

iafe: THE NETWORK!

# IMPRESSIONS

THAT LAST

## THE IAFE MANAGEMENT CONFERENCE

HILTON MINNEAPOLIS • MINNEAPOLIS, MN

APRIL 7 – 10, 2018

**SATURDAY, APRIL 7<sup>TH</sup>**

10:00 AM – 5:00PM

Registration

12:00 PM – 5:00 PM

IAFE Board Meeting & Lunch

*Symphony 1*

1:10 PM – 5:00 PM

Minnesota Twins vs. Seattle Mariners

*Target Field*

❖ Purchase tickets here: <http://bit.ly/2IDi9iL>

6:00 PM – 7:30 PM

Hosted 'Welcome to Minneapolis' Reception & Networking Activity

*The Gallery*

❖ "Baseball & Beer" – Wear your favorite beer and/or baseball team gear!

8:00 PM – ???

After Hours Networking

- ❖ Come hang out with us at Brit's Pub (1110 Nicollet Mall), featuring The Hammer Band (aka Jerry Hammer's band). We are gathering each night, just for the fun of it! Cash bar.

## SUNDAY, APRIL 8<sup>TH</sup>



**8:00 AM – 9:00 AM**

### **Breakfast**

*Symphony III*

**9:00 AM – 9:30 AM**

### **Welcome to the Twin Cities**

*Marquette III – VIII*

👉 Presented by Jerry Hammer, CFE (*Minnesota State Fair*)

**9:45 AM – 11:15 AM**

### **General Session – Changing The Guard: Preparing for Successful Leadership Transition**

*Marquette III – VIII*

- ❖ With 1/3 of the workforce eligible for retirement, many organizations are struggling to successfully transition their senior leaders. In this keynote, Shawn Rhodes - a war correspondent commissioned by the US Government to study high performing teams - will be sharing what he learned about how the most successful organizations prepare for transitioning their senior leaders and getting incoming leaders up-to-speed. Attendees will learn what to do (and not do) when changing the guard at their organizations and leave with an implementable plan for preparing their teams - and future leaders - for successful leadership transition. Included in this keynote will be a one-on-one hotseat where Shawn will facilitate an attendee through their own individual transition plan.

👉 Presented by Shawn Rhodes (*Shoshin Consulting*)

**11:15 AM – 11:30 AM**

### **Refreshment Break**

**11:30 AM – 12:00 PM**

### **Where Are We Going?**

*Marquette III – VIII*

A) Invite to the 2019 Management Conference

↳ Presented by Ken Karns (*OC Fair & Events Center, CA*)

B) Invite to the 2018 RASC Meeting

↳ Presented by Michael Lambert (*Royal Agricultural Society of the Commonwealth, UK*)

C) 2018 IAFE Convention

↳ Presented by Rick Vymlatil, CFE (*South Florida Fair & Palm Beach County Expositions*) & Jeremy Parsons, CFE (*Clay County Fair, IA*)

D) Update from the IAFE Office

↳ Presented by Marla Calico, CFE (*IAFE*)

**12:00 PM – 1:30 PM**

**Lunch & CFE Presentation**

*Symphony III*

**2:15 PM**

**Depart for Tour of the Mill City Museum**

- ❖ During its heyday between 1880 and 1930, the wheat processed every day at the Washburn A Mill filled 175 railroad cars and was used to make 12 million loaves of bread. Perched near a roaring waterfall on the Mississippi River, this was the world's largest flour mill until the entire building was lost to a massive explosion and fire. Built into the ruins, the Mill City Museum brings to life the intertwined histories of the flour industry, the river, and the city of Minneapolis through multimedia shows, hands-on exhibit galleries, and an observation deck with views of St. Anthony Falls and the Mighty Mississippi.

**4:30 PM – 7:30 PM**

**Minnesota State Fair Tour, Social Hour & Dinner**

**8:00 PM**

**Buses Depart for the Hotel**

**8:30 PM – ???**

**After Hours Networking**

- ❖ Come meet us for cocktails at the Hilton Lobby Bar. We are gathering each night, just for the fun of it! Cash bar.

# MONDAY, APRIL 9<sup>TH</sup>



**8:30 AM – 10:00 AM**

## **Breakfast & Committee Meetings**

*Symphony III*

- ❖ The following committees will meet: Membership; Agriculture; Competitive Exhibits; Master Planning & Physical Plant Operations; Non-Fair Facility Usage; Advertising, Promotions & Public Relations; Commercial Exhibits & Concessions; Sponsorship; Website & Technology; Entertainment; Nominating (*Symphony II*); and Convention Program (*Symphony I*).

**10:00 AM – 10:30 AM**

## **Refreshment Break**

**10:30 AM – 11:30 AM**

## **General Session – Driven to Discover**

*Marquette III – VIII*

- ❖ When epidemiologist Dr. Logan Spector looks at crowds of fairgoers, he sees immense potential for valuable, cutting-edge research. In 2014, Dr. Spector co-founded the Driven to Discover Research Facility (D2D) at the Minnesota State Fair. Now housed in a newly constructed building that welcomed 60,000 visitors in 2017, D2D connects a vast array of University of Minnesota research projects with a diverse pool of adult and child participants in a fun, innovative and convenient way. Last year, nearly 18,000 fair guests contributed to 36 studies on topics such as the factors that influence a jury, traits of a genuine smile that plastic surgeons might replicate in reconstructive surgery, the thumb's role in hand weakness, and how to support families coping with memory loss. While the research is serious, D2D's story is a fun and compelling behind-the-scenes look at how State Fair guests are contributing to some fascinating studies.

