

ONE DAY AT A TIME
AT THE STATE FAIR



FINAL REPORT FOR **2024**

PRESENTED BY:

- ▲ District 340 Public Information Committee
- ▲ Syracuse Intergroup Public Information/Cooperation w/the Professional Community Committee
- ▲ Area 47 Public Information Committee

THANK YOU



COMMITTEE MEMBERS 2024



Carrie C. Area 47 Public Information Committee Chair
pi@aacny.org

Sally C. Syracuse Intergroup & Syracuse Service Center
syracuseservicecenter@gmail.com

Adam O. DCM, District 0340 & member D340 PI Committee
adamdcm340@gmail.com

Hugh B. District 340 PI Committee &
Syracuse Intergroup PI/CPC Committee Chair
syr.intergroup.picpc@gmail.com

Kathy D. Member D340 PI Committee

Colleen K. Chair, District 340 PI Committee
d340pi@gmail.com





THANK YOU



LEAD COORDINATORS 2024

- Adam O.** Solutions Group, Baldwinsville
- Bruce L.** Saturday Matinee, Cicero
- Carrie C.** Area 47, Rochester
- Cindy D.** FLICCYPAA & Cortland Intergroup
- Katrina L.** Oak Hill I Group, Oswego
- Kayleigh A.** ROCYPAA, Rochester
- Mary H.** Pioneer Group, Syracuse
- Michael L.** Saturday Night Serenity, Cicero
- Pat R.** Noon Traditions, Cicero
- Ricky M.** Young at Heart, Syracuse
- Steve A.** The Village Group, Syracuse
- Walt B.** Rise & Shine Group, Baldwinsville
- Colleen K.** District 0340 Public Information Committee

13

Days at the New York State Fair

13

Dedicated Lead Coordinators

4

Shifts Per Day (approximately)

130

Hours (approximately)



THANK YOU



2024 FINANACIAL SUPPORT

Syracuse Intergroup	\$1800
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Area 47 Central New York (CNY)	\$500
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Area 48 Northeast New York (NENY)	\$500
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Area 49 Southeast New York (SENY)	\$500
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John K., Syracuse	\$100
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Eric Y., Hamlin, NY	\$20
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Eric O., Personal Donation	Pamphlets
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BACKGROUND

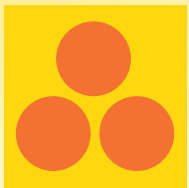
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2018, 2019, 2020, 2021, 2022, 2023

For many years prior to 2018 the Syracuse Intergroup's PI/CPC Committee coordinated an informational exhibit at the New York State Fair.

The project was eventually deemed unsustainable for several reasons including cost and staffing. It was the conscience of the committee to end the project.


In 2019 a plan was presented by an ad hoc committee and approved by the Syracuse Intergroup to try again.

The plan proposed that one group be responsible for staffing the exhibit for one of the thirteen days of the fair. The group would be organized by one lead coordinator who would receive training in PI work and, in turn, prepare the group—home group, service committee, etc.—for the project.

