

**INTERNATIONAL
ASSOCIATION OF
FAIRS AND
EXPOSITIONS**

iafe[®]
**THE
NETWORK!**

CERTIFIED FAIR EXECUTIVE

C F E

**CRITERIA AND
APPLICATION FOR THE
IAFE CERTIFIED FAIR
EXECUTIVE PROGRAM**

A PROGRAM OF DISTINCTION

Thank you for your interest in the CFE Program! The following contains the official application form along with the certification criteria and polices governing the program as adopted by the IAFE Board of Directors.

Please note all application(s) along with supporting information and documents are to be submitted electronically. The application and any additional supporting materials must be typewritten. Please submit your files 1) Payment Page ONLY, Label File as CFE FOP 18 last name, first name 2)Application with support items labeled CFE APP 18 last name, first name. Please do not break out the sections into different files. Add support items at the end of the application, clearly identified with section number and item number. Please make sure all pdf's are scanned and positioned so they read correctly.

In order for the application to be considered, the following requirements must be met:

1. An applicant's fair or state or provincial fair association must be a current member in good standing with the IAFE, and the applicants must have a minimum of five years' experience as a full-time chief executive officer of a fair or state or provincial fair association or five years as a full-time staff executive. Full-time status is defined as when one is employed in a compensated, non-volunteer capacity for more than 1,500 hours per year by a member fair or state or provincial fair association. Annual compensation must be at least the federal (U.S.) minimum hourly wage rate multiplied by 1,500 (minimum hours per year).
2. The applicant shall also attach to the application a brief statement of not less than 150 typewritten words indicating his/her management philosophy of fairs or state or provincial fair associations, as well as any other support documentation requested.
3. To be considered for certification, the application including payment must be received by **JANUARY 15** of the year during which certification is sought.
4. Payment of \$75 (U.S. Funds) must be made by check or credit card at the time of the application. Checks payable to the International Association of Fairs and Expositions.

Name on Credit Card _____

CC# _____ - _____ - _____ - _____ (MC/VS/DS/AX)

CC Exp. Date _____ VIN # _____

**INTERNATIONAL ASSOCIATION OF FAIRS ANE EXPOSITIONS
CERTIFICATION PROGRAM (CFE)
POLICIES**

1. PURPOSES

The purposes of the certification program are: a) to provided incentive for professional improvement in fair management; b) to recognize those who achieve the specific standards; and c) to develop professional status in the field of fair management. Certification also honors those members who have demonstrated their abilities through years of service to their fairs, fair associations, communities, and the Association.

2. DESIGNATION

Certification as a Certified Fair Executive is an individual accomplishment. Referenced by a certified executive to his or her certification and use of it shall indicate that such certification as an individual accomplishment.

The Association shall honor a certified executive by presenting the successful applicant with a plaque designating him or her as a Certified Fair Executive.

3. QUALIFICATIONS AND REQUIREMENTS

A. Membership – An applicant must be employed full-time in an executive position by a fair or state or provincial fair association that is an active member in good standing of the IAFE. Full-time status is defined as when one is employed in a compensated, non-volunteer capacity for more than 1,500 hours per year by a member fair or state or provincial fair association. Annual compensation must be at least the federal (U.S.) minimum hourly wage rate multiplied by 1,500 (minimum hours per year). Your position must fit one of the following:

B. Chief Executive Officer - Applicant must have been employed full-time for five or more years as the chief executive officer of a fair or state or provincial fair association. Full-time status is defined as when one is employed in a compensated, non-volunteer capacity for more than 1,500 hours per year by a member fair or state or provincial fair association. Annual compensation must be at least the federal (U.S.) minimum hourly wage rate multiplied by 1,500 (minimum hours per year) **OR**

Executive Staff Personnel – Applicant must have been employed full-time for five or more years in an executive staff position of a fair(s) or state or provincial fair association(s). The position(s) held must be verified by the Chief Executive Officer of the fair(s) or state or provincial fair association(s). Full-time status is defined as when one is employed in a compensated, non-volunteer capacity for more than 1,500 hours per year by a member fair or state or provincial fair association. Annual compensation must be at least the federal (U.S.) minimum hourly wage rate multiplied by 1,500 (minimum hours per year).

