



Hope everyone had a good holiday and enjoyed your time off, but it's back to work now!

I feel our #1 goal for this year is to raise our attendance. Over the time off I have given our show a lot of thought on how we can do that. We are in the process of making new billboards which will be used in high traffic areas, the old signs that we deem good, I feel should be used in areas that we haven't advertised before. Last year, John Berens suggested advertising on the radio but we had already spent our portion for that year. During my time off I gave much thought to advertising and where we would get the best value for our dollar. So I contacted John about getting in touch with the radio station. He made arrangements for the rep from the station to come to our advisory meeting on Jan 24, 2011. They will do a 2 hour live broadcast from our show, with 25 commercials the week before and 15 announcements 2 days before the live broadcast. I feel we'll get more exposure from the radio than from print. It seems like everyone listens to the radio in the car and we will touch some people who are unaware of the show. The station that we are thinking of is Indiana 105.5 FM, their coverage is north up to Chicago, East to Culver-Winimac, South to Remington-Monticello and to the west Manteno-St Anne. That's a large demographic within reach of our show. Thanks John for all your efforts! Some new things will be at the show this year. Jim Bohling will refurbish any old pedal tractors that anyone is willing to donate to the club, and then an area by the kid's crafts can be set up for the kids to ride the tractors. We also will have 25-30 craft booths at the show so all the women can do some shopping.(They love to shop). This year the tractor display will be moved from the woods to the fence along Court St. to help raise awareness of our show, so please bring your tractors running or not to help advertise. Enclosing please keep our members that are not feeling well in your thoughts and prayers.

Dale Bieker

OFFICERS

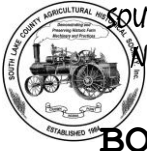
Dale Bieker
Dave Fritz
Jack Wehner
Irene Doty
Sandy Monroe
Judy Wehner
Julie Fritz
Herb Kleine
Ira Kirby
Don Barman

ADVISORS

Ken Homeier
John Berens
Jerry Crouch
Dave Kleine
Nettie Cilek
Jim Burk
Rob Doty
Ron Leighty
Joe Kubiak
Jerry McGarr
Jack McCleverty
Ed Doepping
Herman Gonlag
Gloria Miller
Jim Bohling

PAST PRESIDENTS

Bela Roberts
Don Barman
Alex Magiera
Carl Wagonblast
Butch Bukovac
Carl Sapper
Dave Fritz
Pete Monix
Julie Fritz
George Monix



BOARD CHATTER

The advisory board met for the first time since November on January 24. There was a lot of discussion held regarding advertising and radio advertising and where we might get the best bang for our buck. In the past we have depended on our signs that we put up and on newspaper advertising. We realize that people are changing how they get their information and how fast the world moves.

We updated our signs and worked with an advertiser so that the information that they need can be seen quickly, within less than a minute. How much time do you spend looking at a sign if you are driving? We will put up some of our better signs in other places as well that we haven't used before.

We also are looking at radio advertising included with our print ads. It seems that the radio might reach our target audience to draw them into our show. We have found that many people that we talk to don't know anything about the show and won't just wander in.

By adding some new features such as a craft show, adding something for our women customers, it may bring more people in. Also passive advertising by the road may bring people in as well. If you have any suggestions for where we could advertise, please let someone know. We are open to any ideas that can help us raise our attendance to the show. In this economy there is a lot of competition for entertainment dollars. We are a good buy!

ABOUT THE SHOW

Since we are talking about the show... it's never too early to think about volunteering and working at the show. We will need workers in many positions, some more sedentary than others.

We would like to find some people that feel comfortable talking about some of the stuff found at the show. Are you a good storyteller? Like to talk about the Good Old Days? We would like some people to ride the people movers and narrate about what the equipment does, the sawmill, threshing machine, and sheller. They all deserve to be talked up. We have a customer base that never used this equipment or even knows what it does. You're not getting any younger; spread the wealth of your knowledge!

We will also need people to help in the pie booth, with the gate and with the pork chop dinner. These are all important areas that bring in the money that we use to operate with, pay our bills with and provide insurance with. They are fun, and usually short shifts so you don't spend all day working, unless you want to!

We will also need people up to a week ahead of time, to put up fencing, and help with the placement of the PA system and speakers. These jobs are usually done earlier in the week of the show, Tuesday or Wednesday.

More people helping set up and take down makes for quicker and easier work for all of us!



