



NEWSLETTER NOVEMBER 2020

Happy
Thanksgiving

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EDUCATIONAL SESSIONS • Save the Date!

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

Be sure that you are checking your emails (junk and spam folders) for links to the educational sessions. Links will also be posted on our Facebook page > HeartlandAssociationFFE

Thursday, December 3 • 7:00pm CST

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

Thank you to Creative Community Promotions LLC for sponsoring tonight.

Showcases: Liz Gregory Talent • Jessica Lynn Witty
DownTown Events • Mickey Utley

Tuesday, January 19 • 7:00pm CST

Contracts following a pandemic.... what changes have been made?

Showcases: Bear Creek Productions • Marty Davis
Creative Community Promotions LLC • Sting Ray Anthony
Horizon Talent • IV Play

Tuesday, February 16 • 7:00pm CST

Topic TBD

Showcase: Winterset Concert Events • ZZ-3

Thursday, March 18 • 7:00pm CST

Topic TBD

Thank you to those that showcased on November 19th:

Creative Community Promotions

• Mike Walker

GL Berg • Kenny Ahern

Carlson Talent • Dariann Leigh

COMING SOON!



A chance for open discussion!
First Date and Time will be
announced at the December 3rd
Educational Session!

PRESIDENTS ADDRESS

Corey Heiser, Heartland Association President



Greetings to all my fellow Fair, Festival, Event and Associate Friends!

I hope you were all able to attend some of our virtual substitutions for a convention last week. On Thursday, we had our keynote speaker, Michael Bradley. Michael provided some fantastic ideas on how and what the fairs may look like heading into the future. With so many changes over the past year, it was nice to focus on the future. And most importantly, looking at Fairs and Events going forward. With the keynote speaker, we had some fantastic showcases. GL Berg presented Kenny Ahern, Carson Talent Agency presented Dariann Leigh and Creative Community Promotions presented Mike Walker. Thank you to those agencies and acts for providing some entertainment!

Then on Friday, many of you attended our inaugural annual meeting. While I would have much rather seen all of you in person, we were able to get through virtually. There were some highlights that stood out to me. First and foremost was getting the district boundaries to extend beyond the Dakotas. For the growth of the organization, this was a much-needed process to be completed. This brings me to another highlight, having participation of members from outside the Dakotas. It was very exciting to have Kara from Weston County Fair in Wyoming and Jodi/Don participate from Norman County in Minnesota. The original idea of the Heartland Association was to expand beyond the Dakotas, and it clear to see this is happening.

To start our second year of existence, I would be foolish to not thank the hard work of our board of directors. There has been so much accomplished in such a short time. If you have any questions, comments, or ideas on how to make this organization better, please contact myself or the appropriate board member listed on the following page.

