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Diane's Office Update

Diane has been out of the office for some weeks now, following a sudden bout with appendicitis and emergency surgery. I am glad to report that everything went well, and while she is still recuperating, she is gaining strength daily. Unfortunately the event stressed her heart and she is still being evaluated for possible further treatment related to that. In the mean time she is actively helping out by phone and sends her best regards to everyone. She appreciates all the cards, calls and flowers and is looking forward to a speedy and full recovery. Her address is: Diane Burmeister, 7421 W Addison St. Chicago, IL 60634. As Diane would say... Onward & Upward!

Joe Burum, For Diane

NEWSLETTER

Oct - Nov/ 2012

Showmen's League of America

President's Letter

Sam Johnston On The Road, Second Phase

After Phase One, I had to get home to Sacramento to take care of a few business items and now am on the road for the second phase of the excursion.

First I visited the Luehrs' Ideal Rides at the Will County Fair just south of Chicago. There I met with Chris Atkins, his wife Kristin and their new one-month-old boy Thomas. This was a great visit and I was



Chris Atkins, SLA First Vice President



Chris Atkins, Wife Kristin & son Thomas



Joe Clair & Past President Jean Ann Clair

amazed of the attention to detail during the operation and presentation of this show. Chris and I discussed the current business of the SLA and the challenges for the future. I also visited with the Clair's and the Schoendienst's. I wish I could have spent the rest of the summer with this show, but after a great visit I pressed onward in my duties as president.

I then traveled to Coldwater Michigan to attend Past President's David Norton's funeral. There was an appropriate service for Dave, as the Pastor and Dave attended high school together. The services along with the stories were light hearted and added humor to what might otherwise be a somber service. These stories and

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President's Letter

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his experiences started at the service and continued well into the reception. Dick Chance, Danny Houston, and Jeff Blomsness had just made a Special Presidential Presentation to Dave the prior week, only days before his passing. Dave was well aware of the award and touched by the honor. I was glad to participate in this presentation by phone, and touched by the powerful positive impact the honor had on him. And now, just a few more days later, we are attending his funeral services. Dave was well known in Coldwater Michigan.

From Michigan I went to the Kentucky State Fair, and visited Jeff and Patti Blomsness. This was quite a facility and fairground. I know of some other facilities that could fit inside the exhibit buildings of this fairground. Jeff had quite a show operating in Louisville. We signed more new members, sold more Buffalo Bill Tickets and put together more yearbook pages at this location than anywhere I've visited so far. Jeff was a great asset for the SLA in helping to get everyone signed up and involved with the League.



Jeff Blomsness & Sam sign up members

Onward I went to visit Eric Bates and his brother at the Mahoning County Fair at Canfield Ohio. This was an exceptionally big fair and an interesting midway layout. There were about 300 ft. by 300 ft. blocks of real-estate with a mix of rides games food stand and various other exhibits, all mixed together. Eric took me to his manufacturing plant in Wintersville, Ohio. This was a very impressive facility where he stored all of his carnival equipment in covered storage facilities, and still had about three acres of shop left in which he manufactured the Vertigo and all the other rides he builds and sells.

Then it was off to Allentown PA to visit Powers Greater American Midways...Corky had just left to prepare for the next few fairs, as this was a relative small location for this show. Debby had everything under control she showed me around the midway. We then ran into Steve Swika and his daughter who were also visiting Allentown. We had quite a lively discussion about the H2-B labor issue and the problems if these sources of workers are discontinued. It seems as if most of the midway operators are heavily dependent on H2-B labor. The issue seems to be that American labor supply is not drug free and will not be as diligent an employee as the H2-B labors.



SLA Board members Andy & Lorelei Schoendienst with Sam Johnston

Jeff is also, as many of you know, quite a firearms enthusiast. After a conversation about the military and our common exploits in Viet Nam, we decided to round up all the veterans on the show that day and pay tribute to their service. There will be a Blomsness all-star page in this year's yearbook.

After visiting Jeff's All Star Amusements I then went on a marathon trip starting with a visit to Troy Kissel at Van Wert Ohio. This was a challenging visit because it was raining, the show was just getting on the lot and everyone was working exceptionally hard to get the show in, on location and ready for an on time opening. I couldn't spend as much time as I would have liked at this location.



Eric Bates had time for a brief meeting before he was off again

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Sam Johnston, Debby Powers & Steve Swika

I was impressed with the quality and quantity of the food trailers and the food court layout on Power's midway. The trailers all had the big marquees and lots of color co-coordinated flags on top of these marquees. There was a food trailer for any type of midway food item you wanted to order.

The real surprise on this midway was the organization, cleanliness and maintenance shops. You could eat off the benches and the floors of their shops. I know in my portable shop I would be lucky to be able to walk on the floor and not on some supplies and etc. I was told that this show polishes the lug nuts on their tractors and trailers. I believe that is true. The spare parts were all organized and labeled. The tools were clean and ready for use. I was impressed.

