



Fairly Speaking

PO Box 786
Augusta, Maine 04432-0786

Maine Association
of Agricultural Fairs

June 2010

ARE YOU READY ??

Winter is just a memory, Spring is nearly over, and this means Agricultural Fairs are not far behind. This year the Maine Fair Season starts the first weekend in June with our newest licensed fair THE MAINE FIBER FROLIC. This venue has been operating over 10 years on the Windsor Fairgrounds. As you might imagine the focus of this Fair is fiber bearing animals and the by products of these animals.

The Fourth of July weekend features the Houlton Fair number 1 of 25 Maine Agricultural Fairs ending in October for everyone to enjoy.

Things Happen Fast in Our Business



This is the barn built at the Springfield Fair during the summer of 2009, and used during the Labor Day Weekend Fair.

AND ALONG CAME MOTHER NATURE

AND A HEAVY APRIL 2010 WIND STORM

Now this is what Kirk Ritchie and John Krapf found after the Storm



Our Web Site www.maineairs.org

If you haven't visited the MAAF website yet, take a look. You'll find a copy of the latest newsletter-Fair listings--Board of Directors listing—Links to other sites—a section called News where we will try to update events and news as they happen.

If you are not receiving this newsletter by e mail and want to, send your e mail address to fred.lunt@maine.gov. You'll save your Association postage, get the letter in color, and you won't have wait for it to arrive in the mail..

2010 Agricultural Fair

June

5-6 Maine Fiber Frolic

Windsor Fairgrounds-Windsor, ME

Nancy Williams

13 Robinson Rd.

Waldoboro, ME 04572

Tel: (207)832-5162

www.fiberfrolic.com

JULY

1-4 Houlton Fair—Houlton

Paul Cleary

PO Box 403

Houlton, Maine 04730

Tel: (207) 694-1298

www.houltonfair.com

8-11 Ossipee Valley Fair—So.