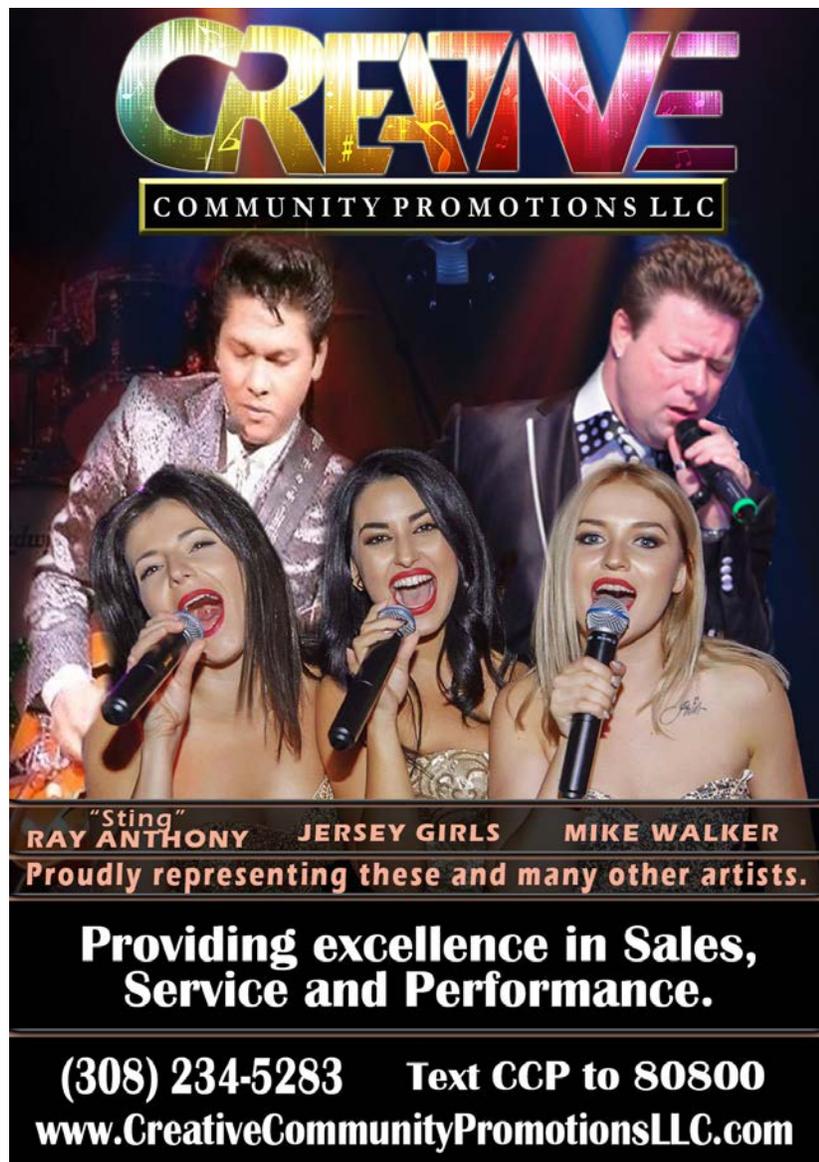
Do not forget to attend our Virtual Education Session on December 3rd. We have some fantastic presenters in Peggy from the SD State Fair and Scott from the Sioux Empire Fair. They will be discussing how they operated their fairs during a pandemic. Some fantastic ideas will be shared, I am sure!

Each and everyone of you, have a Happy Thanksgiving!



STAY CONNECTED!

-  Facebook/HeartlandAssociationFFE
-  HeartlandAssociationFFE.com
-  PO Box 181 • West Fargo, ND 58078



CREATIVE
COMMUNITY PROMOTIONS LLC

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Board of Directors

President - Corey Heiser

Email: corey@fargo-games-galore.com

Associate Director (term expires November 2022)

922 40th Ave. N.

Cell: 701-361-1331

Fargo, ND 58104

President Elect - Holly Russell

Email: hrussell@tmsomaha.com

Associate Director (term expires November 2021)

TMS 7510 Burlington Street Omaha, NE 68127

office: 531-222-8448; 402-592-5522 (Cell) 402-416-1677

Associate Director - Holly Wade

Email: missbowstheclown@gmail.com

(term expires November 2023)

115 Franklin St.

Cell: 605-430-6445 (text)

Rapid City, SD 57701

District 1 – Brad Brummond

Email: bradley.brummond@ndsu.edu

(term expires November 2022)

101 County Rd 12B

701-284-6248 Cell: 701-331-1121

Park River, ND 58270

District 2 – Rod Wilhelm

Email: rwilhelm@donwilhelm.com

(term expires November 2023)

PO Box 1390

800-450-2950 Cell: 701-269-1961

Jamestown, ND 58402

District 3 – Todd Flynn

Email: toddallenflynn@gmail.com

(term expires November 2021)

8123 96th St. SE

Cell: 701-535-1191

Ellendale, ND 58436

District 4 – Candi Briley

Email: candi.briley@state.sd.us

(term expires November 2023)

