



# July - September 2019 Newsletter



## Hidden Gem's - Untapped Talent

*By Holly Russell, Vice President*

### SDAFC Board of Directors

Dale Nauman, President & Director at Large  
Potter Co. Fair  
205 E. Commercial, Gettysburg, SD 57442  
[T7r@venturecomm.net](mailto:T7r@venturecomm.net) P: 605.769.1228

Holly Russell, Vice Pres. & Assoc. Director  
Theatrical Media Services, Inc.  
7510 Burlington Street, Omaha, NE 68127  
[hrussell@tmsomaha.com](mailto:hrussell@tmsomaha.com) P: 402.592.5522  
[www.tmsomaha.com](http://www.tmsomaha.com)

Georgia Smith, Executive Secretary  
SD Association of Fairs & Celebrations  
37971 115<sup>th</sup> St, Frederick, SD 57441  
[sdfairs@gmail.com](mailto:sdfairs@gmail.com) 605.380.9743

Candi Briley, District I  
South Dakota State Fair  
1060 3<sup>rd</sup> St. SW, Huron, SD 57350  
[Candi.briley@state.sd.us](mailto:Candi.briley@state.sd.us) P: 605.353.7340  
[www.sdstatefair.com](http://www.sdstatefair.com)

Dana Matthies, District II  
Turner County Fair  
27008 455<sup>th</sup> Ave, Parker, SD 57053  
[djmatthies19@gmail.com](mailto:djmatthies19@gmail.com) P: 605.929.6700  
[www.turnercountyfair.com](http://www.turnercountyfair.com)

Scott Wick, Director at Large  
Sioux Empire Fair  
100 N Lyon Blvd, Sioux Falls, SD 57107  
[scott@siouxempirefair.com](mailto:scott@siouxempirefair.com) P: 605.728.4614  
[www.siouxempirefair.com](http://www.siouxempirefair.com)

Mark Gramm, Associate Director  
Racewest Awards & Trophies  
702 N 4<sup>th</sup> St, Ipswich, SD 57451  
[racewestawards@gmail.com](mailto:racewestawards@gmail.com) P: 605.380.5707

The Board of Directors are working to bring in new and unique educational presentations for the upcoming convention in November. Our goal is to have a diverse line up with something for everyone yet keep it fresh and relevant. We know that there are some presenters and topics that may be slipping through the cracks. With that, we are asking Members and Associates for help.

Associates can have a wealth of information to share and often it has nothing to do with what they're selling at conventions. The hard part is knowing who knows what. For example, Associate Member Brian Carlson of Carlson Talent Agency, does presentations on grant writing; which has nothing to do with his business.

For Associates, it's a great opportunity to get up in front of the group because you're forming new relationships with people from events and building trust, which may or may not lead to getting some new business. No matter what, everyone in that room now knows who you are and they're going to be more comfortable chatting with you during the rest of the convention.

On this same note, fair managers and fair boards may have an employee or member with specific knowledge and or skills that might make for a valuable presentation. We are sure there is probably tons of untapped resources at our fingertips.

Can you help? Please contact Georgia ([sdfairs@gmail.com](mailto:sdfairs@gmail.com)) to let us know who the potential presenter is, topic, type of presentation, length and any other pertinent information that would help the board decide the best use of the person and topic(s).

On that same note, is there a topic that you would like to see presented? You are our members and your input is valuable.

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

**SD Association of Fairs & Celebrations**  
37971 115th Street, Frederick, SD 57441

### **Dates to Remember**

Moody Co. Fair – Flandreau -July 25-28  
Blues, Brews, & BBQ – Aberdeen – July 27

Aug 1-3\*

\*Davison Co Achievement Days – Mitchell

\*Lake Co Achievement Days – Madison

Fall River Co Fair – Edgmont – Aug 1-4

Union Co Fair – Alcester – Aug 1-4

Todd Co Fair – Mission – Aug 2-4

Sioux Empire Fair – Sioux Falls – Aug 2-10

Potter Co Fair – Gettysburg – Aug 3-6

Sully Co Fair – Onida – Aug 8-11

Corson Co Fair – McIntosh – Aug 9-11

Clay Co Fair – Vermillion – Aug 8-10

Sanborn Co Achievement Days – Forestburg-Aug 8-10

Turner Co Fair – Parker – Aug 12-15

Brown Co Fair – Aberdeen – Aug 12-18

Central States Fair – Rapid City – Aug 14-25

Corn Palace Festival – Mitchell – Aug 21-25

SD State Fair – Huron – Aug 29-Sept 2

Funky Finds Fest – Leola – Sept 21

#### **Event Day Picnic**

**September 1, 2019**

**SD State Fair, Huron**

#### **Rocky Mountain Convention**

**November 13-16, 2019**

**Davis Center – Layton, UT**

#### **2019 Dakota Fairs Convention**

**November 21-23**

**Ramkota Best Western – Aberdeen, SD**

#### **IAFE Convention**

**December 1-4, 2019**

**Henry B Gonzalez Convention Ctr – San Antonio, TX**



### **Secretary's Report** By Georgia Smith

There is a lot of activity this time of year—summer is short, and we have a lot to get in before fall comes again. Mother Nature is challenging us to be creative with schedule adjustments due to rain, excessive heat & humidity.

