

THE SHOWMEN'S LEAGUE OF AMERICA

**TO PROMOTE INTERNATIONAL FRIENDSHIP AND
FELLOWSHIP OF SHOWMEN BY SHARING OUR RICH
HISTORY THROUGH COMMUNITY AND SERVICE**



The events of March 2020-corona virus are unprecedented in the 107 year history of the Showmen's League of America. Show people have always been on the move—able to entertain customers every week. It's the first time we have ever been stopped from performing our job. We are shocked, the country is shocked, but the resilient people of our industry will have the show up and running in the shortest time possible. The Showmen's League sends best wishes to all.



Mary Chris Smith
2020 SLA President



SAN ANTONIO

CONVENTION 2019 RECAP: The SLA held its trade show at San Antonio's Grand Hyatt Hotel and plans to remain there until 2022. Most attendees had rooms in the Grand Hyatt which enabled them to easily attend the trade show. We heard great feedback from quite a few exhibitors and the overall mood was positive.

Our Memorial Service, sponsored by **Fare Foods** and put on by **Tracy Munoz** and **Beverly Burback**, honored those who passed in 2019 and remembered others we've lost over the years. There is a wonderful video posted on our YouTube channel if you weren't able to make it to the service.

Steve Pegg and **Jerry Spalding** were inducted into the Hall of Honor. Jerry has been a dues-paying member of the SLA for over five decades! A fine independent showman, Jerry has rubbed elbows with many of the greats in our industry's history and his stories enrich all who are happy to listen.

Steve, a recently retired concessionaire, has served the League since 1984. His gruff yet warmhearted bearing livens up the trade show registration booth every year, and his presence reminds us all that our industry is less boring than other lives we could have chosen. Congratulations to both of these special people.



Andy Schoendienst handed over the reins to **Mary Chris Smith**, who is now the 2020 SLA President. President Smith had her first meeting where we had an update of our by-laws, chaired by **Tom Atkins**. Tom did a great job of facilitating the by-law suggestions and getting some changes made.



We installed and welcomed new board members **Nate Janousek, Andrew Hanschen, Blake Houston, Becky Guthrie, and Wendy Hauser** to our 2020-2021 Board of Governors.

Blake Huston: Vice President of North American Midway Entertainment

Blake grew up in the outdoor amusement business. After graduating from Indiana University with a Bachelor's Degree in Management, Blake returned full-time to the industry. Blake has been involved in all aspects of North American Midway Entertainment and excels in managing midway operations with strong attention to enhancing the customer experience. Blake's focus on driving continuous improvement and innovation helps ensure future success of North American Midway Entertainment and its clients. Blake resides in Indiana with his lovely wife Amy and their 3 adorable children, Cooper, Lucy, & Banks. He is a board member of the Indiana Association of Fairs and Festivals as well as the OABA

Andrew Hanschen: The Mighty Thomas Carnival

My family has been a part of the League going back at least as far as the 1940s, a tradition that predates me by quite a bit. There was so much SLA-inspired elephant paraphernalia in my childhood home that a few friends questioned whether we weren't devotees of some strange religion. In a way, we are! I'm sure all of you feel the same, and as such my reasons for wanting to carry on the tradition of League involvement will need no explanation. One thing I'd like to bring to the League as a board member: I really enjoy vintage carnival advertising, art and graphics, and have done my best to keep those themes alive on my family show. I'd like to do the same for the League, leaving a visual impact in the hope that someone generations from now (or some futuristic robot) will look upon it with appreciation.

Becky Guthrie: Owner of Jee Biz Total Event Solutions

Daughter of Pat & Pam Guthrie, I grew up on Guthrie Shows and on Jules & Beck Combined Big Top Circus. I earned a Finance degree from University of Tennessee and started my career at Deutsche Bank managing portfolios for large corporate inventories. I then joined FELD ENTERTAINMENT as a Marketing Director, traveling into poor performing markets and eventually managing start-up brands as Goosebumps Live on Stage, and the NY run of Barnums Kaleidoscape. My father convinced me it was time for me to re-open Jules & Beck Combined shows as a carnival playing Michigan fairs! Starting from scratch, offering costumed characters, marketing services, fair management, and a clean midway differentiated Jules & Beck from others allowing us to build a solid route & business! Jee Biz Total Event solutions was born, offering events mobile stages, portable toilets and event power! I also worked for Premier Exhibitions, (PRXI) developing their branding and marketing department insuring they were in full compliance with Nasdaq stock market policies. I have had the pleasure to work with a variety of organizations big and small, including Madison Square Gardens (Radio City Christmas Spectacular), Bodies...The Exhibition, US OPEN Pro Series (tennis) and many fairs & festivals!