Hiram

Kathleen Haley

Box 548

Limington, Maine

Tel: (207) 793-8434

www.ossipeevalleyfair.com

16-18 Waterford World's Fair—

North Waterford

Lucille J. Millett

PO Box 174

North Waterford, Maine 04287

Tel: (207) 514-0333

22-25 Pittston Fair—Pittston

Debbie Truman

PO Box 351

Gardiner, Maine 04345-0351

Tel: (207) 582-7791 or

(207)582-4969

28-31 Monmouth Fair—

Monmouth

Laura Foulke

PO Box 327

Monmouth, Maine 04259

Tel: (207) 933-2249

www.monmouthgrows.com/monmouthfair

AUGUST

30-Aug 8 Bangor State Fair—

Bangor, Maine

Mike Dyer

100 Dutton Street

Bangor, Maine 04401

Tel: (207) 947-5555

www.bangorstatefair.com

AUGUST

Jul 30-Aug 7 Northern Maine

Fair—Presque Isle

Andrew Leblanc

PO Box 804

Presque Isle, Maine 04769-0804

Tel: (207) 769-2258

www.northernmainefairgrounds.com

6-8 Athens Wesserunnett Valley Fair

Athens

Stacy Paradis

PO Box 111

Athens, Maine 04912

Tel: (207) 474-8265

8-14 Topsham Fair—Topsham

Leon Brilliant

30 Vahaila Drive

Topsham, Maine 04086

Tel: (207) 798-0892

www.topshamfair.net

12-21 Skowhegan State Fair—Skowhegan

PO Box 39

Skowhegan, Maine 04976-0039

Tel: (207) 474-2947

www.skowheganstatefair.com

21-28 Union Fair—Union

John Crabtree

523 Western Road

Warren, Maine 04864

Tel: (207) 273-2465

www.unionfair.org

26-29 Piscataquis Valley Fair—Dover-Foxcroft

Deanne Merrill

PO Box 197

Dover-Foxcroft, Maine 04426

Tel: (207) 943-2650

www.piscataquisvalleyfair.com

26-29 Acton Fair—Acton

Lista Staples

178 Nason Road

Shapleigh, Maine 04076

Tel: (207) 324-1250 or 636-2026

www.actonfair.net

Notice to Anyone using 4-H Name or Emblem

Notice has come from Fair Publishing House stating that a royalty fee will be put on all orders for items using the 4-H name or emblem. This is the result of the U.S. Department of Agriculture's letter stipulating that the 4-H name and emblem are protected under federal statute and that permission has to be granted before a company can use 4-H items. What this means to the Fairs is that any order for items using the 4-H name etc. will have a 10% royalty fee of the gross receipts of the sale added to the cost.

Lisa Phelps, Program Administrator, Maine Cooperative Extension has told us that if Maine Fairs are dealing with a Maine company she can give the Maine company permission to use the 4-H name etc and work out the royalty fee. If any Fair has a issue with this please contact Fred Lunt at the Department of Agriculture at (207)287-7634.

Many nonprofits may lose tax-exempt status

Many nonprofits are losing their tax-exempt status because they haven't filed a new form with the Internal Revenue Service. Congress required a form 990-N be filed by May 17, 2010. It is likely that most nonprofits are not aware of the deadline. It applies only to groups that report \$25,000.00 or less in income. Organizations may not find out until January 1, 2011, that they have to pay taxes on donations they thought were exempt. **Check with your tax person to be sure your are not one of the nonprofits that have lost your tax exempt status.**

Dates to remember

June 12, 2010 , Ground Round, Augusta, ME, MAAF Board of Director's meeting

July 10, 2010 , Ossipee Fairgrounds, MAAF Board of Director's meeting

November 29 to December 2, IAFE Annual Convention, Las Vegas

January 27,28,29, 2011 Holiday Inn by the Bay Portland, ME, MAAF Annual meeting,

SEPTEMBER

Aug29-Sept 6 Windsor Fair—Windsor

Lincoln Orff
PO Box 971

Jefferson, Maine 04349-0971

Tel: (207) 549-7121

www.windsorfair.com

2-6 Blue Hill Fair—Blue Hill
Robert Eaton

PO Box 390

Blue Hill, Maine 04614-0390

Tel: (207) 374-3701

www.bluehillfair.com

3-6 Springfield Fair—Springfield

Kirk Ritchie
PO Box 342

Lee, Maine 04455

Tel: (207) 738-2888

www.thespringfieldfair.com

3-6 Harmony Free Fair—Harmony

Mel Chadbourne

177 Chadbourne Road

Harmony, Maine 04942

Tel: (207) 683-5873

www.harmonyfreefair.org

9-12 Clinton Lions Fair—Clinton

Jon Whitten, Sr.

12 McNally Road

Clinton, Maine 04729

Tel: (207) 426-8013

www.clintonlionsfair.com

10-12 Litchfield Fair—Litchfield

Charles Smith.
279 Main St

Lisbon Falls, Maine 04252

Tel: (207) 353-8105

Email: walkingman1@fairpoint.net

In Memory



Lisa Cunliffe, a Director on the MAAF Board, passed away on March 23, 2010. Lisa was employed by the State of Maine Planning Office, Augusta, Me. She was also a trustee of the Monmouth Fair.

IAFE Zone 1 & 2 Meeting

A combined meeting of Zones 1 and 2 of the IAFE was held in Springfield, MA, April 29 to May 1, 2010. Representatives from Maine to Florida attended this conference which was hosted by the Eastern States Exposition of West Springfield, MA. Approximately 250 people attended eight were from Maine. These zone meetings provide an excellent opportunity to learn more about the fair business, No matter what size fair you are from. The topics of the presentations and round table discussions included such things as, using technology to enhance the experience of fair goers, the importance of sponsorship and developing a good relationship with your community. By far, the subject most discussed was that of social media and the importance of it to our fairs. Future newsletters will include more information on this topic.