PO Box 593

605-353-7354 Cell: 605-680-5009

Huron, SD 57350

District 5 – Dana Matthies

Email: djmatthies19@gmail.com

(term expires November 2022)

27008 455th Ave

Cell: 605-929-6700

Parker, SD 57053

District 6 – Kara Fladstol

Email: kara@westoncountyfair.com

(term expires November 2023)

24 Fairgrounds Rd

307-746-8806

Newcastle, WY 82701

District 7 – Laura Benz

Email: lbenz@beu.midco.net

(term expires November 2021)

PO Box 26

weekdays-701-873-5124 Cell: 701-870-4508

Beulah, ND 58523

District 8 – Shelly Parish

Email: shelly@ndstatefair.com

(term expires November 2022)

PO Box 1796

701-857-7620 Cell: 701-240-0617

Minot, ND 58702

Executive Secretary/Treasurer

Tera Heiser

Email: secretary@heartlandassociationffe.com

PO Box 181

Cell: 701-866-4907

West Fargo, ND 58078

SECRETARY REPORT

Tera Heiser, Executive Secretary/Treasurer

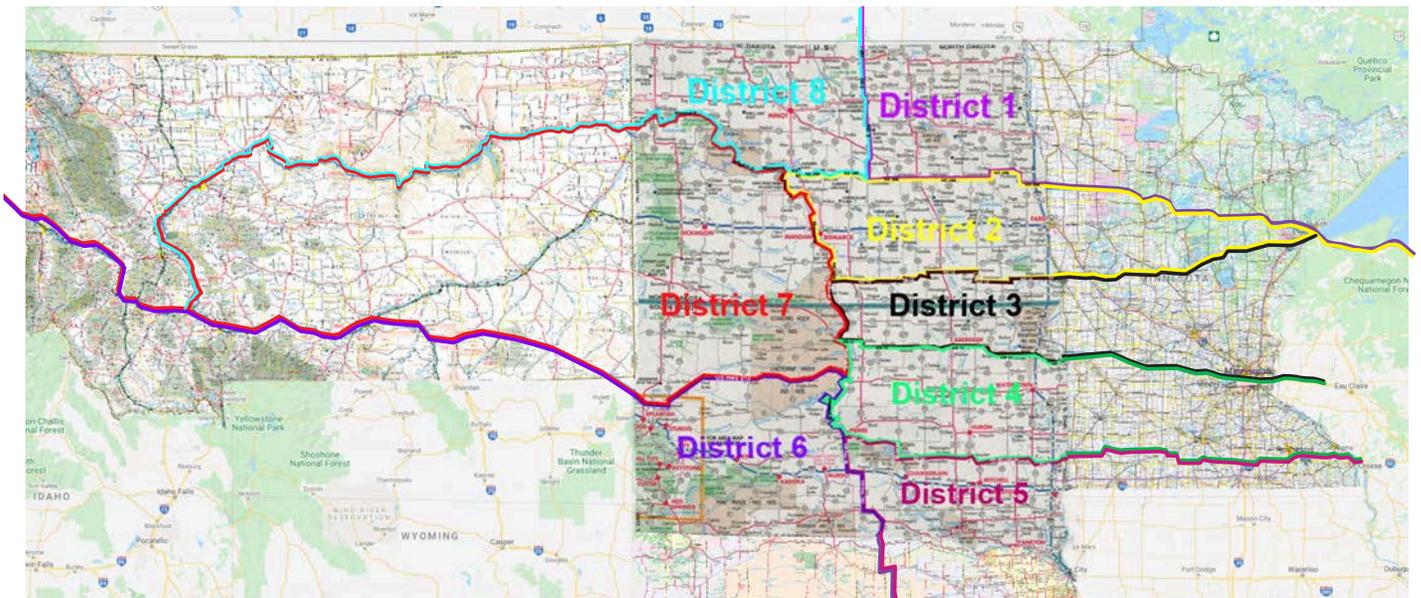
We have officially entered our second year as an organization! With our inaugural annual meeting behind us, we look to the future and continue planning our virtual educational sessions and annual convention!