Board member Derek Ricci, Special Director At Large, had to resign his position due to conflicts. We wish him well and thank him for his service to the Board.

If anyone needs more Dates & Locations brochures, please let me know and I will send them to you.

We are working hard to get our convention planned out so that we can offer something for everyone who makes your fair and event so special for your guests. We have a lot of great ideas, but please see the article **"Hidden Jem's-Untapped Talent!"** Your expertise could be the special tweek we need to make this the best convention.

Please feel free to contact me or check our website if you need any forms. If you don't see what you need-let me know!

We are working with the ND Association to make some changes. These changes will be presented at the Dakota's Convention.

Be sure to tell possible events or businesses in your area about the Fairs & Celebrations organization and encourage them to become members. You are our best ambassadors!

---

### **Win a Registration to the**

### **Dakota's Convention in Nov!**

Anyone who brings in the most new memberships to the SD Association of Fairs & Celebrations between now and Nov 1<sup>st</sup>, will win one registration fee to attend the convention in Aberdeen. When you sign up a new member, be sure to have your name and event affiliation on the form to ensure credit. If you had already paid your registration fee before November 1<sup>st</sup>, it will be reimbursed. This is a great way to be able to send more people from your event to the convention; learn, network, re-energize and gather ideas for your event. Good Luck!!

## Newsletter Ad Space Available

If you are interested in advertising in our SD Association of Fairs Newsletter, there is space available! It's a great way to reach people for a low cost. These newsletters are mailed and emailed to approximately 250 people per issue; representing 40 plus fairs and celebrations. Cost is for 4 publications; covering a year. Art ready copy is needed, and the ad must be emailed in jpg format.

1/16 page (3 1/2" wide by 1 1/4" high) \$37.50

1/8 page (3 1/2" wide by 2 1/2" high) \$75.00

1/4 page (3 1/2" wide by 5" high) \$150.00

1/2 page (7 1/2" wide by 5" high) \$300.00

Please contact Georgia at [SDFairs@gmail.com](mailto:SDFairs@gmail.com) to reserve your space.



CreativeCommunityPromotionsLLC.com

CALL 308-234-5283  
417-669-0656  
or Text CCP to 80800



Providing Excellence in Sales, Service & Performance  
PROUD TO BE A PART OF **late** NETWORK

Great Live Shows... Staging, Publicity, Full Production, and On Site Presentation  
Creative Community Promotions LLC

Introducing something new for the 2019 Convention

## Best of Show

**Entry Eligibility:** Open to all non-Associate members of the Dakota's Convention. No Fee to submit entries-just complete an entry form.

### Categories

- Youth
  - 4-H
  - Activities & promotions
- Home Arts
  - Homemade arts; crafting, sewing, needlepoint, etc
  - Canning, baking, cooking, etc
  - (Nonprofessional) photography, painting, pottery, etc
- Print Advertising
  - Posters
  - Booklets
  - Clothing; Hats, t-shirts, coats
- Volunteers/Community Involvement/Partnership
  - Groups/individuals stepping up to assist/run a certain aspect of the event
- Agriculture & Farm
  - Growing
  - Equipment
  - Livestock **No living creature may be submitted.**
  - Veterinary services

**What to submit:** Depending on category, submissions may be actual products or displays from events. Where this is not feasible, storyboards, photographs on paper or digital format explanation may be submitted. If in question of size or amount that is to be entered; please contact SDAFC. No living creature may be submitted.

Entries can be submitted in more than 1 category (no limit), but there must be a completed entry form for each entry submitted.

Judging: People's Choice voting and Juried

People's Choice: 1 Overall winner. Juried: 1<sup>st</sup>, 2<sup>nd</sup> in place winner each category

**Show off what you have! This is a great way to share new ideas and best practices. We hope to see your submission!**





## Sully County Fair

*by Karen Lafurge*

The Sully County Fair will be celebrating its 97<sup>th</sup> year on August 8-11, 2019. There is so much to do during the weekend of the fair. Class reunions are scheduled during the weekend to bring Alumni back to the community. The community and school groups help with different events during the Sully County Fair.

The Barstool Boys will start out our 2019 Fair on Thursday evening. A watermelon feed and an outdoor movie at the fairgrounds will follow. Friday starts out with entering and judging of the open class exhibits, judging of the 4-H exhibits. Many activities are scheduled on Friday like the inflatable Carnival, Kid's Play Day, minute to win it games, Pedal Tractor Pull. On both Friday and Saturday night, we have the Wheat Land Lions Homemade Desserts and coffee, Cow Pattie Bingo sponsored by the American Legion, the PRCA Sutton Catfish Stampede Rodeo, and Mutton Bustin.