IAFE Zone 1 & 2 Meeting —Photos by Hope



Critters under foot



Enjoying the Cruise

12-18 Oxford County Fair—Oxford

PO Box 193

Norway, Maine 04268

Tel: (207) 743-9594

www.oxfordcountyfair.com

17-19 New Portland Lion's Fair—N. New Portland

John Duff

5 Winter Drive

Embden, Maine 04958

Tel: (207) 566-5722

19-25 Farmington Fair—Farmington

Neal Yeaton

PO Box 652

Farmington, Maine 04938-0652

Tel: (207)778-6083

24-26 Common Ground Fair—Unity

PO Box 170

Unity, Maine 04988-0170

Tel: (207) 568-4142

www.mofga.org

26-Oct 2 Cumberland Fair—Cumberland

39 Samuel Road

Portland, Maine 04103

Tel: (207) 797-2789

www.cumberlandfair.com

Oct 3-10 Fryeburg Fair—Fryeburg

June Hammond

Box 78

Fryeburg, Maine 04037

Tel: (207) 935-3268

www.fryeburgfair.com

NON-LICENSED FAIR

Sept 11 Cornish Horseman's Day

- Associate Mem-
bers
2010**
- Allied Specialty Ins.
 - Amazing Lou
 - Atlantic Music
Production
 - Audio Service Co.,
Inc
 - Black Bear Entertain-
ment
 - Brown Family Farm
 - Cornish Preservation
& Horsemen Day
 - Central Maine
Pyrotechnics
 - Cuzin Richard Enter-
tainment Assoc.
 - Dan Grady Produc-
tions
 - Don Campbell Music
 - Flute Notes
 - Fox 23
 - Half Moon Jug Band
 - Higgins Office Prod-

Social Media

What is it?? Well it's web sites, face book, twitter, e-newsletters, e-mail, blogs and you tube. If you understand all these new forms of media, and are not using them, shame on you. If you're like many of us, you have heard about them, but don't know how to use these new and ever changing forms of communication. It is a fact that today's younger generation doesn't depend on daily newspapers, or TV news to find out what it going on in this world. They are getting their information from the Social Media. More and more people are learning about the happenings in their area from the computer. They are planning their vacations and free time activities on what they see and hear from this new type of mass communication. Social sites are quickly becoming important marketing tools for fairs. If your fair isn't using this media as a marketing tool yet, this might be a good time to get some younger people involved and help your fair committee get started.

IAFE Zone Meeting Photos by Hope Ricker



MAAF Executive Director Katie trying her hand at milking



Beth & Jack Wadsworth, Fryeburg Fair And Kathryn Hunter, MAAF Director,



MAAF President Bill and Executive Director Katie



MAAF Treasurer Ellen Lunt & IAFE CEO Jim Tucker

- Associate Members
2010**
- Jessica Prouty Band
 - Lighthouse Jubilees
 - MacKay Entertainment
 - Maine Antique
Tractor Club
 - Maine Draft Horse
&
Ox Assoc.
 - Maine Farm Bureau
 - Maine State Fire
Marshal's Office
 - Maine Harness
Horse men's Assoc.
 - Maine Harness Rac-
ing Promotion
Board
 - Maine Pulling Sled
Owners Assoc.
 - Maine Standardbred
Breeders &
Owners
 - Maine State Grange
 - Maine's Lost Trot-
ting Parks
 - Maine State Truck
& Tractor Pullers

**Associate Members
2010**

- Neorvca
- Norogala Show Ribbons
- NWA on Fire Pro Wrestling
- One Sharp Marriage
- PDK Pyro, Inc.
- Edwin H Pert-- Consultant
- Regional Activities Guide Of Maine
- Road Ranger Band
- Rosie's Racing Pigs
- Smokey's Greater Shows
- Sound by Rich Entertainment
- Stackwire Sam
- T-Bar-T Rodeo Co.
- The Debbie Myers Show
- The Kayla Wass Show
- The Magic of Conjuring Carroll

Agriculture and Fairs

The history of fairs is based on agriculture. Today fairs are rapidly becoming one of the last educational opportunities for people to learn about agriculture. Many fairgoers are unaware as to where their food comes from and how it gets to their plates. It is becoming a fair's responsibility to not only provide recreation, but also education. As part of your focus on agriculture you might use food as an educational topic. Your fairgoers will come away with a better understanding of the need for supporting the agricultural community after learning about production and processing of the food they purchase and consume. Adding your individual ideas to your fair's educational program should also be used in your marketing programs by making learning fun.

