farmfoodcare.org and click on the Farm & Food Resources tab.

NOTE TO EXHIBITORS RE: OAAS COMPETITIONS & RULES

Please note that the 3-D Displays competition is **discontinued** and

For the Machine Quilt Rules (as of 2010), **previous** rule G: The Quilt/Wall Hanging must **not** be quilted using a long arm machine and must be machine quilted by the Exhibitor, HAS BEEN DELETED.

LEONARD PATTERSON MEMORIAL AWARD

~ Presented by Nothers Awards ~

The fourth annual Leonard Patterson Memorial award will be presented at the Ontario Association of Agricultural Societies annual convention in February 2013.

Leonard Patterson worked for Nothers for several years and made many contacts and friends at the fairs. He volunteered and worked diligently on the board of Mount Forest fair, as well as for District #10, where he served as their director on the OAAS board and was elected president in 1986. Nothers is presenting this award in Leonard's memory.

Agricultural Societies wishing to nominate their Secretary and/or Treasurer, who has served their organization for at least 15 years, may do so by sending their nomination to the OAAS Past Presidents' Association by December 1, 2012. There is no special nomination form. Please submit in writing, explaining in details why you feel your Secretary and/or Treasurer is deserving of their honour. If previously nominated, please re-apply with an updated profile.

A memorial plaque will be presented to the winner by Paul Nother and accompanied by \$100. A permanent plaque will hang at Nothers, in London, Ontario, with all winners names inscribed.

Please send your nomination to: OAAS Past Presidents' Association, c/o Betty Lester, 84 Albert St. N., Lindsay, ON K9V 4K3. For inquiries phone 705-324-5644.

We are looking forward to hearing from our Ontario Fairs and receiving your nominations.

2012 LEONARD PATTERSON AWARD RECIPIENT – JOYCE KELLY, BLACKSTOCK

When asked, “What is a Fair?” She replied, “A fair is a very unique thing. It’s a feeling, it’s more than just an event.”

Often working from dawn to dusk and then some, Joyce Kelly was a devoted Secretary/Treasurer of the Blackstock Agricultural Society for thirty years.

The fair has always had a special place in her heart. As a native of Purple Hill, Joyce remembers how the annual agricultural exhibition was a place for her mother to win first prize for the best apples in the township.

She started in 1965, after President Walter Wright travelled to Oshawa, asking Joyce, a recent bride if she was interested in the position as Secretary/Treasurer. Joyce and her husband, Gerald moved to Blackstock shortly afterwards. With great enthusiasm, Joyce accepted and over the years worked with sixteen presidents, a variety of directors and exhibitors to keep up the quality of the summer fair.

Agendas and minutes were always well prepared. Records are well organized and Joyce provided documentation and information from previous years. Many letter and phone calls were completed to encourage exhibitors, sponsors and individuals to support the fair.

The presidents learned “the ropes” from Joyce and many meetings were held around her kitchen table. These meetings usually ended with everyone enjoying her delicious homemade muffins.

One president recalls that while travelling to a District meeting, Joyce spotted a number of horses in the field. She insisted that they take time to invite the farmer to show his horses at the Blackstock Fair.

Joyce believes that the best part of the Blackstock Fair is the people. The directors and the community all work together. The Fair is a celebration of country life, with agricultural displays still occupying the most space on the grounds and in the arena each year.

Joyce and Gerald’s family included 4 daughters. Many presidents were concerned that Joyce might miss the summer fair, but, every year she made sure that all the many little details were covered.



Joyce is a lady who believes in serving her community. She has been a school board trustee, reporter, columnist, councillor, church member and the secretary of the Ontario Association of Agricultural Societies.

However, her heart has always stayed with the Blackstock Agricultural Society. Today she is a member of the Tractor/Truck Pull Committee and is always a source of valuable information. Joyce is an Honorary Member who never misses a meeting.

Joyce, having served the Blackstock Agricultural Society for 30 years as Secretary/Treasurer is truly an outstanding achiever ! Congratulations !

L to R: Joyce Kelly, Blackstock Fair receiving the Leonard Patterson Memorial Award from Jeanette Jamieson, Past President's Association, and Paul Nother, Nother's Signage and Recognition, London ON, sponsor.

JOB POSTING: OAAS General Manager

Application deadline May 25, 2012

A complete job description and job posting at www.ontariofairs.com

Comments from 2012 OAAS Convention Surveys ... how do we rate ???

Thank you to the 200+ delegates who submitted an evaluation from the Convention, we appreciate the feedback.