Saturday is our big day filled with many activities for both the kid and kid at heart. A new addition this year is the Kickball tournament and the Peterson Brothers will join us on Saturday morning. We have Kaelie's 4<sup>th</sup> Annual 5K Run/Walk, Dakota Riders Timed Event Extravaganza, the inflatable Carnival, Vendors at the Fair event, Chili/Rib Cookoff, Youth Talent Contest, poker run (with golf carts, scooters, gators, 4 wheelers), Frying pan & Tire Toss. We end the afternoon with our Chili and Rib Feed.

Sunday rounds out the event with Gospel Music, the All Faiths Community Church Service, the Alumni & Community Church Service, and the Antique Tractor Pull. The Sully County Fair Board invites you to come and enjoy our Biggest Little Fair!



## Celebrating 108 Years of Fun

*By Barb Rosane, Fall River County Fair*

Fall River County Fair, located in the very southwest corner of South Dakota, will be celebrating its 108<sup>th</sup> anniversary this year. Located in Edgemont, we draw patrons from not only from the local area, but Wyoming and Nebraska as well. Our fair is always the first full weekend of August. Besides 4-H Achievement Days, Round-Robin, Livestock Sale and Open Class exhibits, we offer a variety of events for everyone.

This year our events include Jr. Play Day, free Chuckwagon Feed, Rubber Check Race, Teen Dance, Demolition Derby, Parade, Mud Hog Wrestling, Ranch Rodeo, live band/dances, Chicken Roping, Cowboy Church and more! Beer Garden and Cook Shack to quench your thirst and fill your tummy. Come join us for all the fun you can handle!

---

### **Honor those who stand out**

With the start of our event season, be thinking about nominating those special people you work with. Awards will be presented at our Dakotas convention in November. Categories include

- Fair Person of the Year,
- Jack Hunter Award (formally known as the Associate of the Year),
- Volunteer of the Year, and
- Hall of Fame.

Complete guidelines and applications will be provided in our next newsletter. If you would like them sooner, please contact me at [sdfairs@gmail.com](mailto:sdfairs@gmail.com) or call and I will get them to you.

## SD State Youth Talent Contest

**Monday, September 2 at the SD State Fair**

We have a practice session in the morning and the contest begins at 1 pm. With the revisions to the contest, we are hoping for a great turnout of contestants. It's not too late to add a Talent Contest to your event!! SD State Fair provides a t-shirt to each contestant. We always have great sponsors for the prizes and our judges are very willing to provide great feedback to all the contestants. Our job is to educate and encourage the future of our industry.

### **South Dakota Youth Talent Program Revamped**

The Youth Talent Program has been revamped to include younger participants which offers two divisions for competition. The Youth Division is for those under the age of 13. The Teen Division takes those who are 13 to 19 years old.

Some of the new rules include consideration of groups performing, which state; should any member in the junior division be 13 or older, the entire act will be moved to the teen division.

Another change has to do with the awards being presented. The Junior Division offers 1<sup>st</sup> and 2<sup>nd</sup> place only while the Teen Division offers 1<sup>st</sup> through 3<sup>rd</sup> place of cash awards and trophies.

To have your youth talent contest sanctioned for the SD Youth Talent Program which sends your winners to State, please contact Georgia Smith at either 605.380.9743 or [sdfairs@gmail.com](mailto:sdfairs@gmail.com) to get all the information and forms needed. Also contact Georgia if you are interested in being a sponsor for the program.

Please keep in mind that when you are planning your events to include a youth talent contest. This provides an opportunity for youth to showcase their talent, provides an educational experience and allows more youth involvement at your event. If your venue doesn't have the manpower or resources to put on a talent contest, partner with another group to run it for you. If you have questions or need ideas, please contact Georgia for assistance.

## Event Day Picnic

for all SDAFC Members

**Sunday, September 1 at the SD State Fair**

Take time to relax, see familiar faces, make new friends and enjoy a free meal. Gate passes are provided. Everyone is welcome to bring door prizes too.

My sincere thank you to Gold Star Amusement for being the sponsor of this event. Our caterer is Leonard Doll from Huron who provides a delicious meal of Chicken, homemade salads, and dessert.

This is free to attend, but registration is required. The following information is needed:

Number of people attending: \_\_\_\_\_

Number of gate passes needed: \_\_\_\_\_

Number of VIP parking tickets needed: \_\_\_\_\_

Party Responding: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Best Phone #: \_\_\_\_\_

**Deadline to register is August 17, 2019** (in order to ensure that the gate passes mailed to attendees will arrive on time.)

Call, email or mail info to SDAFC,  
37971 115th St., Frederick, SD 57441  
[sdfairs@gmail.com](mailto:sdfairs@gmail.com) or 605.380.9743

### Congratulations Farm Bureau!

Farm Bureau Celebrates 100 Years this year as the Voice of Agriculture. The Farm Bureau has supported FFA, 4-H and County Fairs for years. Check out [www.fb.org](http://www.fb.org) to see their history tidbits, and various activities. Hopefully you will still have time to do something at your event to recognize the American Farm Bureau Federation for all they do!