During the Annual Meeting, held virtually, on Friday, November 20th the membership voted on the extensions of our current district lines for clarity with incoming fair, festival & event members, from the neighboring states and beyond, of North and South Dakota. Opening our organization and borders to other states provides our membership more opportunities to share ideas, routing of acts and carnivals as well as grow our fair family just a bit more!

As an organization we have welcomed the Norman County Fair, Ada, MN (District 2), Weston County Fair, Newcastle, WY (District 6), Daniels County Fair, Scoby, MT and Sheridan County Fair, Plentywood, MT (both District 8).

If you interact with fairs, festivals and events beyond the North and South Dakota borders, please share with them the opportunity to become a part of the Heartland Association.



ASSOCIATES CORNER

Corey Heiser, Games Galore Party Rental President



As an associate, I always ask myself if I'm getting the most out of my membership. Most always, there are many things that are available that I haven't taken advantage of. Have I participated in the online meetings?

Have I browsed through the website and checked fair dates and whether or not the event lists a carnival? Those are some of the first things to think of, but what about some of the other opportunities that truly separate myself from the field.

Did you know you can advertise in the newsletters?

How about being the presenting sponsor of an educational session?

The association is always looking for sponsors and article ideas. Such as the one I'm writing now. In order to make the most of your membership, find ways to get involved. It can be good for business and also good for the association.



2020/2021 Heartland Association

Sponsorship Recognition and Ad Options

Virtual Educational Session Sponsorship Options

\$500 Blue Ribbon

- Everything from Red Ribbon plus+
- One conference registration for 2021
- Upgrade to two half-page ads in upcoming e-Newsletters of your choice

\$250 Red Ribbon

- Everything from Green Ribbon plus+
- 2-minute elevator pitch prior to introducing speaker
- Quarter- Page Ad in upcoming e-Newsletter

\$150 Green Ribbon

- Logo included in email communications tied to educational session
- Recognition during the educational session that you are sponsoring
- Facebook post announcing educational session partnership

\$75 Social Media Marketing

- Exclusive Email Ad promoting your organization on date of your choice
- Facebook Post promoting your organization on date of your choice

Newsletter Ads (artwork must be supplied by organization as a print ready pdf)

- \$50 – Quarter Page Full Color Ad in Newsletter (4.5"x5.5", 8.5"x2.75" or 2.25"x11")
- \$125 – Half Page Full Color Ad in Newsletter (8.5"x5.5" or 4.25"x11")
- \$250 – Full Page Full Color Ad in Newsletter (8.5"x11")

All Green, Red and Blue Sponsors will be listed on the website under 2020 Convention (Educational Sessions). We are limited to 2 (two) sponsors per educational session. Choice of educational session/date of your choice based on receipt of sponsorship application, first come first served.



2020/2021 Heartland Association

Sponsorship Recognition and Ad Options

If you are interested in becoming a sponsor, or other advertising opportunities please return this form to Tera at secretary@heartlandassociationffe.com.

Thank you for your consideration.

Organization Name: _____

Contact Person: _____

Address: _____ City/State/Zip: _____

Website: _____ Facebook Page: _____

Virtual Educational Session Sponsorship Options

- \$500 Blue Ribbon Sponsor
- \$250 Red Ribbon Sponsor
- \$150 Green Ribbon Sponsor

Social Media Advertising

- \$75 Social Media Advertising

Newsletter Ads

- \$50 – Quarter Page Ad
- \$125 – Half Page Ad
- \$250 – Full Page Ad

Amount of Contribution: \$ _____

Send Payment to HAFPE, PO BOX 181, West Fargo, ND 58078