



NEWSLETTER SEPTEMBER 2020

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CONVENTION UPDATE

The Inaugural Heartland Association of Fairs, Festivals & Events Convention to be held in-person November 2020 has been canceled. The Board of Directors has been busy putting together an educational series meeting monthly as an alternative value to our members.

Kicking off our educational series, Thursday, November 19, 2020 at 7:00pm CST is Michael Bradley, our convention keynote speaker. He will be covering Change-the Next Opportunity! Change is the very word that we all fear. This presentation outlines the impacts of the Pandemic and our future, but more importantly the opportunities for fairs. From entertainment seating, to livestock shows to the safety of our guests and staff.

Friday, November 20, 2020 at 12:00pm (CST) we will be hosting our Annual Meeting. During the Annual Meeting we will be voting on the addition/changes to our by-laws as well as introducing the Board of Directors for our 2021 fiscal year. Starting immediately, members are encouraged to bring their membership up to date by renewing their membership on-line or via mail by visiting our website www.heartlandassociationffe.com.

EDUCATIONAL SESSIONS • Save the Date!

Educational Sessions will be offered at no charge to current members as an added value to your membership! We look forward to our line-up and will continue to update and add additional sessions throughout the year.

Thursday, November 19 • 7:00pm CST

Educational Session Kickoff! Michael Bradley

Friday, November 20 • 12:00pm CST

Annual Meeting & Introduction of new Board of Directors

Thursday, December 3 • 7:00pm CST

Steps to Prepare for an Open Fair During a Pandemic
SD State Fair, Sioux Empire Fair & More!

Tuesday, January 19 • 7:00pm CST

Topic TBD

Tuesday, February 16 • 7:00pm CST

Topic TBD

PRESIDENTS ADDRESS

Corey Heiser, Heartland Association President



Greetings to all my Fair Members, Event Planners and Associate Members!

With this year being anything but normal, it seems odd that summer is wrapping up. September is nearly over and kids are back to school, in some sort of fashion.

This is typically when we are finalizing convention plans and hounding everyone for auction items or sponsorships. But, this year, our board has just made the difficult decision to cancel our in-person convention. This was a very difficult decision, but we feel this had to be done. There were quite a few factors, but two of the biggest were the health and well being of our members, and also the financial ramifications. We will be holding our Annual Meeting virtually on Friday, November 20, 2020 at 12:00pm Central. More details will be coming very soon. The board director nominations and elections will take place via email, so please watch for those instructions.

With the sad news of our convention being canceled, we are very excited to announce plans for virtual educational sessions. These will be kicked off by our Keynote Speaker, Michael Bradley, on November 19, 2020 at 7:00pm Central. From there, we will be hosting monthly educational sessions as another member benefit to our organization.

What is the phrase, “the more things change, the more they stay the same”? 2020 has sure taught us all the message of change, and it seems that nothing has stayed the same.

Please stay healthy and happy, we will get through this together.

SECRETARY REPORT

Tera Heiser, Executive Secretary/Treasurer



We are celebrating our last week of year one for the Heartland Association!

This past year has thrown us so many curve-balls and didn't go exactly as planned for many of our fair family. A few items that we, as a board, are celebrating is the strong establishment of the new Heartland Association of Fairs, Festivals and Events. Even though we will not have the opportunity to highlight our milestones in person, we will be able to connect virtually throughout the year through our educational sessions.

A few of the great things we have worked through are the new Heartland Association website, the Facebook page the combining of two organizations to create one and bringing everything together with one Executive Secretary/Treasurer for a cohesive and consistent message from the Board of Directors.

We look forward to our second year as an organization and encourage everyone to renew their memberships to continue to support, and be involved in the one and only Heartland Association of Fairs, Festivals & Events!



STAY CONNECTED!