2020 Officers

Pres Mary Chris Smith
 1st VP Bob Thorson
 2nd VP Patrick Jamieson
 3rd VP Marc Janas
 Treas John Hanschen
 Sec. Cindy Henning

COUNSEL: Boyd Jensen

Board Members

Bissette, Timothy
 Bohlander, Gary
 Burback, Beverly
 Burlingame, Sondra
 Capadarco, Tom
 Cori, Dean
 Crist, Bob
 Cummings, Lisa
 Grillion, Patty
 Guthrie, Becky
 Haney, Rick
 Hanschen, Andrew
 Hauser, Wendy
 Huston, Blake
 Jamieson, Barry
 Janousek, Nate
 Jaros, Dave
 Johnson, Mary
 Kasin, Karen
 Kasin, Peter

Noerper, Theresa
 Petree, Brandon
 Pickett, Ben
 Poole, Audrey
 Repp, Pat
 Schoendienst, Lorelei
 Sheridan, Patrick
 Swartz, Holly

Trustees:

2019 Andy Schoendienst
 2018 Guy Leavitt
 2017 Debbie Powers
 2016 Ron Porter
 2015 Paul Kasin
 2014 Dale Merriam
 2013 Chris Atkins
 2012 Sam Johnston
 2011 Donnie Massie III
 2010 Mike Featherston

Past Presidents:

Wayne Kunz, (1976) James Murphy (1985), Tom Atkins (1987) Bill Johnson (1994) James Murphy, Jr. (1997) Dick Chance (2000), Jeff Blomsness (2002), Ron Burback (2006), Tom Davis (2007), Jimmy Drew (2008) Jean Clair (2009)

PHOTO GALLERY

San Antonio, TX 2019



Title Sponsor



Diamond Sponsor



Gold Sponsor



Silver Sponsor



Partner Sponsor



HITCH-HIKER MFG.



CHRISTMAS



The Hanson Park Elementary School was once again the site of the SLA Christmas Show. About 800 students marvel in the show put on by **Balster Magic Productions**. They also receive a toy, popcorn, and cotton candy.

For 2020, **President Smith** will have a Christmas Party in Florida that will raise money a children's charity of her choice. Going forward, each president will choose a charity for their Christmas party to ensure the SLA is making an impact nationwide.

Many thanks to Chairmen **Donnie Massie** and **Peter Kasin** and all the volunteers and donors!

TAMPA



It's always a busy time during the IISA Trade Show. It's a great time for our board of directors and committee members to meet and work together in person to advance the goals of the SLA.

- Our Long Range Planning Committee met to discuss ideas to suggest to the board.
- The Scholarship Committee met and awarded a record \$89,000 in scholarships!
- The Nominating Committee agreed to a proposed 2021 board of governors.

It's also a great time for our general members to get together. Thank you to the Gibtown club for letting us co-host a get-together with our St. Louis chapter. **James Roy Pope** always provides us with a fantastic meal. Thank you James Roy! **George Tobias from Frazier Shows** won the 50/50 - I'm sure he's glad he stopped by that day! Thank you to everyone who came by to say hello to our 2020 **President Mary Chris Smith**.

HOUSTON RODEO

I was lucky enough to attend the Houston Livestock Show & Rodeo and got a tour of the midway from SLA Past President, **Guy Leavitt**. In addition to the wonderful RCS Christian Academy, Guy and Charlene and **Ben Pickett** pointed out the details RCS prides itself on and the care given to every aspect that goes into the show.



Swat Ryle, Shawn McKinney, Billy Fickling, and Ron McKinney were ready to feed the masses delicious turkey legs.

Nate Janousek and **Andrew Schoendienst** gave me a backstage tour of the BBQ competition. Nate's daughter Audrey even led the Marine Corp Band in one of the tents!

It was a pleasure spending time with our board members and friends and I truly enjoyed my first time at the Houston Rodeo.



-Cindy Henning

SCHOLARSHIP AWARDS

\$1,000 Scholarships

Beach, Sam
 Boberg, Melanie
 Bogue, Savannah
 Bossman, Breanna
 Bradbury, Savannah
 Burrows, Logan
 Demos, Zach
 Fox, Makenna
 Fox, Tristan
 Hickman, McKenzie
 Kenna, Macey
 Kissel, Miranda
 Kucharski, Marissa
 Kucharski, Tessa
 Lamkin, Meghan
 McDaniel, Summer
 Santos, Aunjelica
 Scott, Viatrix
 Shugart, Sadie
 Weber, Margaret
 Winchester, Presley
 Zaitshik, Mia

\$2,000 Scholarships

Anderson, Abigail
 Balster, Doug
 Bossman, Alyssa
 Brewer, Megan
 Galante, Justin
 Glenn, Isaiah
 Harris, Lauren
 Heftman, Michael
 Kedrowicz, Bowen
 Kedrowicz, Emerson
 Kedrowicz, Hampton
 Massie, Drew
 Merriam, Mariah
 Mitchell, Magdalena
 Palmierie, Carmela
 Palmierie, Gino
 Polley, Margaret
 Polley, Jonathan
 Pope Sara Ann
 Rothstein, Jeremy
 Rothstein, Ryan
 Sheridan, Cas
 Shugart, Sophie
 Siefker, Grace
 Swartz, Jessica
 Thornberry, Courtney
 Tyner, Katherine
 Vaughn, Robert
 Yates, Nicole

The Showmen's League of America will award a record \$89,000 in scholarships this year! Congratulations to all the students! Thank you to all the donors who contribute to our fundraising efforts and help make it all possible.