***Points in all sections will be given for experience, participation, and contributions that occur during the time when an applicant holds a full-time staff position. Points will not be awarded for forthcoming activities and event participation. Points will only be awarded for individual accomplishments, not those of the exposition at which the applicant is employed.

- C. Education – A record of formal education including high school, college, post-graduate courses, or equivalent educational work from an accredited business or vocational school. Graduating from the IAFE Institute of Fair Management does apply.
- D. Participation in IAFE Activities – Attendance at and participation in annual conventions, management conferences, zone meetings, or seminars at non-convention/conferences, and IAFE sponsored meetings, special symposiums, CyberSeminars, Institute of Fair Management Summits, and judging assignments.
- E. Contributions to the Association – Committee activity, conference program participation, papers presented, offices held, and other service to the Association.
- F. Contributions to the Fair Sector – Service to the fair sector and participation in other fair related activities.
- G. Evidence of Management Skills – Evidence indicating management skills of the individual applicant, i.e., completion of the IAFE Institute of Fair Management program, advertising brochures, special promotions and programs planned and executed, sector – related reports and presentation, financial statements, etc.
- H. Community Activities – Evidence of participation in significant community leadership activities outside the fair or state or provincial fair association management field, i.e., Chamber of Commerce, United Way, 4-H, Boy/Girl Scouts, church, service clubs, fraternal organizations, etc.
- I. Management Philosophy - Fair managers shall compose and submit a written statement of not less than 150 words on his/her personal philosophy of management as it relates to the production and presentation of fairs. This may be published in Fairs & Expos magazine. State or provincial fair association managers shall compose and submit a written personal philosophy of management as it relates to the production and presentation of fair related meetings/conventions.
- J. References – Each candidate for certification shall provide at least three letters of recommendation addressed to the Certification Committee relative to association with and management of the applicant’s fair or state or provincial fair association and his/her community’s attitude with regard for his/her management skills. One letter must be from a person not associated with a fair or state or provincial fair association; one letter must be from a person associated with the applicant’s fair or state or provincial fair association; and one letter from a person associated with a fair or state or provincial association but not the applicant’s fair or state or provincial fair association.

4. CERTIFICATION APPLICATION

Applicants can download the IAFE Certification forms on the IAFE website. www.fairsandexpos.com or contact the IAFE office for necessary forms and instructions. After the applicant is satisfied he/she can meet the minimum requirements, he/she shall submit the completed application by January 15 of the year in which certification is sought to the IAFE office along with a form of payment (check or credit card) for \$75.00 (U.S. Funds). Once the application is forwarded to the IAFE it shall become the property thereof and will not be returned to the applicant. Material misrepresentations in the application will result in it not being considered. The application fee shall be returned should certification be denied for any reason.

5. ADMINISTRATION OF CERTIFICATION

Certification shall be administered by the IAFE through its Board of Directors. The IAFE Chair shall appoint a Certification Committee consisting of four members serving staggered terms not exceeding four years each, subject to approval by the Board of Directors. Panel members must be Certificate Fair Executives.

The Panel may develop its own internal operating procedures, subject to approval of the Board of Directors. The Panel shall report, at least annually, any recommendations for changes to the program. Such suggested changes shall be presented to the Board of Directors for review and approval.

6. CERTIFICATION PROCESSING

The IAFE staff will check the application form to assure that all information is complete and that there is evidence of participation and experience to meet the basic criteria and minimum point standards. After the application has been reviewed, the staff of the IAFE shall turn the application over to the Certification Committee for review.

The Certification Committee will then be responsible for recommending certification of candidates to the IAFE Board of Directors which shall have the right of final review and approval before granting certification. Announcement of the members approved by the Board shall be communicated to each applicant and presentation of certification shall be made at a management conference unless the applicant cannot attend, in which case the certification plaque shall be shipped to the applicant.