Facebook/HeartlandAssociationFFE



HeartlandAssociationFFE.com



PO Box 181 • West Fargo, ND 58078

NOTICE TO THE MEMBERSHIP

The Heartland Association of Fairs, Festivals & Events is providing notice to the membership of changes/additions to the current by-laws in accordance to 22-1: Constitution and By-Laws of the Heartland Association of Fairs, Festivals & Events may be amended at any Annual Meeting by a majority vote of all Event Members present and eligible to vote, providing notice of such amendment has been sent (by the Association's Executive Secretary) to each member at least ten (10) business days prior to the date of the meeting. Modification of an existing proposed amendment is allowed to take place at the Annual Meeting with no additional notice.

During the Annual Meeting, held on Friday, November 20, 2020 the membership will be voting to include the following items into our By-Laws. Membership must be in good standing in order to vote. Fair, Festival or Event members must designate a voting delegate prior to the meeting.

General Items

21-6: Financial institution accounts must include all officers on the account. Each officer will be listed as signers for the account, with only one officer's signature needed per transaction.

Annual Meeting:

9-3: In the event of a pandemic or extreme/special circumstance beyond the control of the Board of Directors, the Board of Directors can move forward with a non-traditional Annual Meeting "such as virtually or using another alternative format". A 2/3's (two-thirds) majority vote of the Board of Directors must be held in order for a non-traditional Annual Meeting to take place.

VOTING

4. Event Members

4-3: Elected voting delegate must be made in-person connected to the meeting in the format the meeting is provided. Thus meaning, if the meeting is held in-person, the voting delegate must be on-site where the meeting is held in order to vote. If the meeting is held virtually, digitally, or by phone, the voting delegate must be present through the format offered in order to cast their vote.

Board Positions up for Election: IMPORTANT DATES

The following Board of Director District positions are up for re-election for the 2021 fiscal year. District 2 (two), District 4 (four) and District 6 (six). There is also 1 (one) Associate Director position that is up for re-election. A failure to nominate or elect a district representative will result in the Board of Directors appointing a director at large to fill the vacancy. The Board of Directors has approved the following time-line:

Now - November 1, 2020

Membership Renewals for 2021 required for nominating and voting for director positions. Memberships must be in good standing for voting.

October 1 - November 1, 2020

Nominations for District 2, District 4, District 6 and Associate Director Board Positions accepted.