The third show I visited over Labor Day weekend was Don Deggeller's Attractions. This was a very impressive show especially with the amount of rides games and food stand that were placed on the Maryland State Fair's Midway. The midway contained all the Spectacular Rides and other rides for this event of this size. Don was on his way to layout out and set up another location and had to leave after a short visit. Cathy Deggeller mad a generous donation to our Scholarship Fund and I was quite successful selling Buffalo Bill tickets here.

The last show I was able to visit over Labor Day weekend was Jeff & Scott Brady's midway at Greenville, South Carolina. I faced another challenge here because of the tail end of Hurricane Isaac was causing torrential downpours about every three to four hours. I was going to watch a NASCAR race with Scott Brady at this fair but it was rained out and cancelled. I did sell a few Buffalo Bill tickets and got thoroughly soaked several times.

From here I went to Atlanta, GA where I visited and stayed with Executive Director Joe Burum. We spent the entire next day making plans for the League and the Las Vegas events.

Stay tuned for more reports and thank you for supporting the League. I look forward to seeing as many of you as possible at the up-coming IAAPA convention in Orlando and our own event in Las Vegas. See you there!

Sam Johnston



Sam Johnston and Don Deggeller

Shall We Dance?

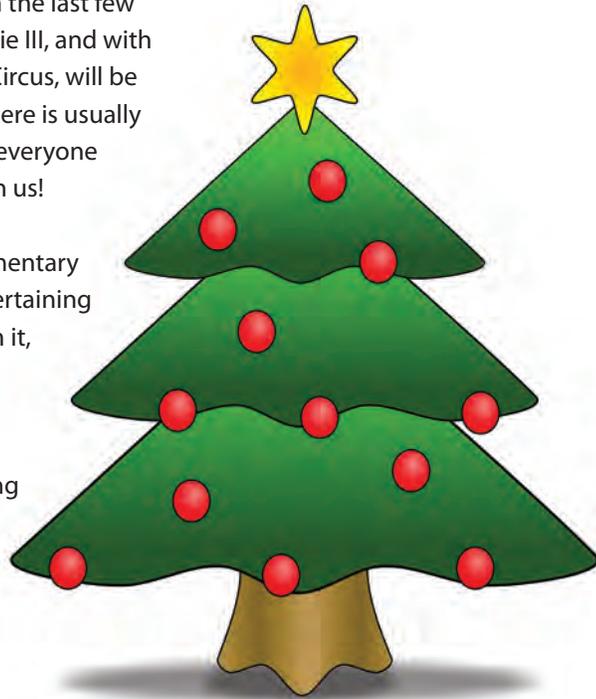
Sam has invited all members, along with representatives of IAFE, OABA and NICA to challenge him for the title of Best Dance couple in the industry. And the Number One SLA team would, of course, be President Sam Johnston and his lovely wife Gail. Included in this newsletter is an invitation for you to join as a contestant. If you would rather not dance, feel free to send in a contribution to the SLA Team's efforts, because the winners are selected by who raises the most money for the Scholarship Funds of all those organizations. The more you contribute to the SLA fund, the better Sam's chances!

Showmen's League Christmas Party

The annual Christmas Party, under the direction the last few years of Co-Chairs Peter Kasin and Donnie Massie III, and with the considerable support of the Zoppe Family Circus, will be held this year on Friday, December 14, 2012. There is usually an informal gathering the evening before with everyone that is in town, so let us know if you want to join us!

Friday the 14th we'll gather at Hansen Park Elementary School for a fun- and emotion-filled day of entertaining the special needs kids there. If you haven't seen it, it's worth a trip.

Giovanni Zoppe and crew provide the on-stage entertainment and do an amazing job of packing a big-impact circus event into a school gymnasium. It's quite a sight to see. Thank you to the Zoppe Family!



Membership Service and Email



It seems that technology will not stop progressing, no matter how much we might prefer. So to acknowledge that and to help facilitate communication to our more E-aware members, we are exploring the possibilities of an on-line member service portal. We may also be able to save the League considerable money (and improve delivery time...) by emailing our newsletters and updates electronically. In addition we may be able to automate and expedite the processing of dues, renewals and event registration. So if you have email, please share your address with us at the office. You can email Diane at: Diane@ShowmensLeague.org.

If you don't have email, you might want to consider it. Ask Sam Johnston how easy it is to become tech-savvy! He reportedly traded his proverbial 'rotary-dial cell phone' for an iPhone and has really taken to it.

Showmen's League of America Celebrates

"Shall We Dance..."

99th Banquet & Ball Dance Contest

November 27, 2012

★ Calling all "Twinkle Toes!" Sign up now so you can be a part of the action, all while having a great time and raising money for your favorite organization's Scholarship Fund. It's easy.

★ Select your favorite organization to represent from the following: SLA, IFE, OABA, and NICA

★ Step out with your partner in a three minute "Swing-style" dance contest. Choose any of these classic styles while swinging to our 4/4 time music.