**For \$90 registration fee, you can't even offer tea, coffee or muffin ? Please serve coffee and muffins each morning?
\$6 for pop at President's Reception, I laughed and walked away, price gouging at convention disgust me.**

Unfortunately the OAAS has absolutely no control over the cost of Food & Beverage within the Fairmont Royal York Hotel. For example in 2010 the coffee break in the tradeshow (400 cups) cost OAAS \$2000+. To maintain a more affordable registration fee, delegates have access to countless food outlets within (indoor) walking distance.

Picking up crafts and quilts. Bread and cookies should be done on Saturday morning

Some delegates attend only one or two days, rather than all 3. Not allowing pick up until Saturday will create conflicts with many delegates. Plus, OAAS is charged rental on these rooms and do not need to incur additional costs to accommodate a Saturday pick up.

Shouldn't have to pay for SmartServe course.

OAAS Speaker committee wanted to include this additional education opportunity for the delegates. Regardless if this certification was done at another location/time, there is always a fee to help cover textbook and instructor costs, through the Ontario government that administers Smart Serve certification.

Move Convention Fri, Sat, Sun since Family Day is Monday

This was briefly discussed after the Convention with the OAAS Board of Directors. As some people are fortunate to receive a holiday on Family Day Monday, many others do not. Saying this, the future convention will remain as is.

Very friendly, hotel is too expensive. Revisit the idea of moving away from Toronto, should move around the province. Change venue.

After the 2011 OAAS Convention, the OAAS Executive did an extensive search/study, even travelled to a new possible location. The OAAS Board of Directors had extensive discussion and decided for the upcoming convention to remain in Toronto at the Fairmont Royal York. The central location, prestigious reputation, requirements within the hotel: guest rooms (under one roof), required break out/seminar rooms & competition rooms, are just a few requirements that not easily accommodating at other locations throughout the province.

Loved it, Excellent, very pleased, Great job, Well done, Enjoyed all aspects, wonderful facilities. Excellent selection of showcase acts. More breathing time in the schedule, thank you.



Honourable Ted McMeekin,
Minister Of
Agriculture, Food
and Rural Affairs
brought greetings
at the 2012
President's
Reception.

2012 CONVENTION ROUND TABLE TOPIC SUMMARIES

Release: The comments expressed below are not the opinion of the Ontario Association of Agricultural Societies but rather are comments expressed by delegates during the round table sessions held at the Convention.

A COMPLETE LIST OF ALL TOPICS ARE POSTED ON THE OAAS WEBSITE

TOPIC #1: TEN WAYS TO IMPROVE YOUR FAIR

- Signage is very important (x4) eg on roads leading into grounds-2.5 miles away and main highways – include in city: directional (permanent)
- Utilize your ambassador-on fairgrounds
- Advance sales, midway online
- Website is crucial (x2)
- Facebook- good avenue (x4) draw for passes; announce/remind deadlines
- Displays – in showcases
- Admittance increase for special attractions
- Thursday evening Ag Dinner- BBQ, Spaghetti, etc
- Talent Showcase – local kids free participation
- Sunday Family entertainment –separate admission
- For kids- greasy pig (prize for all) pre-register
- New attractions every 2-3 years ie highland games competition, “taste of oxford”
- Judges – explain while doing job (reasons) to viewers or ongoing commentary
- Have a midway!
- Advertise- roadside bale display; community events; kijiji
- Moving displays- create a new look
- Schools- bring in displays – finish and hang in building – youth groups
- Change your dates
- Change your schedule (x2)
- Expand programs – add programs
- Ambassador/Junior Ambassador
- Talent Show/Fair Idol/Variety Show
- Create network at local fairs/festivals
- Get media to broadcast from site
- TV and radio station marketing (x2) – weather reports specific to fair names; running contests or promotions with coupons or admission tickets

TOPIC #2: HOW TO ATTRACT OTHER CULTURES TO YOUR FAIR

- Add categories for beadwork, dream catchers etc
- Tap into special Olympics
- Demos of quill work, basket weaving etc
- A display of exotic vegetables using labels and how to use it
- A display of different eggs (auracana) lays coloured eggs
- Contact group homes for possible additions to the fair (special needs section)
- Special education within the school system
- Have a display of another culture of their customs
- Find the correct label for this section
- Specific classes (ie aboriginal, first nations etc), traditional paintings
- Create a piece of art that closely depicts your heritage
- Include an entry or tap into the Chinese new year

TOPIC #3: CHANGING YOUR EXHIBIT AREA

- Controlling the removal homecraft early pickup took staffing at exit
- Most keep the baked goods out on shelves and dispose- end of event
- Managing storage
- Controlling theft by keeping
- Quilt revival- how to display- steel posts with pvs pipe- made for quilt show- rope off for security
- Photography display: zig zag dividers- pin on or sheets of lattice with bulldog clips- take up considerable space
- People expect to see things in same place each year- don't like change
- Make change! Same old isn't always good
- Do change for just 1 year- see what happens
- Bring in other materials-wagons, bales, fencing
- Utilize different heights, tiered

