



Heartland
 Association of
 Fairs • Festivals • Events

NEWSLETTER JUNE 2020

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PRESIDENTS ADDRESS

Corey Heiser, Heartland Association President

Happy Summer to all my Heartland Association Friends!

“Normally,” which seems does not have a true meaning anymore, we would all be closing in on our Fairs and Festivals or enjoying those same events. But, with our current situation, many of us are making decisions and preparations we did not think possible. Many of you have canceled or postponed your fair or event. I am sorry that you all have had to make that decision. As an industry, we all know that those decisions are not taken lightly and only made in a “need” situation. If you have canceled, what better time to investigate different opportunities to utilize your space or perhaps start researching additional ways to entertain or provide for your guests and attendees for next year.



To those of you that are still moving ahead with the event, I know you are all working harder than before figuring out how to prepare with the “new normal”. There are many additional guidelines and concerns that we have never had to experience. Please take a look at our website, HeartlandAssociationFFE.com for a resource. Links are provided to additional tools.

As a board, we have been extremely busy planning the convention and doing our due diligence on the transition. Be sure to add November 19-21st, 2020 in your calendar to attend the inaugural convention. We plan to have a full schedule of breakouts, round-tables, trade-show opportunities and some awesome showcases. Keep checking the website or our Facebook page for updates.

As part of the transition, we have hired, Tera Heiser, as our new executive secretary. Make sure to welcome her by sending an email secretary@heartlandassociationffe.com. If you have questions, concerns or just want to talk events, she is always available to help.

While we are very excited to welcome Tera, we would all be foolish to not extend a very heartfelt thank you to Dale and Georgia. They both have been very instrumental in getting the Heartland Association up and running. They both continue to be a great resource as we move forward.

I am hoping that each of you can find some positives and enjoy the beautiful region that we live in. The grass has turned green and the birds are chirping!

ASSOCIATES CORNER

Holly Kennedy, Associate Director

Being an associate in a newly formed fair association definitely has its challenges, however with the merger of North Dakota and South Dakota, a new and improved association it brings with it both some familiar things and a few new ones.

One of the key benefits is the borders of Heartland Association extend out to all the surrounding states, so that means the outreach to fairs in Minnesota, Wyoming, Nebraska and Montana are right there among those that can and do now, belong to Heartland Association.

How many times have we provided a service for a fair on the border of two states and been asked if we would come to a nearby fair that is in another state? Those fairs will also be attending our convention and that means a whole bunch of new faces and friends. I know one thing that was commented on during our last convention was how many of the fair boards have new, young faces. Between the fairs joining us from other states and the trend of the old guard leaving those fairs that we have served for so many years, we have a great many new people to connect with and serve, through Heartland Association.

If there was ever a time for associates to make changes, expansions and improvements to their act or service now is the time. With the Covid 19 situation some of us have been forced to say goodbye to some pieces, and replace them with things that are more CDC friendly. Your new addition may be something you have had in the back of your mind for years, it might be something that you are going to be pressured to change because of what they are now calling our “new normal”, it might be a new piece of equipment or a new prop. If there was ever a time that was open to change, we are in it. Good luck to all of us as we meet these new challenges with the creativity and foresight, and a little bravery, that we have always shown in serving all fairs.



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

“Leveraging my background as a meteorologist, along with my interpersonal relationship skills, I knew that the insureds in this market could be better served”



Robert Holmes, Spectrum Weather and Specialty Insurance, Named Top Weather Insurance Broker by Insurance Business America.

Nominated by his agent partners and colleagues, Mr. Holmes possesses unique insights and highly developed skill sets tailored to weather and event cancellation insurance applications, which he uses to help clients secure the best coverage possible. By staying abreast of trending topics and changes he ensures his clients are given the best combination of care and coverage.

Robert Holmes began his career as a meteorologist at the University of Wisconsin-Madison’s Space Science and Engineering Center, studying the weather of Antarctica. During his time there, he earned awards from the National Science Foundation and the US Navy and, in 1999, had an Antarctic geographical feature, Holmes Ridge, named in his honor by the United States Geological Survey.