↳ Presented by Dr. Logan Spector (*Driven to Discover*)

**11:45 AM – 12:30 PM**

## **Igniter – Live!**

- ❖ By definition, "crowdsourcing" combines the efforts of numerous volunteers. Each person's contribution combines with those of others to achieve a cumulative result. This workshop needs a topic! Voting dots will be provided to each attendee. Post an idea and then vote at Registration for what you want to discuss using the dots; you will decide what will be discussed today! We will announce at breakfast on Sunday morning what the topic will be. Join the fun!

## A) Group 1

- ↪ *Marquette I* – Moderated by Jeremy Parsons, CFE (*Clay County Fair, IA*) & Lori Marshall (*Grand National Livestock Exposition, CA*)

## B) Group 2

- ↪ *Marquette II* – Moderated by Nancy Smith, CFE (*South Carolina State Fair*) & Amanda Blair, CFE (*Tulsa State Fair, OK*)

### 11:45 AM – 12:30 PM

#### **Workshop**

*Marquette IX*

##### ❖ TBD

- ↪ Presented by Sam Duchac (*Department of Homeland Security – Office of Bombing Prevention*)

### 12:30 Noon – 1:45 PM

#### **Lunch & Management Topics Discussions**

*Symphony III*

##### ❖ Discussions to include:

- Transition Planning (2)
  - ↪ Moderated by Lori Marshall (*Grand National Livestock Exposition, CA*) & Stacy Rianda (*Big Fresno Fair, CA*)
- Community Relations (2)
  - ↪ Moderated by Renee Alexander, CFE (*Minnesota State Fair*) & Nancy Smith, CFE (*South Carolina State Fair*)
- Technology Challenges
  - ↪ Moderated by Wally LeVesseur, CFE (*Minnesota State Fair*)
- Legal
  - ↪ Moderated by Sarah Thompson (*Tulsa State Fair, OK*)
- Keeping Your Team Motivated & Passionate
  - ↪ Moderated by Mallory Hines, CFE (*San Antonio Stock Show & Rodeo, TX*)
- Government Relations
- Ticketing Technology
  - ↪ Moderated by Gail Anderson (*Minnesota State Fair*)
- Finance & Funding
  - ↪ Moderated by Dennis Voeller, CFE (*Big Sky Country State Fair, MT*)

### 2:00 PM – 2:45 PM

#### **Breakout Workshops**

##### A) The Decision to Enhance Social Media – It Made Me a Believer

- ↪ *Marquette I* – Presented by Doug Kryzanowski (*Lethbridge & District Exhibition, AB*)

##### B) How & Why Tell Your Story – Economic Impacts

↪ *Marquette II* – Presented by Rod Markin (Markin Consulting)

C) "See Something, Say Something" – Campaign Materials & Ideas for Your Fair

↪ *Marquette IX* – Presented by Michael McKeown (*Department of Homeland Security*)

**2:45 PM – 3:15 PM**

**Refreshment Break**

**3:15 PM – 4:15 PM**

**General Session – Super Bowl LII: More Than a Game**

*Marquette III – VIII*

↪ Presented by Maureen Bausch (*CEO of Super Bowl LII Host Committee*)  
Maureen Bausch has more than 25 years of experience creating and building brand awareness working as an executive for the Mall of America. Prior to joining the Minnesota Super Bowl Host Committee as Chief Executive Officer, Maureen had been with Mall of American since 1990, starting in public relations and moving up to Executive Vice President of Business Development. Her extensive experience has earned her a spot on Advertising Age's Top 100 Marketers list.

**4:30 PM – 5:30 PM**

**Breakout Workshops – Featuring Super Bowl Volunteers & Committee Heads**

A) Social Media x Events = The Playbook

↪ *Marquette I* – Presented by Libby Benda & Carlyn Sveen (*The Social Lights*)

B) Security at Super Bowl Live

↪ *Marquette II* – Presented by Sgt. Mark Kuklow (*Minneapolis Police Dept. – Special Events & Dignitary Protection*)

C) Coaching Crew 52 Volunteers for the Super Bowl

↪ *Marquette IX* – Presented by Sheila Her (*Manager of Volunteers for Super Bowl LII Host Committee*)

**5:30 PM – 6:30 PM**

**Super Bowl Reception**

*Gallery Room*

❖ Mingle with colleagues and enjoy the beer and wine reception!

**6:30 PM**

**Dinner on Your Own**

**8:00 PM – ???**

**After Hours Networking**

- ❖ Come meet us for cocktails at the Hilton Lobby Bar. We are gathering each night, just for the fun of it! Cash bar.

## TUESDAY, APRIL 10<sup>TH</sup>



**8:00 AM – 9:30 AM**

**Breakfast Buffet & Goodbye**

*Symphony III*

- ❖ The Fair in 20 Years – Review What's Next