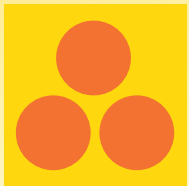


INTO ACTION



July 2023	Late Summer/Early Fall 2023	January 2024	February 2024
<p>NYSIW: Carrie C., Area 47 PI Committee Chair, discusses statewide support for a NY State Fair PI Exhibit.</p> <p>There is interest in and support expressed for this project by several trusted servants from around New York state.</p>	<p>Carrie C., contacts Sally C., Syracuse Service Center Office Manager, and requests that Sally initiate the application process which has historically resided with the Syracuse Intergroup as it is a 501-C3, a requirement of the state fair.</p>	<p>Flier is created for distribution at the Flower City Fellowship Convention and the Salt City Mid-winter Roundup to encourage support; to seek 13 lead coordinators, and to inform Areas 48, 49 and 50.</p> <div data-bbox="1159 949 1468 1335" data-label="Complex-Block"> <p>ONE DAY AT A TIME AT THE STATE FAIR</p>  <p>WHO: Area 47's Public Information Committee in Cooperation with Science, Technology and District 0340 Public Information Committee. Has submitted the application for a booth at the New York State Fair this year.</p> <p>WHAT: Alcoholics Anonymous Public Information Booth at the New York State Fair</p> <p>WHERE: August 21 - September 2, 2024 • 9 a.m. to 9 p.m.</p> <p>WHEN: Science & Industry Building</p> <p>WHY: More than 900,000 visitors attended the New York State Fair in 2023. An A.A. PI booth located in the Science and Technology Building alongside health and wellness vendors has the potential to reach hundreds of thousands of visitors each day. It's a huge opportunity to share information about the availability of A.A. in communities across the state.</p> <p>HOW: With support from all four Areas in New York State—financial and most importantly staffing. The booth must be staffed for 12 hours a day—all 13 days of the fair. Because the fair lasts for 13 days, we need 13 dedicated volunteers to coordinate their schedules and form a group's participation for one full day.</p> <p>Each coordinator will be responsible to assemble a group of 10 members who will staff the booth for one, three, or five hour shifts. Coordinators will receive assistance to learn pertinent booth information in regards to setting and on how to get into and navigate the fair.</p> <p>If you have any questions and have permission to use the general public information page, please email the following information to: central_pi@naaa.org</p> <ul style="list-style-type: none"> • Full Name • Phone Number • Email Address • Current Service Provider (if any) • Home Group or District Committee • Home Area, Assembly and/or Packard District (if applicable) <p>Booth will be prepared and open as soon as your application is approved and as soon as we know if we'll have enough participants to staff the booth.</p> </div>	<p>New vendor application submitted.</p> <p>District 0340 PI Committee agrees to coordinate scheduling and training with the understanding that Area 47 will communicate with the other Areas and the Syracuse Intergroup will handle all deadlines and payments required by the State Fair.</p> <p>Google Sites webpage is created for online signup of volunteers.</p>

WHAT HAPPENED



March 2024	April/May 2024	June/July 2024	August 2024
<p>District 340 PI meeting:</p> <p>Report from Carrie re: support from Areas 47, 48, 49, and 50</p> <p>Report from Sally re: Application status</p> <p>Review existing 3-part orientation presentation and edit. Discuss scheduling of orientations.</p> <p>Review number of lead coordinators committed so far.</p> <p>Online signup sheet reviewed and shared.</p>	<p>Application approved!</p> <p>Deposit paid: \$1612.50</p> <p>Lead coordinators begin to sign up via the Google site and email.</p> <p>By mid-May, all 13 days of the fair have a committed lead coordinator signed up to organize his or her group.</p> <p>Orientation presentation is revised and shortened to one session.</p>	<p>Literature order prepared.</p> <p>Orientations on Sat., July 13 at Serenity Hall; Wed., July 17 at the Service Center, and on Thur., July 18 via Zoom. Link to orientation</p> <p>NYSIW Presentation: Saturday, July 27 Link to NYSIW presentation</p> <p>Literature and tickets ordered.</p> <p>Exhibitor equipment is ordered.</p>	<p>Tuesday, August 20, exhibit setup and mandatory fair meeting attended.</p> <p>Wednesday, August 21, Fair opens and we're back!</p>

WE'RE BACK

Set up and ready to go, Wednesday, August 21, 2024



Above: Daily log and signup sheet for aa.org professional newsletters

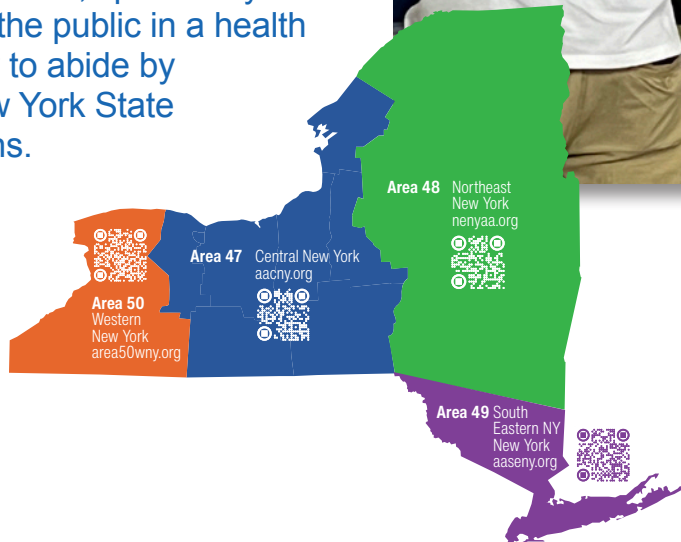
OUTCOMES

Approximately **80** members of Alcoholics Anonymous participated in this Public Information Service Committee project.