After 10 years, Holmes left academia and joined a hedge-fund-owned weather derivatives trading business. In 2008, he created a weather insurance agency designed to facilitate the sale of weather-based policies. Three years later, he founded his own brokerage, Spectrum Weather and Specialty Insurance. Since its inception, Spectrum has been all about customer service and creating innovative solutions to the issues that plague those with financial exposure to weather. “Leveraging my background as a meteorologist, along with my interpersonal relationship skills, I knew that the insureds in this market could be better served,” Holmes says. I’m humbled to be included with the forty-six others as this year’s honorees.



SPECTRUM Weather and Specialty Insurance **First-Time Attendee SCHOLARSHIP**

**Want to attend the Inaugural Heartland Association of Fairs, Festivals & Events?
Here's your opportunity!**

Spectrum Weather and Specialty Insurance is offering
a **\$500 SCHOLARSHIP** to a fair, festival or event representative!

Criteria is simple!

- Member of the Heartland Association
- Representative of a Fair, Festival or Event with 25,000 or less attendance
 - Representative constitutes Board Member, Fair (Event) Manager or Fair (Event) Staff Member
- Must not have attended the any of the ND/SD Fairs Conventions in the Past Three Years

Applications are available at:

Website: HeartlandAssociationFFE.com/2020-Convention and SpectrumWeatherInsurance.com

Facebook: Heartland Association, Spectrum Insurance, Robert Holmes

Applications will be accepted through August 31, 2020, and recipient will be notified directly from Robert Holmes, Spectrum Insurance!



UPCOMING EVENTS

Our member fairs, festivals and events are changing frequently in 2020! Our association is working hard to communicate the latest dates and event listings as possible. In order to help facilitate these changes an event tab has been added to the Heartland Association website for reference, it is updated as we receive new information regarding your event status. Please visit HeartlandAssociationFFE.com/Events/List for event information.

Please send your event updates and changes to Tera via email at secretary@heartlandassociationffe.com.

STAY CONNECTED!



Facebook/[HeartlandAssociationFFE](https://www.facebook.com/HeartlandAssociationFFE)



HeartlandAssociationFFE.com



PO Box 181 • West Fargo, ND 58078



Photo provided by Stutsman County Fair
"We were honored to have Miss North Dakota and Miss Rodeo North Dakota present."
Pictured from Left to Right

Back: Pat Stockert, Chad Gullickson,
Dennis Mickelson, Rod Wilhelm
Middle: Marv Frey, Al Lindberg, Mike Williams,
Jason Connolly,
Front: Miss North Dakota 2019 Haley Wolfe,
Miss Rodeo North Dakota 2019 Kara Berntson!

SECRETARY REPORT



I just wanted to take a minute to say good bye and thank you for the wonderful 2 years I've had as your Secretary; with SDAFC and Co-Secretary with the Heartland Association.

You are all wonderful people who are doing a fabulous job creating priceless memories for young and old alike. On a good year you face challenges with budgets, volunteers/staff, weather and regulations; but you all do it with a smile on your face, positive attitudes, exhaustion in your bones, multiple tasks on your mind and joy in your hearts from being able to be a part of something bigger than you. This is not a good year, but I am confident you will do what you can; as safely as you can and come back swinging-bigger and better!

If you need to reach me, I can be contacted at geosmith9743@gmail.com. My cell phone number is still 605.380.9743 and my address is still 37971 115th St, Frederick, SD 57441.

Its been my pleasure to work with you and get to know you. Take care and be safe!! Georgia Smith



Photo courtesy of Fargo Convention & Visitors Bureau (2016)

Tera Heiser, Executive Secretary/Treasurer

As of May 1, 2020, the Heartland Association appointed myself, Tera Heiser, the official Inaugural Executive Secretary/Treasurer of the organization. To say that I am honored to be integral part of the Heartland Association wouldn't be giving it justice. Following the leadership of the past co-inter-rum executive secretaries, Georgia Smith and Dale Hildebrant will definitely be challenging to fill their shoes. Challenge accepted!