- East Coast Swing • Boogie-Woogie
- Old Fashioned Rock 'n Roll • Country Swing

★ Benefit your organization's Scholarship Fund by obtaining pledges from sponsors. Pledge dollars will be translated into points and added to the contestant's dance score. Winning organizations represented will share the prize money. It's a win-win!

★ Strut your stuff in Las Vegas, Nevada on November 27, 2012 at the 99th Annual Showmen's League *"Shall We Dance..."* Banquet and Ball.

The entry fee for each contestant couple is \$100 and should be submitted, along with the Contestant Entry Form at the bottom of this page, either by mail, e-mail or by contacting the SLA office prior to November 9, 2012. For additional information on dance contest rules and sponsor pledges, please refer to the reverse side of this flyer.

Showmen's League of America *"Shall We Dance..."* Contestant Entry Form

Names of Contestants: _____

Contact Phone Number: _____

Organization Represented: _____

Contestant Fee Payment: \$100 Date: _____

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"Shall We Dance..." Contest Rules

Contestant couples will compete in a three minute freestyle Swing-type dance of their choice. Four-four time music will be provided. At the conclusion of this dance a winner will be chosen based on a point system. Points are accumulated in the following manner: 1. Sponsor pledges contributed before the dance begins, and 2. Pledge amounts contributed while contestants are actually dancing. Both of these pledged dollar amounts will be combined and the total amount will be translated into points, one dollar equals one point. During the dance contest the judges will score the contestant couples based on a 1-10 point system and judged according to technique, enthusiasm, and panache. The judge's scores will be averaged per contestant couple and the pledged dollar points will be multiplied by this number in order to determine a winner. If there is a

tie, a dance-off will be held and the same rules will apply. Awards will be made for 1st, 2nd and 3rd place. The hosting organization, Showmen's League of America, will receive 50% of the total proceeds; participating organizations of winning contestants will receive percentage values of the remaining 50% as follows: 1st place, 25%, 2nd place, 15% and 3rd place, 10%. All money awarded will go to the scholarship funds of the organizations represented by the contestants. Participating organizations are: Showmen's League of American, Outdoor Amusement Business Assoc., International Fairs & Expositions, and National Independent Concessionaires Assoc. The entry fee for each contestant couple is \$100 and should be submitted, along with a registration form, to Showmen's League of America by mail, e-mail or by contacting the SLA office by November 9, 2012.

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Showmen's League of America *"Shall We Dance..."* **Sponsor Form**

Name of person/persons being sponsored _____

1. Sponsor Name: _____

Address: _____

Amount of sponsorship: \$ _____ Phone contact# _____

2. Sponsor Name: _____

Address: _____

Amount of sponsorship: \$ _____ Phone contact# _____

3. Sponsor Name: _____

Address: _____

Amount of sponsorship: \$ _____ Phone contact# _____

4. Sponsor Name: _____

Address: _____

Amount of sponsorship: \$ _____ Phone contact# _____

Sponsor forms may be submitted to the Showmen's League of America office anytime prior to November 20, 2012 or presented to dance officials at the banquet before the start of the dance contest.





Showmen's League 2012 Convention Las Vegas

Monday, Nov. 26th – Wednesday, Nov. 28th

Monday, November 26, 2012

9:30 AM	Exhibitor's Lounge, exhibitor registration & setup
11:00 AM to 4:00 PM	Exhibitor's Lounge Trade Show Open SLA Scholarship Silent Auction Open
4:15 PM	Memorial Service

Tuesday, November 27, 2012

8:00 to 9:00 AM	SLA Coffee & Donuts Meet & Greet
9:00 AM	SLA Annual Membership Meeting
10:00 AM	SLA Annual Board Meeting
11:00 AM to 4:00 PM	Exhibitor's Lounge Trade Show Open SLA Scholarship Silent Auction Open
6:00 PM	President Sam Johnston's Banquet Cocktail Reception
7:00 PM	President Sam Johnston's Banquet 'Shall We Dance?' Banquet, Including the 2011 Hall of Honor Awards

Wednesday, November 28, 2012

12:30 to 2:00 PM	SLA/OABA Joint Lunch (ticket required) SLA Scholarship Silent Auction Final Bids
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For our convention room rates, go to <http://www.fairsandexpos.com/events/convention/hotel/>
For information about exhibiting, contact Joe Burum at: 319-290-4490 or JoeBurum@Gmail.com



NEWSLETTER

Showmen's League of America

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The SLA Calendar of Events

November 12, 2012	IAAPA - Orlando, FL
November 26-27, 2012	SLA Trade Show - Las Vegas
November 27, 2012	Annual Meeting, Board Meeting & Banquet
November 28, 2012	SLA/OABA Joint Luncheon
December 14, 2012	SLA Christmas Party at Hansen Park Elementary - Hansen Park Elementary
February 4, 2013	IISF Trade Show Extravaganza - Gibtown
December 8, 2013	SLA Convention & Trade Show 2013 - Las Vegas, NV

Email joeburum@gmail.com to add SLA events to calendar