"This generous scholarship that the Showmen's League offers helps me continue to pursue my goals as college education is extremely expensive and I look to represent them with my best foot forward"

Jeremy Rothstein
 Accounting & Finance double major
 Indiana University Bloomington

"The Showmen's League of America has helped the people in this industry have a sense of belonging and legacy, and that is something I would be honored to give back to. My goal one day is to continue the legacy of Hitch-Hiker Manufacturing with my family in the future."

Jessica Swartz
 Business Marketing Mgmt major and minor in Graphic Design
 Youngstown State University

\$6,000 was awarded to SLA St. Louis and \$2,000 each for Deggeller Midway and RCS Christian Academy.

Cathy Deggeller recently sent a letter letting us know about the Deggeller Midway Academy, which is taught by 2018 OABA Pioneer Award winner, **Linda Brewer**.

The school teaches grades K-11 with a rigorous curriculum. The students recently put on a "Mad Science Show" and take many educational field trips as part of their top-notch education.



The RCS Christian Academy was on the lot at the Houston Rodeo. **Guy Leavitt** gave a tour of the school and explained that often the kids are testing up to 2 grades above their age level. Their book covers are removed so the kids are not limited by the grade level on the cover. That mental roadblock, once removed, allows the kids to grow to their fullest potential.

Thank you to all those who contribute to our Memorial Scholarships

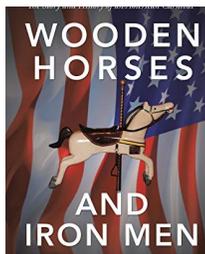
Mike Chance Memorial Scholarship
 Barb & Charles Dalton Memorial Scholarship
 Leonard Hanschen Memorial Scholarship
 Marguerite Johnson Memorial Scholarship
 John Streeter Memorial Scholarship
 Jeff Shuper Memorial Scholarship
 Joe Zumsteg Memorial Scholarship

Our memorial scholarship funds are a \$1,000/year, 4 year commitment. If you would like to contribute, please contact the office.

Shares & Cares & Prayers



The SLA would like to send a shout-out to Board Member **Barry Jamieson of World's Finest Shows** who received the "Showman of the Year" award from the SLA Canadian Chapter.



Congratulations to Past President **Dale Merriam** who just completed his book "Wooden Horses and Iron Men" available to order on Amazon.com. "It's a story of an American family, and a truly unique American industry. One that is colorful with its own life-style, its cast of characters, its sub-culture, and, yes, to some extent, its own language."



Prayers go out to **Father John Vakulskas** who is battling cancer. Please send your love and support to him at this address: P0 box 904 Ruskin FL 33575. His email is johnvakulskas@gmail.com.

Father John recently enjoyed the Strawberry Festival with **Fare Foods** and other friends and was looking good!

Remembering our friends



John Hinde, former AIMS Executive Director, passed away December 30. "Hinde had a passion for what he did and for being kind to everyone around him. He loved a good cup of coffee and a nice cigar and was really good at making someone laugh when they were feeling down. His family is certain he will be greatly missed by all."



Industry journalist, **Tom Powell** passed away January 21st. SLA Board Member Wendy Hauser attended and reflected on the event:

"Bob & I just returned from our dear friend Tom Powell's funeral. It was a chilly day in Nashville. The service was well attended by approximately 300 people. Tom's son Kevin did a memorable, touching eulogy telling of how Tom got into the Sports writing business that he loved so much. Afterwards we all went for the Veterans Memorial Hall."



Elizabeth (Bette) Reithoffer was born in Rawlins, Wyoming on January 23, 1921. She has gone to be with the Lord on January 27, 2020. The family asks that in lieu of flowers donations be sent to one of the following; International Independent Showmen's Museum Corporation (IISMC) PO Box 3359 Riverview, FL 33568 OABA 1305 Memorial Ave. West Springfield, MA 01089



John Evans passed away January 30. He spent his life in the carnival business and along with his wife Peggy and son Andrew, he owned Evans Midland Empire Shows. Services were held on Wednesday February 12. In lieu of flowers the family suggests memorial gifts to Calvary Cemetery in Plattsburg, MO



Catherine Lee 'Kitty' Luehrs passed away March 6. Kitty and her husband Jim co-owned Smile-A-While Amusements, providing carnival games and rides to many summertime fairs and events throughout Illinois and Indiana. She loved traveling in their RV and was the quintessential Happy Camper



Kenneth Stahl passed away February 15. Retired Mt. Prospect Fire Department. Ken was the Father-in-Law of SLA's 1st Vice President, Robert Thorson. In lieu of flowers memorials may be made to Illinois Fire Safety Alliance, P.O. Box 911, Mt. Prospect, IL 60056.



Electronic Member Cards:

Can't find your membership card when you need it? Download the Wild Apricot for Members app. Members will be able to see their profile, member directory, event list, and can even purchase tickets for upcoming events!

Planning on a Trade School?
The SLA scholarships are available for trade schools as well as traditional universities.
New and returning students must submit applications by 12/31 every year.