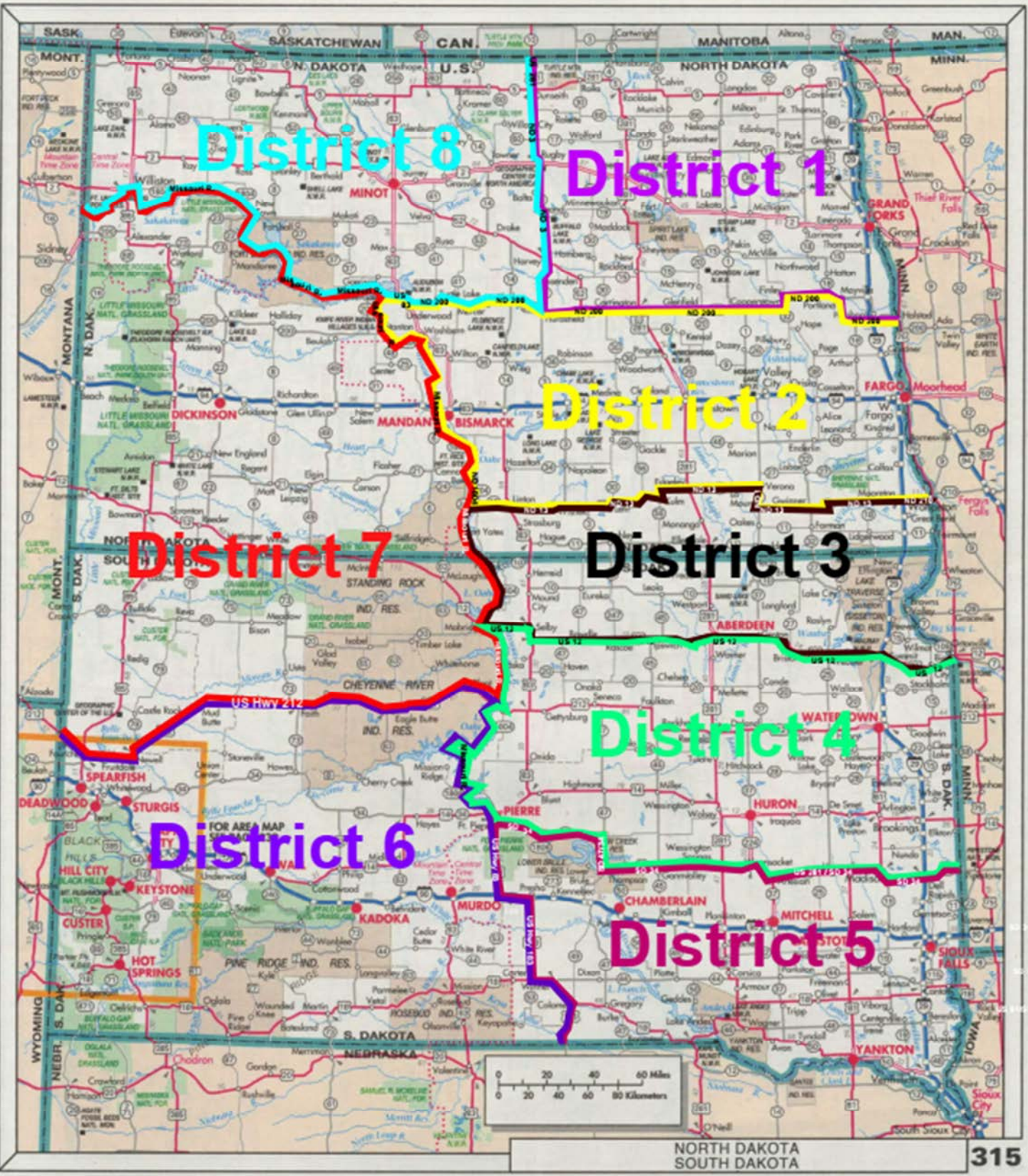
November 2 - November 13, 2020

Voting for District 2, District 4, District 6 and Associate Director Board Positions accepted.

November 20, 2020 • Annual Meeting

Introduction of the new Board of Directors

If you are unsure of what district your fair, festival or event falls into, please contact Tera at secretary@heartlandassociationffe.com.



The association has discontinued printed and mailed copies of the newsletter. Digital newsletters are available for viewing, downloading and printing on the website at HeartlandAssociationFFE.com/Membership



HEARTLAND ASSOCIATION OF FAIRS, FESTIVALS AND EVENTS
Membership Application

2020 – 2021 Fiscal Year
(October 1, 2020 through September 30, 2021)

Name of Fair/Festival/Event: _____

Secretary/Manager Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone: (Day) _____

(Evening) _____

E-Mail Address _____

Dates of Fair/Festival/Event for 2021: _____

Name of City where Fair/Celebration/Event is located: _____

Attendance: _____

Name of Carnival contacted for the coming year: _____

Important Information on Membership Fees:

Dues are \$35 a day for each day of your event.

Total Dues Enclosed: _____

Return this form along with payment to:

Heartland Association of Fairs, Festivals & Events • PO Box 181 • West Fargo, ND 58078

Your Support and Membership Are Appreciated. Thank You!



ASSOCIATE MEMBERSHIP

HEARTLAND ASSOCIATION OF FAIRS, FESTIVALS & EVENTS

Please fill out the application and return it, with your membership dues, to the address below.

