



National Independent
Concessionaires Association, Inc.
"Together We Can!"

July-September 2018 Newsletter



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Letter from Executive Secretary By Georgia Smith

Summer is here and at the speed of light, going quickly. Soon it will be fall and the fairs will be in full swing!

The Dates & Locations brochures have been distributed to many of our member events for them to put out in their community and area. They were also sent to the Visitor Centers across the state as well as to all Convention & Visitor Bureaus. Thank you for assisting with this endeavor. If anyone needs any more, please let me know as there are a few bundles available. Thank you to our sponsors and advertisers for assisting with the expenses of printing the brochures.

Press releases have been sent to state newspapers regarding the Youth Talent Contests. The purpose is to drive young people to these events to compete. Another press release is about our organization. With the help of Dana and Candi, we have been able to tweak it; thank you. The purpose of this article is to let people know of our organization, what we do and to generate new members.

I'm so thankful that I was able to attend the Executive Summit in Springfield MO. Such a learning experience! Also, I was able to meet other Executive Secretaries from the US and Canada. The sharing of information, learning of other state organizations as well as meeting the staff from IAFE was immeasurable in value. I also got a better insight into the OABA.

Please remember to use the resources offered by the IAFE. It is a valuable tool you have at your disposal and at no cost to you! I don't think there is a category of information they don't cover.

Some may have noticed a slight 'glitch' with our website. Our domain name had expired. I apologize if it caused any inconvenience, but we are up and running again.

I cannot stress enough about the importance of supporting each other and utilizing our members for your events. If you do need to hire outside the membership, then please invite them to be a member. It only makes our organization stronger!

Important Dates:

**Event Day & Picnic at
SD State Fair
September 2 at 12 pm.**

**Youth Talent Contest at
SD State Fair
September 3 at 1 pm.**

**2019 Membership Renewal
Begins October 1, 2018**

**Dakotas Fair Convention at
Ramkota Hotel, Bismarck, ND
November 15-17.**

**IAFE Convention in
San Antonio, TX
November 25-18**

**Rocky Mt. Assoc. Convention in
Radisson Hotel, Billings, MT
November 7-10**

Changes? Make sure to send the Executive Secretary dates of your event as soon known as well as any changes to your organization.

WING & BREW FEST

**SATURDAY, AUGUST 11 | SWIFTEL CENTER |
BROOKINGS, SD**

By Kristina Lankow

Enjoy a full day of fun at Wing & Brew Fest. The annual festival celebrates the best of summer, sampling craft brews and tasting dynamite wings from local vendors. It's a mix of outdoor activities, food and fun!

The fun starts at noon until 8 pm. Enjoy volley ball, bean bag, kickball, and PONG tournaments. Live music, inflatables and giveaways all while battles of Brews and Wings are taking place along with a Wing eating contest. For more information, go to www.swiftelcenter.com/WBF

Agricultural Activity Stations: IAFE has partnered with Events Unlimited to bring 3 different agricultural activity stations to member fairs for **FREE**. For more information about these agricultural activity stations check out eventsunlimited1@gmail.com To apply for one, go to <https://www.fairsandexpos.com/eweb/DynamicPage.aspx?Site=IAFE&WebCode=Products>

Crisis Communication Resources

At the Executive Summit in Springfield MO., we had the opportunity to have a presentation on Crisis Communication (Do's/Don'ts 101). The Ohio State Fair director was there. He told of a fatal accident that happened on one of the rides during their event along with what happened with the media attention and the follow up since.

Attached are some websites to get information on this topic from others in the Fair industry.

Cedar Fair Crisis Communication Plan

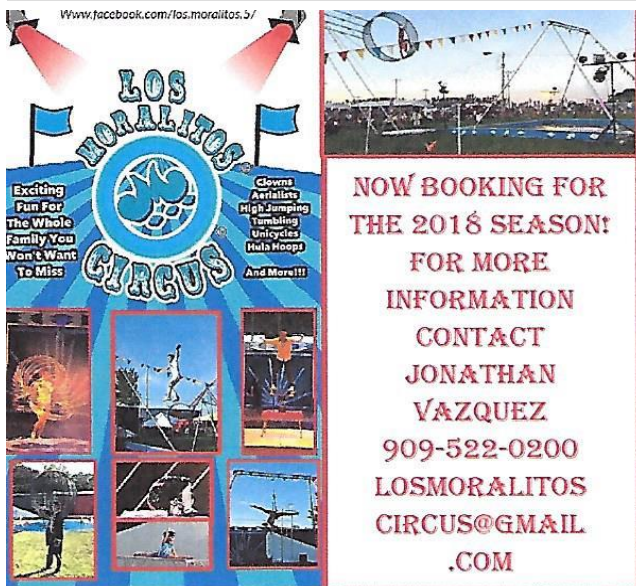
<https://csdijon.files.wordpress.com/2009/10/cedar-fair-comm-plan1.pdf>

Crisis Management: Communications Best Practices

www.energy.gov/sites/prod/files/2017/12/f46/crosos-management.pdf

Five Steps to Planning an Effective Crisis Communications & Rapid Response Plan

www.inc.com/youriy-boykiv/five-steps-t-planning-an-effective-crisi-communicaitons-rapid-response-plan.html



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Newest Members Welcome!