TOPIC #4: FAIRS WORKING ON A SHOESTRING BUDGET

- Need sponsors
- Trying to reincorporate old ideas- bingo
- Running events throughout the year
- Biggest problem recruiting volunteers
- Volunteers know each others jobs
- Service groups give a specific task- give them a donation for helping out
- Get community involved
- If student has 300-400 hours volunteered can get gratuities of \$500
- Get students involved
- Hang sign up “students- get your volunteer hours at the fair”
- Seniors- love to help at fair- gets them back involved
- Need younger people to explain how to do facebook-social media
- Young people are shut down by those who have been on board a long time
- Successful junior program- fair board decides something that they can give up and junior members run it
- Something happened 20 years ago can't let it
- Use ambassadors- all contestants are involved
- Need bigger network for getting recruits
- Go everywhere for sponsors
- Pet show run by pet store or vet who then become judge
- Community events- run by service group
- Fairbook- do the corrections and changes yourself (cuts cost)
- Encourage vendors to give our samples
- Fairs working on a shoestring budget- 60% in that position

TOPIC #5: INEXPENSIVE ENTERTAINMENT FOR ALL AGES

- 3 legged race (x2)
- Treasure hunt through fair
- Money hunt in soil, bale of straw or shavings (x2)
- Hay ring toss
- Water balloon toss
- Egg relay on spoon
- Large bale races, with wheel barrows
- Stay on bale of hay
- Rope horns on square bale/lariat roping (x2)
- Team rolling of large bales 4-6 youth on team
- Tug of war (x2)
- Trail maze using large bales-watch playing on top
- Pedal tractor pull (x4)
- Pedal tractor maze – through maze of haybales
- Log sawing (x2)
- Nail hammering (x2)
- Baby shows (x3) (category suggestions: chip off the old block; look alike)
- Male clothes hanging contest (x2)- 1 minute timed, see how many clothes can be hung on line in time period (and stay on line) – celebrities
- Bale toss
- Watching the youth and their talents ie singing and dancing
- Zucchini race-design ahead of time (with wheels etc) then race the zucchinis
- Teddy bear parade (dress the teddy bear up to theme) for kids under 5
- Guessing contest for amounts of candy-any age. Use large pickle jars- different variety each year

TOPIC #6: HOW TO SET UP A FARMERS MARKET

- at fair time
- still have to pay for entrance to fair
- “at farm gate” vendors
- local municipality put out maps of at farm gate vendors
- have to check by-laws- all areas are different
- yearly rental of space
- cooperative venture- market open for the special events held on the fairgrounds
- open the same hours for the a) home and garden show and b) fall into winter show
- market closed during the fair-space problems
- problem: how to restrict the market to farm produce- small businesses trying to sell jewelry etc
- watch out for competitors. E.g. same producers are at most markets.
- Think of the traffic flow
- Watch day of week; traffic flow e.g. home from work/on the way to cottage country; at fairs on the way out so they don't carry it
- Fee for season or commission space charge
- “flea market” vs farmers market- try to include both?
- Include artists
- In an arena- some feel it needs to be visual so the arena was difficult

TOPIC #7: MAKING OPENING CEREMONIES EXCITING

- Emcee- radio personality; ambassador
- Emcee – ad lib
- Emcee- play to the crowd
- Time for opening ceremonies (length)
- Must change both arrangement of activities
- Ambassador program- part of ceremony (x2)
- Donors- part of ceremony
- Band
- Separate evening- social- invite local fairs
- Limit time of ceremony
- Limit of who comes (students only)
- Draws
- Location of ceremony
- Parade-important
- Alumni- award or speech
- Ambassadors/presidents (x2)
- Ambassador competition-surprise grab bag of questions
- After ‘treats’ – social
- Local talent
- Generations attend
- Local celebrity
- Auction off the 1st place baking
- Mayors challenge after official opening – sack race etc
- Lipsync during ambassador competition- showcase not judged (x2)
- Past ambassador/dignitary in community – prethank/done faster