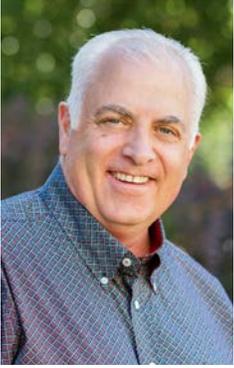
You may recognize me from previous conventions as a representative for Games Galore Party Rental, or as a member of the organization helping to update the ND Association of Fairs website. Over the years I've also had the opportunity to co-host a few round table discussions.

As we to build upon two wonderful past organizations with the new Heartland Association of Fairs, Festivals & Events I look forward to helping facilitate the purpose of educating, encouraging & supporting fairs, expositions, festivals & community-based events!

With that I would like to announce the Inaugural Heartland Association of Fairs, Festivals & Events 2020 Convention Theme "Together Towards Tomorrow!"

If you have any questions about membership, sponsorship opportunities, the new Heartland Association 2020 Convention, and anything else having to do with the Association, I can be reached at 701-866-4907 or secretary@heartlandassociationffe.com.

CONVENTION UPDATE - SPEAKER HIGHLIGHT



Michael Bradley from MHB Productions, Granite Bay, CA will be presenting, Thursday, November 19, 2020.

Bradley operates MHB Productions, a management consulting business and is an active keynote speaker addressing a wide range of subjects including Visionary Fair Programming, fundraising, leadership, youth development, agriculture awareness and education as well as issues related to fairs and festivals throughout North America. He has traveled to Hong Kong, South Korea and mainland China on behalf of several Universities and the IAFE to develop training programs for exposition professionals in Asia.

Michael served as the Chief Executive Officer of the California Mid State Fair and Paso Robles Event Center from 2016- 2020. The annual fair attracts more than 425,000 guests in 12 days and features World Class Entertainment, livestock shows, rodeo, horse shows, agricultural programming, 4-H and FFA events, fine arts, exhibits, commerce and technology features, extensive food and beverage sales, carnival operations and diverse community activities which recognize the important contributions of the region. Bradley added more than \$5.1 million in capital improvements to the property during his tenure and doubled sponsorship revenues.

Bradley is a recipient of the Western Fairs Association (WFA) Blue Ribbon Award and was as recognized by the California Foundation for Agriculture in the Classroom with the Outstanding Public Service Award. The Livestock Market Digest has identified Bradley as being one of the 25 individuals, businesses and organizations who are making a difference for the American Livestock Industry. This Digest recognition came as a result of Bradley's leadership in creating and developing the world's first DNA Testing Program to be used at a livestock exposition and his development of the nationally recognized Champion Challenge Competition.

He is the inaugural recipient and namesake of "The Bradley Award" for Lifetime Achievement by the Friends of the California State Fair. In 2013 he was honored with the Agricultural Progress Award for Innovation presented by the Board of Directors of the California Exposition and State Fair.

Bradley is a current board member and Past Chairman for the California FFA Foundation. He has served as a Board Member of the Western Fairs Association and Travel Paso (a Destination Marketing Organization). He currently is an active Board member of the San Luis Obispo County YMCA and the Central Coast Economic Forecast Committee. He is a 29-year member of the Advisory Committee for the Animal Science Department at California Polytechnic State University, San Luis Obispo and a founding Board Member of the Kautz Ironstone Concours Foundation. Bradley also serves as a member of the California Department of Food and Agriculture Fairs Advisory Committee.

Michael and his wife Kimberly have three sons.

Michael Bradley's full bio is located on the website, HeartlandAssociationFFE.com/2020-Convention.

Save the Date!

**Inaugural Heartland Association of Fairs, Festivals & Events Convention
November 19-21 at the Grand International Hotel in Minot, North Dakota!**



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