They were scheduled and trained by **13** individual Lead Coordinators—one for each of the 13 days of the fair.

The Leads participated in an orientation workshop that covered basic information about PI Committee work, specifically how to interact with the public in a health fair setting, and how to abide by requirements of New York State Fair Vendor Relations.

They came from Syracuse, Rochester, Cortland, Watertown and beyond.



Alcoholics Anonymous



HOW IT WORKED



We used clickers donated by a member to track how many people saw our booth, thereby becoming aware of AA's presence in the community.

According to the state fair website, **868,745** people attended the fair this year.

Based on our Daily Log, approximately **3,779** fairgoers saw our exhibit which was located in the Science and Industry Building alongside other health, community-support and state-agency exhibitors.

The approximately **986** fair attendees who stopped at the booth had the opportunity to ask questions, pick up a variety of AA pamphlets, and request more information about AA. We went through 100s of Meeting Guide App cards.

Approximately, **35** professionals signed up to receive newsletters from aa.org and **18** others requested additional information, literature or PI/CPC presentations.



PAMPHLET INVENTORY

Item No.	Title	Quantity Ordered	Added (from D340 Inventory)	Remaining from Original Order	Eric O.'s Box	Remaining for 2025
F1	AA at a Glance	100		60	206	266
P1	This is AA—An Introduction to the AA Recovery Program	50			0	50
P2	Frequently Asked Questions About AA	80		11	0	11
P3	Is AA for You?	80		230	0	230
P4	Young People in AA	35	25	0	0	0
P11	The A.A. Member—Medications & Other Drugs	20	15	0	0	0
P13	Do You Think You're Different?	25		0	0	0
P15	Questions & Answers on Sponsorship	25	15	1	0	1
P23	AA—A Resource for the Healthcare Professional	35		17	0	17
P25	Faith Leaders Ask About Alcoholics Anonymous	20		22	25	47
P27	A.A. in Treatment Settings	35		13	0	13
P29	How A.A. Members Cooperate with Professionals	35		28	0	28
P30	Is There an Alcoholic in Your Life?	80	30	4		4
P31	AA in Your Community	50		20	125	145
P35	Problems Other Than Alcohol	35	50	111	216	327
P42	A Brief Guide to Alcoholics Anonymous	75		20	212	232
P46	If You are a Professional...	35		48	10	58
P48	2022* Membership Survey	80		55	0	55
P54	Is There a Problem Drinker in the Work Place?	35		19		19
P84	Many Paths to Spirituality	25	10	0		10
P86	The God Word/Agnostic and Atheist Members in AA	50		1		1
P87	AA For Alcoholics with Mental Health Issues - and Their Spons	50		2		2
	300s Districts Yellow Meeting Guide Cards (Vista Print, check s	1000				85
Pamphlets used in past years						
Pamphlets discussed by committee @ 5/21 meeting						
Items either not available from S.C. OR not discussed with committee, but included anyway						



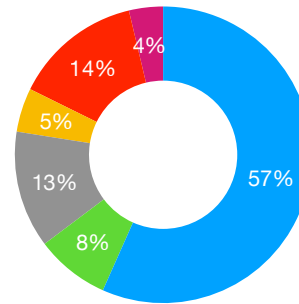
FUNDING

State Fair Income and Expenses Summary – 10/04/24

Money In	
Syracuse Intergroup SF Budget	\$1,800
Area 47 CNY Contribution	\$500
Area 48 NENY Contribution	\$500
Area 49 SENY Contribution	\$500
Donation from individual Eric Y.	\$20
Donation from John K. in Syracuse	\$100
District 0340 PI Budget (Orientation Materials)	\$111
Total income	\$3,531