Fair Time vs. non Fair Time

The growth of fairs may now be in the area of non fair events. Our fairs can only be so big and cannot continue to raise the admission price. To create extra income. Fairs must look to off fair season activities. When planning expansion on your grounds, included in that plan should be the question "Can this also be used for off season activities?" Look for every opportunity to use your facility to develop other income. Fairgrounds located in rural areas have less competition in renting the facility but must also be able to provide updated amenities. Certainly those grounds located in a urban setting will have competition from other organizations and must maintain the facility at a standard equal or better than competition. We can no longer look at our grounds as a place to be used for only a few days each year.



Photos by Bill Haynes



More of the Annual Meeting—January 2010

**Associate Members
2010**

- Telstar Display Fireworks
- Thompson Printing
- Walker Brothers Circus
- Witch Mountain Service
- Blue Ribbon Shows
- Chuck Noe - Talent Management
- NAWA Pro Wrestling
- Rick Adam—A Clown for all Seasons
- SRCS—Dino Dig
- Jillian Cardarelli—Country Singer
- Balloon Genius—Royal Sorell
- Ernie Wheeler—Sound Company
- Carousel Organ Music
- Randy Cook Adventure Climbing
- Contact Katie Damer for more information about our Associate Members**

Message from the President:

It is with extreme sorrow that I start this President's message. We are all very saddened by the sudden loss of Director, Lisa Cunliffe, who passed away shortly after our meeting in March of natural causes. Lisa certainly seemed to enjoy her time with us, and was abruptly taken away without warning. This type of tragedy is so unexpected and especially when one is in their prime of life. May you rest in peace Lisa, we all miss you.

I hope that everyone is enjoying this lovely summer weather that we have been experiencing. This is quite a contrast to the 2009 spring and summer season. We can only hope that it continues through this year's fair season.

I want to mention to everyone who has access to a computer and our website at www.maineairs.org that you should periodically view our new link "NEWS" where we are posting current information. The website is a very helpful and vital link to communicating with the membership and Board. Those who don't have access to a computer or choose not, will still receive the newsletter in the mail.

Recently, I was asked to make a presentation to the Clinton Lions Club members at their regular meeting. I was asked to explain in more detail the benefits of having the racino revenues and the support it contributed to the agricultural fairs. With the decrease in wagering at the harness racing tracks the racino funds have provided a much needed increase in revenues that the fairs receive to support all their agricultural activities and educational programs to our patrons.

I want to thank the Clinton Lions Club for having me and providing fellowship with a great meal. I enjoyed the evening and would offer the other member fairs the same opportunity to explain in some detail the racino funding and your Boards' support.

LD 1671 Public Law 2009 Chapter 571, requires the Department of Agriculture to provide an annual report to the Joint Standing Committee on Legal and Veteran Affairs (LVA). This report will start with the first racino money received in January 2006 for the fiscal year of 2005/2006 and be followed by reports for succeeding years. Fred Lunt will be the point of contact for providing information on this requirement. He will be providing more details on the specific fair documentation that might be needed for the distributed funds. This could be the first step in attempting to limit the funds that we are currently getting. Each fair need to have one individual Fred can speak with that is knowledgeable of their expenditures for their fair. We need to work together on this with him and the Department if we are to preserve our funding.

There will be a Harness Racing Industry meeting shortly after the primary election results are posted. We will be at that meeting and will keep the membership informed of the issues.