Blues, Brews & BBQ/SD Snow Queen
July 28, 2018
Aberdeen, SD
SDSnowQueen@gmail.com

Lincoln County Open Class
July 30-August 2, 2018
Canton, SD
605.836.0042

Davison County Achievement Days
August 2-3, 2018
Mitchell, SD
Gfreier@Santel.net

Wings & Brew Fest
August 11, 2018
Brookings, SD
www.swiftellenter.com

Newest Associate Member Welcome!

Big Shots Fireworks, Inc
Watertown, SD
Mike.Alama@yahoo.com
BigShotsFireworks.com

Event Day & Picnic – New for 2018!

The Event Day & Picnic will be held Sunday, September 2nd at noon at the SD State Fair. Normally, postcards are mailed out to get a count of how many of our members, associates and Hall of Fame members will be attending (food count).

New this year, I have included a sign-up form with this newsletter. **No post cards will be mailed out.**

Deadline to submit this information is Friday, August 17th. Completed forms may be mailed back or can be scanned and emailed to me.

Talk with your organizations board and members, then return your information as soon as possible. Let's have a great turn out!



Greetings from the South Dakota State Fair

By Peggy Besch

Summer has arrived, and everything is in full swing. As I sit at my computer writing this article, the rest of the State Fair team is busy preparing for the second largest rodeo in the world, the National Junior High Finals Rodeo. By the time you read this, it will probably be here and gone already but I want to extend a huge thank you to the Sioux Empire Fair for helping us out at the 11th hour. Between the rodeo portable stalls and our stalls, when we determined we were short approximately 100 horse stalls, one phone call to Scott Wick and our problem was solved. I am so grateful that during times of need, I can reach out to others in the fair industry who come to the rescue.

Preparations for the 2018 SD State Fair are also in full swing. We have an exciting State Fair grandstand lineup which includes heavy hitters from the country and classic rock music world and some other great events for a well-rounded entertainment package. The schedule includes:

- Wednesday, Aug. 29 and Thursday, Aug. 30: Red Wilk Construction Tuff Hedeman Bull Bash
- Friday, Aug. 31: Legend Seeds welcomes Toby Keith and Chancey Williams & the Younger Brothers Band
- Saturday, Sept. 1: C&B Operations welcomes Foreigner and Night Ranger
- Sunday, Sept. 2: American Bank and Trust welcomes Gary Allan & Sawyer Brown
- Monday, Sept. 3: Thunder at the Fair Outlaw Truck & Tractor Pull presented by Kibble Equipment and Lankota

Tickets are on sale and can be purchased at the State Fair Office, online at www.sdstatefair.com or by calling 866-605-FAIR.

This year we will also be celebrating the centennial birthday of the grandstand. Last year we started a renovation project that encompasses roughly five phases. Phase one and two are complete which includes reinforcing the steel structure, some concrete replacement, remodeling the bathrooms, bank, security and EMT offices, a complete electrical upgrade and some new exterior translucent panels. Phase 3 will start early July which involves sandblasting and painting the roof and steel beams. Immediately following the fair, all the bleachers will be removed, and the concrete will be sealed and lighted handrails will be installed. Not sure when phase three will take place but that will involve interior and possibly exterior painting. While it will continue to be work-in-progress, we do have some exciting things planned as part of the celebration so stay tuned. Hope to see you at the 2018 SD State Fair!



By Denise Huber, SD Snow Queen VP

The 4th Annual Blues, Brews, & BBQ music event will be held Saturday July 28, 2018 at Centennial Village (at the Brown County Fairgrounds) in Aberdeen. New this year is a Youth Talent Contest from 11 am to 1 pm. Winners will move onto the state competition in Huron on Sept. 3rd.

There will also be craft and food vendors. In addition, there will be a Cornhole Tournament starting at 3 pm; cost is \$25 a team with winner's payout at 60%.

Local bands will provide music from 1pm –close and include Double S Duo, Bad Dawg and Barstool Prophets plus more! And as always there is a children's play area.

Good food, cold beer and hot music at this free event. All are welcome. Freewill donations will be accepted with proceeds going to Centennial Village and the scholarship program of the South Dakota Snow Queen.

For more information: 605 225-8445 or SDSnowQueen.com or denise_n_ray@hotmail.com

2018 Event Day & Picnic Registration Form

Please fill out the following information for your members and spouses that wish to attend the Event Day & Picnic.

Number of people attending: _____

Number of Gate Passes needed: _____

Number of VIP Parking Tickets needed: _____

Party Responding (Name): _____

PO Box or Street Address: _____

City, State, Zip Code: _____

Best Phone/Cell Number in case I need to reach you: _____

Forms may be mailed or scanned and emailed. Return this completed form to:

Georgia Smith
Executive Secretary
37971 115th St., Frederick, SD 57441
sdfairs@gmail.com

Deadline for returning this form is Friday, August 17th

QUESTIONS? - Please call 605-380-9743 or email sdfairs@gmail.com

Gate Passes and VIP Parking Tickets will be sent to the address listed on the form.