LOOK IN THE GARAGE

Did your kids have a pedal tractor when they were young? Is it still in the garage where you trip over it every once in a while? We are looking for some pedal tractors in any condition. We would like to have an area where young kids can ride some pedal tractors around. We can hardly keep them off of the ones used for the kiddy tractor pull and thought it would be a great idea for something the kids could do. So if you have one, let us know. We have someone that will fix them up and get them ready for the show.



LOOK ON THE INTERNET

Have you checked out the club's website? It can be found under slcahs.org. What can be found there? Pictures from the past 3 shows; are you in there? Information about the show, dates, features etc. There is a listing of officers and advisors as well as how to contact us. The newsletter is found there as well to refer back to. In the near future, there will be an application to be a flea market vendor as well. Jim Burk works hard on the website; we should look at it once in a while! If you have any suggestions for things to add to the website let us know!

MEETING DATES 2011

All of our **general membership** meetings are held on the 2nd Monday of the Month at the Crown Point Civic Center across the street from the fire station.

All of our **advisory board** meetings are held on the 4th Monday of the month at the Crown Point Civic Center.

All of our meetings are held at 7:00pm

Our General Membership meetings will be held this year on:

February 14

March 14 will be at the 4H bldg

April 11

May 9

June 13 will be at the 4h bldg

July 11 probably will cancel

August 8

September 12 Annual meeting

October 10

November 14

No December Meeting

Please note that the March and June meeting will be at the 4H building at the Lake County Fairgrounds.

Advisory Board Meetings

February 28

March 28

April 25

May 23

June 27

July 25

August 22

September 26

October 24

November 28



COMMUNITY SERVICE

Do you have a child or grandchild in high school? Do they need to get their community service hours? If they go to school in Crown Point they do! Helping out at the show is a great way to earn those hours.

We are looking for high school kids both boys or girls are welcome. They would be helping out with the set up at the show. Signs need to be placed around the fairgrounds. People movers need to be cleaned. The pie booth needs to be set up, cleaned and all the supplies moved in from the trailer and what was purchased. We also could use a group of kids to help clean up the fairgrounds on Monday morning. After working all three days at the show, we need some young legs and energy to help walk the fairgrounds looking for the stuff that missed the waste baskets. On Monday as well we need to pick up the signs we put out as well. During the show, we could use help in the pie booth, with the pork chop dinner, setting it up, and with kid's activities. All of the jobs are not difficult, but they are easier for the younger and more agile people to do.

If you know someone interested, please have them print off their forms and bring them to Julie in the pie booth for her to fill out. If you want more information, please call Julie at 662-9204. We had a couple of high school students earn all the hours they needed for the next 4 years in one weekend! And they had fun doing it as well!

ATTENTION VENDORS AND NEW EXHIBITORS

Did you come to the show last year and SURPRISE we asked you to become a member? We asked you to become a member so that you would be covered under our liability insurance. Over the three days, we received a lot of flack about that. This year, if you don't want to be a member of the club, you **must** provide us with proof of liability insurance naming the South Lake County Agricultural Historical Society as an additional insured.

We are also looking into an associate membership for \$5.00 providing you with a limited membership, meaning no newsletter or other club advantages such as the picnic or Christmas party but providing you with a membership and insurance coverage. Some people expressed that they live too far away or don't really care about those things and we thought that this is a way to solve that problem. You would still show as a member of the club.

When you come to show this year or be a vendor this year, if you do not want to be a club member or pay the dues, please bring your proof of liability insurance. We want you to show your equipment at our show and we would like to have you as a vendor, but we need to protect all of us as well and our insurance company requires this from us.

Think about it, getting the newsletter though reminds you of the upcoming show and any information you might need for the show!



SOUTH LAKE COUNTY AGRICULTURAL HISTORICAL SOCIETY
NEWSLETTER VOLUME 24 NUMBER 1 FEB 2011

South Lake County Agricultural Historical Society

Presents

SPRING FLING

**Featuring
FREE**

**SPAGHETTI AND MOSTACCOLI
DINNER**

**SUNDAY MAY 1, 2011 AT 2:00PM
AT THE CLUB BUILDING**

CLUB MEMBERS TO BRING

**DISH TO PASS
SALADS
DESSERTS**

**MUST CALL FOR
RESERVATIONS**

**JACK OR JUDY
WEHNER**

CLUB WILL PROVIDE DRINKS

**219-663-4359
BY
APRIL 24, 2011**

JOIN US TO CELEBRATE THE RETURN OF SPRING!