Money Out	
Booth Rental*	\$1,613
NYS Fair Required damage waiver + sales tax	\$230
Admission Tickets for Staffers	\$363
Parking Passes for each day	\$137
Literature**	\$398
Adam's Expenses during fair (water, literature)	\$106
Pamphlets restocked from District 340 inventory	\$49
Total expenses	\$2,894

Money Left Over For Next Year's Exhibit	
Income minus expenses***	\$637



- Booth Rental*
- NYS Fair Required damage waiver + sales tax
- Admission Tickets for Staffers
- Parking Passes for each day
- Literature**
- Adam's Expenses during fair (water, literature)

*reflects an educational discount of \$487.50 + an administration fee of \$150 all subject to change based on New York State fees for 2025

** Includes \$3 in literature purchased for orientation sessions. Does NOT include Area 49 Literature Chair's donation of literature. Another \$48.50 worth of pamphlets were delivered to the fairgrounds from District 340 inventory. **See list below.**

***If there are any funds remaining, we need to be sure they're set aside for next year.

Pamphlets that had to be restocked: Many Paths to Spirituality (10); Questions & Answers on Sponsorship (15); The AA Member—Medications & Other Drugs (15); Problems Other than Alcohol (15); Young People in AA (25); Is There an Alcoholic in Your Life (30)

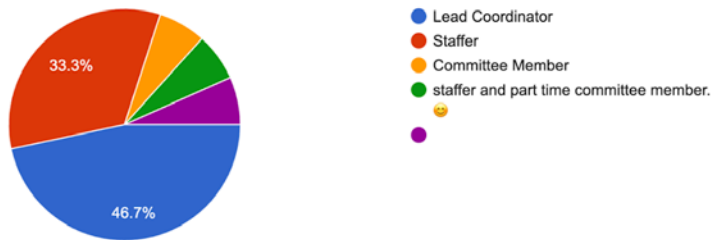


SURVEY SAYS

The Lead Coordinators and anyone in their groups who chose to were asked to complete a survey after the fair. Here are the results. ([Click any of the graphs to link to the original Google Forms survey.](#))

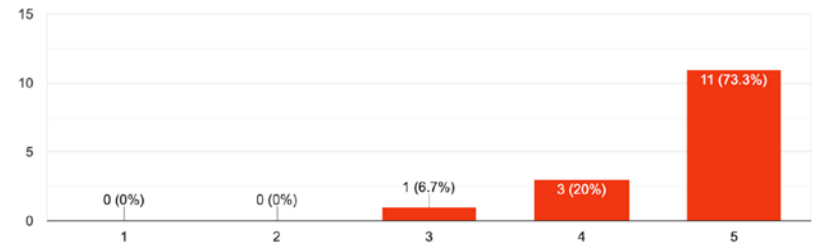
In what role did you serve on the 2024 New York State Fair AA Public Information exhibit?

15 responses



For Leads: If you served as a lead coordinator for your group, please rate, on a scale of 1 to 5, your overall experience with the 2024 NY State Fair AA exhibit?

15 responses

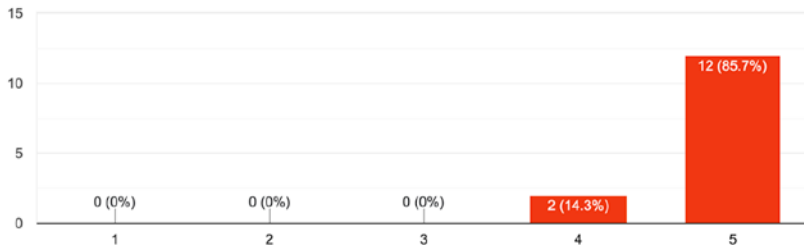


1=Extremely Poor! Frustrating

5=Great! Very Rewarding

On a scale of 1 to 5, how well prepared were you for this service commitment?

14 responses

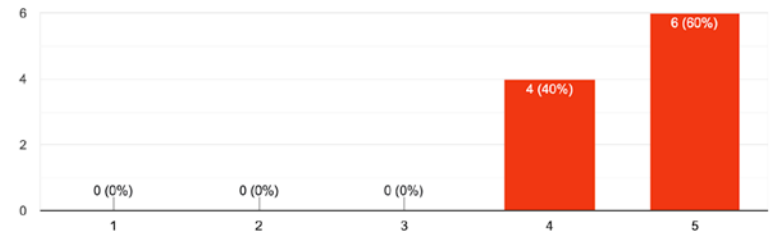


1=Poorly; I didn't feel informed.