TOPIC#8: PARTNERING WITH OTHER FAIRS

- Sharing equipment(x2)
- Advertising – radio
- Tri-country calendar
- Database of equipment (mini tractors)
- Applying for grants (computer program)
- Training-judging schools, execute workshops (x2)
- Share fair beer garden volunteers
- Small boards need to work together
- Lots of sharing of manpower, supplies
- Sometimes hard at first- live in a cocoon
- Fairs go together for grants etc (x2)
- Sharing of entertainers (x2)
- For government funding
- Understand each others frustrations
- Don't have to “train” them
- Extra-fundraisers- steal ideas
- Truck and tractor pull and go to other fairs and help out at other fairs
- Ag awareness
- Harmonize entering
- Pizza days at schools and assist
- Challenge of helping out at other fairs due to farming
- Develop resource base
- Give tickets to other fairs when kids win first prize when they enter
- Communication- clear

TOPIC #9: MAKING DISTRICT MEETINGS WORTHWHILE

- Use of door prizes
- Use of silent auctions
- Use of speakers
- Use of luncheon to make at all day
- Use of workshops
- Use of different topics for guest speakers i.e HST, LCBO, related to fairs
- Use round table topics/multiple
- Use of ambassadors/mini workshops for them
- Make communication between fairs easier to release positive and negative aspects/ be more open instead of keeping all trade secrets private within 'your own fair'
- Take survey from district delegates to ask them what delegates are looking for in guest speaker topics
- Review and update district constitution
- Send out survey after meeting to get results on fall/spring meeting
- Fair reports prepare ahead of time and put into booklet, released to take back to your own fair
- Need good guest speaker
- One district has entertainment at noon
- Venting session for some
- Local speakers are good
- Ambassador program – district 13 – etiquette – make them interesting
- How to get people out for meeting
- Whoever is running the meeting should be organized
- Good pre-planning meetings
- Send letter to fairs ahead of time for concerns etc. 2 months ahead

TOPIC #10: SIGNAGE ON THE WAY TO THE FAIR

- "welcome to my town" signs- ask municipality to put up as people enter your town
- many regulations/costs to put up on highway
- Make a big sign, put on wheels and put in someone's field (less regulations)
- Haybale signs in fields – good but lots of work
- Nail 24x24" to fence posts
- Sandwich boards in the village
- Paint on side of buildings – up all year
- Say "weekend after labour day" "first weekend of June" instead of changing dates (x2)
- Plaster your town like election time
- Keep info on signs basic so they can be reused
- Lawn and garden decorating contest
- Light post signs
- Try to find an option that is year round, not just two weeks before- need a mix
- At fair- a frame sign by office, gate pamphlet, big map on coreplast, pocket sized cards that fit in pocket
- Brochures- exhibitors, gate brochure, kids/school book (11" x 17")
- Add website address to signs
- Billboard – try applying for a grant
- Try having a contest (lawn display of fairs theme, judged by local fair members)

TOPIC #11: ENCOURAGING PAST EXHIBITORS TO RETURN

- Have your database. Keep track of previous exhibitors and in what section. Send them a letter/contact them (x2)
- Get them as volunteers
- Emailing the sections
- Get their opinions on categories
- Special categories for past exhibitors
- Exhibitor workshops
- Have committees phone past exhibitors
- Exhibitors are allowed to attend judging school.
- Ask past exhibitors to make items for judging school
- BBQ inviting past exhibitors
- Ask to join committee
- Giving supplies to exhibitors to work with
- Send out prize list to current and 1 year past
- Print names of winners past- they might see name from years past
- Be welcoming- take care of items entered
- Appreciate with ribbons
- Advance list
- Put in flyers
- Put on municipal website
- Ambassador
- Get into schools
- Column in paper
- Volunteers get passes
- Recognized by volunteer

TOPIC #12: LEARNING ABOUT NEW CRAFTS

- New crafts- what's new category
- Suggestion box
- Internet
- Craft stores, quilting stores, yarn stores- sponsor new class for new ideas only
- Pair adult and youth for same thing eg. Paper bag vest – individual and pair prizes
- Guilds- workshops and demos at fair
- They can see their stuff
- Craftideas.info craftgossip.com familyfun.go.com
- Example: workshop at 2pm, judging at 3pm. Local merchants to sponsor. Quick make and take.
- Listen to your exhibitors!
- Either attach to exhibitors item or give to them at end of fair- a form to fill out to request any new crafts that they might like to see
- In your fair book- have an item that is "any new craft, not previously listed"- could have many entries to judge that are different – next book pick some of the popular items to create classes
- Go to Google "Pinterest" or "craft ideas" to get new
- Type of craft "pet sweater"
- Category "fun stuff" – mom and tot craft

TOPIC #13: HOW TO KEEP HAND QUILTING ALIVE

TOPIC #14: MANAGING PETS AT YOUR FAIR

TOPIC #15: FREE AG EDUCATION/ACTIVITY IDEAS FOR KIDS