Have a great dry fair season!!!!

President Bill

The MAAF would like to thank the advertisers of our annual Maine & New Hampshire brochure

Hollywood Slots of Bangor, Maine — Central Maine Pyrotechnics of Hallowell, Maine

Farm Family of Glenmont , New York, Thomas Foster Senior Agent, Augusta, Maine

Message from the 1st Vice-president – Hope Ricker

The weather has gotten warmer, the days are longer and fair season is just around the corner. I want to welcome our newest Fair The Maine Fiber Frolic.

Before the fair season begins, there are some important issues that we all should address. You will be reading this after the June 8th vote, but just a reminder if question one is passed it will have a impact on fairs with many new items having a sales tax added. Included in the list of items to be taxed are amusement rides and entertainment on your fairgrounds. Gate admissions will not be subject to sales tax, but grandstand admissions will be, and off season gate admissions as well as ticket sales will be subject to a sales tax. This means extra work and record keeping for each fair.

You should take time to talk to the candidates running for office in your towns and districts to see if they are "friends of agriculture". Invite them to your local fairs to see what a great job we do at showcasing agriculture in the State of Maine. These candidates also need to know the impact fairs make on the local economy, and how important the stipend funds are to your fair.

I hope to see you at the Fairs and have a great season.

Message from Katie Damren, Executive Director

The 2010 Fair Season is rapidly approaching, and again I am requesting information from your fair as to the importance of your benefit from the Racino in Bangor, and how you have used these funds at our fair. The Legal and Veterans Affairs Committee of the Maine Legislature will be holding several meetings this summer and fall to ascertain the use of funds received by the fairs, and others participating in the cascade of funds from the Racino since 2005. It will be very important that I have this information when I testify before this committee. The support of the Maine Agricultural Fairs for the Racino was a vital part of the original passage of the Legislation. We worked hard to secure our portion of the cascade, and maintaining this benefit is at stake.

There is no lobbying force greater than that of the local fair officials and volunteers. Plan to attend some of the hearings. During your fair ask those candidates running for election or re-election, if they support the Agricultural Fairs. Ask for their support. Explain to your exhibitors and those attending your fairs how important it will be that a voter's voice be heard on this matter.

Enlist the support of your communities and include town and city officials in your plans and operations. Involvement and participation of local communities in your fair organizations is more important that ever in the current economic climate. Your fair's success may well depend on their support.

Our fairs have become more and more the agricultural education providers for our youth. In many cases, the only contact children have with live animals or with food production, is at our fairs. We provide a unique learning experience and showcase for their benefit. The historical practices are strong in rural Maine, and our fairs are part of our past and present history.

I look forward to the Season and will see many of you as I travel about the State this summer. Be sure to say Hello. If you have questions, and I can be of assistance anywhere please call me. My home phone number is 207-465-3062

LEGISLATIVE and INDUSTRY UPDATE

by **DON MAREAN**

The 2nd session of the 124th Legislative Session has come to a close. The budget has been passed and signed by the Governor and the harness racing industry hasn't been effected as far as our funds from the racino. That being said we didn't get away totally free, as there was language in the budget document that requires the Legal and Veterans Affairs Committee (LVA) to review the racino cascade funds. The budget bill instructs and authorizes the LVA Committee to meet four days this fall 2010, to look at the entire cascade and recommend changes if needed. This will be in a public hearing forum which will provide plenty of opportunity for everyone that receives funds from the racino to offer testimony to justify the monies they receive. The committee has also been instructed to go back to the 2005/2006 budget years, and review going forward to the present 2009/2010 budget cycle. Each recipient will be required to report the use of the funds they received, and justify their use. We will need to present our facts based on our positive affects to the industry, as well as our willingness and ability to work together.

Don is a former Legislator and does legislative work for the Maine Harness Horsemen while at the same time working with Katie Damren to help the Fairs. We all thank you for your dedicated work.

Augusta, Maine 04332-0786

PO Box 786