5=Very well! I had all the training I needed.

For Staffers: If you staffed the booth at any time, please rate, on a scale of 1 to 5, your overall experience at the 2024 NY State Fair AA exhibit?

10 responses



1=Extremely Poor! Frustrating

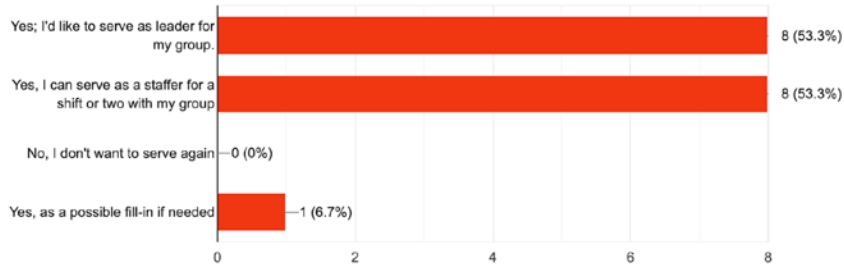
5=Great! Very Rewarding



SURVEY CONTINUED

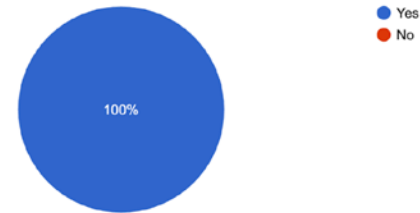
Based on your experience this year, would you be willing to serve again in 2025?

15 responses



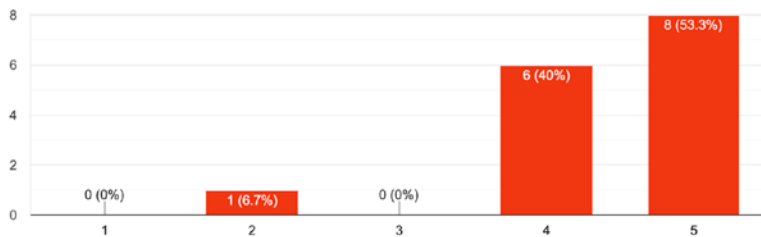
Do you think there should be an AA exhibit at next year's fair if it is supported as it was this year with contributions from other Areas?

15 responses



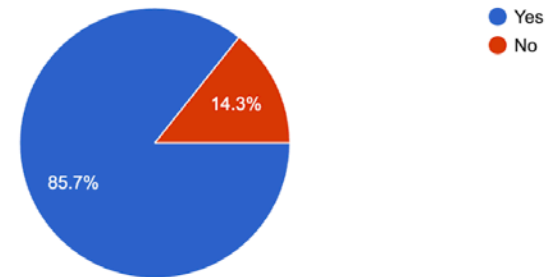
On a scale of 1 to 5, how well equipped was the exhibit space itself—chairs, table, signs, pamphlets, water?

15 responses



Would you consider serving on next year's State Fair Planning Committee?

14 responses



1=Not good.

5=Very well.



AND FINALLY

If you have any suggestions or comments regarding the State Fair PI project, please let us know.

4 responses

Better banners, and more literature from Al-Anon

Not at this time, but I may at a later point.

Would have liked list and prices of available aa literature for professionals to order.

i was asked questions about alateen & had nothing on it. i think there should be coffee for the help, more incentives for the help. just would be nice to have.

This report is meant to provide, in a general way, how the Alcoholics Anonymous Public Information Exhibit at the 2024 New York State Fair was planned, funded, staffed, and received. It is also meant to serve as a road map for future fairs and for other PI committees.

For access to the “State Fair 2024 Shared Documents Folder” on the District 340 Public Information Committee’s Google Drive, [click here](#).

The folder is not for the public as there may be some last names included in one or two documents.

There is also a binder containing copies of the minutes from the District 340 Public Information meetings along with several emails.

Colleen K., District 340 Public Information Committee Chair
315-427-5307



SEE YOU NEXT YEAR?