Name of Organization or Agency: _____

Name of Representative: _____

Address: _____ City/State/Zip _____

Office Number: _____ Cell: _____ Fax Number: _____

Email(s): _____ Website: _____

Nature of Business: _____

Please check **ONE** box of listing you prefer your business listed under in our Membership Brochure:

- Animal/Rodeos Concessions Mobile Amusement Business Artist Entertainment
- Public Fireworks Entertainment Awards, Ribbons, Promos Insurance Services & Supplies
- Commercial Display Media Sound & Lights

- **Would you be interested in placing an ad in of our brochures or newsletter?**

Dates & Location Brochure _____ Newsletter _____ Other _____ *(information & prices will be sent to by email)*

- **Would you be interested in being contacted for sponsorship opportunities?**

Youth Talent _____ Convention _____ Mailings _____ Printings _____ Educational Sessions _____ Other _____

TOTAL ASSOCIATE MEMBERSHIP DUES: \$100 per year or \$160 for 2-year commitment.

_____ 2021 Membership (October 1, 2020 – September 30, 2021)

_____ 2022 Membership (October 1, 2021 – September 30, 2022)

Total Enclosed \$ _____

Please return this form with your check to:

Heartland Association of Fairs, Festivals & Events
PO Box 181
West Fargo, ND 58078

THANK YOU FOR YOUR SUPPORT AND MEMBERSHIP!

State Fair officials implementing safety measures to welcome fair goers

Written By: Sam Fosness | Sep 1st 2020 - 3pm

Despite the risks that come with hosting large events in the midst of coronavirus, South Dakota State Fair officials are confident their safety measures will keep attendees safe.

From signage encouraging social distancing to staggered tables spread out for fair food lovers, the State Fair may look a bit different this year with the pandemic lingering.

“The health and safety of our fair goers and visitors is top priority,” said Candi Briley, assistant manager of the State Fair. “We have a number of health and safety measures that we will be implementing, and we are hoping for a fun and safe fair.”

To implement the most effective safety precautions at this year’s 135th annual State Fair in Huron, fair officials have been working closely with the state Department of Health.

Briley has found a way to make social distancing signs a little fun. Staying true to the theme of the State Fair, Briley said the signage will have a comical twist in hopes to catch more fair goers attention.

“We want to keep everything fair-friendly, and one of our signs talks about keeping six feet away from each other, which should be the length of about six corn dogs,” Briley said. “The signs will be along the entryways and around the fairgrounds. Reminding people to social distance is the key.”

According to Briley, there will be a designated sanitation crew tasked with deep cleaning various areas throughout the fairgrounds. In addition, fair crew members will have access to COVID-19 testing during and after the event through the help of local healthcare professionals.

“They will be continually cleaning, especially in those high contact areas, so we will be cleaning those often,” Briley said.

On average, the State Fair sees upward of 200,000. While Briley anticipates the attendance for this year’s State Fair to drop a bit, she is proud that the festivities will go on, which kicks off Sept. 3 and wraps up Sept. 7.

Briley said fair officials are closely monitoring the COVID-19 case numbers in South Dakota, and will continue to do so during the week-long event. Although the state saw its highest single-day increase of coronavirus cases since the start of the pandemic on Aug. 22 with 251, Briley said the fair is moving full steam ahead. However, she emphasized that fair officials are remaining flexible if an outbreak were to occur.

“We have kept our planning flexible to respond to different things as needed to be prepared in that manner,” Briley said.

On the food side of the fair, Briley said tables will be staggered around with enough distance for fair goers to sit down and enjoy the wide variety of food vendors. The vendors are also being asked to keep self-serve condiments behind their counters to cut down on hand to hand contact among customers.

Considering the fair is an outdoor event, it provides more space for social distancing, which Briley hopes will help attendees practice the safety measures fair officials are encouraging.

“You do hear events being held outside allow for people to distance themselves more, but we want to do everything we can to keep everyone safe” Briley said.

Regardless of the risks that fair officials are taking on with hosting the event, Briley hopes the fair provides the type of fun experience for all who attend.

“We’re looking forward to putting on the best fair that we possibly can,” Briley said.



The Carnival at the South Dakota State Fair in Huron. Matt Gade / Forum News Service



Board of Directors

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Associate Director

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Fargo, ND 58104

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Associate Director

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Park River, ND 58270

District 2 – Rod Wilhelm

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Jamestown, ND 58402

District 3 – Todd Flynn

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Ellendale, ND 58436

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