7. RIGHT OF APPEAL

If the Certification Committee does not approve an applicant for certification, it shall provide the applicant with an explanation of the reason(s) the applicant was not approved. Applicants may

appeal the decision of the Certification Committee by appealing the decision in writing to the IAFE Board of Directors. The written appeal shall be submitted to the IAFE Board of Directors by sending said appeal to the executive offices of the IAFE within thirty (30) days after the applicant has been notified of the Certification Committee's decision. The appeal shall specifically state what portion of the Certification Committee's decision is considered to be in error by the applicant. The applicant may submit any supporting documents with his or her appeal which he or she believes appropriate. The Board of Directors shall consider the appeal at a regular or special meeting of the Board of Directors. If any member of the Board of Directors is also a member of the Certification Committee, then such member shall excuse himself or herself from deliberation of the appeal. The Board's decision regarding the appeal shall be communicated in writing to the applicant within ten (10) days of the Board's decision.

8. EQUIVALENCIES

The Certification Committee, with the approval of the Board of Directors, shall have the right to assign a relative number of points in any category for what it judges to be equivalent combinations of training, experience, Association, fair sector, or community participation to those outlined in the criteria. These points shall not be indiscriminately granted but shall be reserved for those special circumstances which could not be covered or anticipated in the general guidelines.

9. CONFIDENTIAL INFORMATION

All information relative to an applicant's scoring shall be kept confidential. The existence of an application shall be considered confidential except to those directly concerned. Only approvals for certification shall be publicly announced.

10. CONDITIONS GOVERNING CERTIFICATION DESIGNATION AND USE

- A. The designation "CFE" may be used following the executive's name on correspondence, letterheads, business cards, and other printed matter where it may appear.
- B. Once an applicant has been certified, said designation shall remain with him/her permanently, providing any re-certification requirements which may be prescribed by the IAFE Board of Directors are met or unless decertified by the IAFE Board of Directors.
- C. The CFE designation should be used only so long as the person is active within the fair sector and any re-certification requirements which may be prescribed by the IAFE Board of Directors have been met. Certified individuals who have not met the re-certification requirements which may be prescribed by the IAFE Board of Directors should respectfully decline the CFE designation.

- D. Honorary certification may be granted by the IAFE Board of Directors. Honorary members should continue to use the CFE designation, if they desire to, and will not be required to meet any re-certification requirements.

11. APPLICATION PROCEDURE

Application forms and instructions are available to members on the IAFE Website www.fairsandexpos.com or by contacting the IAFE office. The Applicant will need to establish a drop box, to file the CFE application and supporting materials. The link to the CFE application and information shall be forwarded to the IAFE office lhart@fairsandexpos.com by January 15. Applications, payment and supporting materials must be submitted by January 15 of the year in which certification is sought.

**INTERNATIONAL ASSOCIATION OF FAIRS AND EXPOSITONS
APPLICATION FOR CERTIFICATION
(CERTIFIED FAIR EXECUTIVE)**

Date _____

Applicant _____ Position _____

Employed by _____
(Name of Fair, State or Provincial Association)

Address of Fair _____
(Street – P.O. Box)

(City) (State or Province) (Zip Code)

Phone _____ Fax _____

E-Mail _____

I certify that the following information is true and accurate, to the best of my knowledge.

Applicant's signature _____

Chief Executive Officer's signature _____

Applicants must attain the minimum number of points in EACH of the following nine categories
Points will not be awarded for forthcoming activities and event participation and points will only be awarded for individual accomplishments, not those of the exposition or state or provincial association at which the applicant is employed. Credit for each activity, accomplishment, contribution, etc. will only be given in a single area, except for Institute of Fair Management Graduates. IFM Graduates can receive credit in the Education and Evidence of Management Skills categories. Except for IFM do not list the same item twice in two separate sections of the application.

Have you previously applied for the CFE and been denied? Yes No If yes what year?

Why was your application denied?

I. EXPERIENCE AS AN EXECUTIVE OF AN IAFE MEMBER FAIR OR IAFE MEMBER STATE OR PROVINCIAL FAIR ASSOCIATION

Position(s) Held	Fair	Employment Dates	Number of Years
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Applicants Use	IAFE Use Only

I. TOTAL

(3) Three points for each of the first five years and (1) point for each additional year

II. EDUCATION (Minimum of 10 points – Maximum of 15 points)

High School Attended _____ Year Graduated _____
 High School graduate – (5 points)

College or University attended _____

Degree received _____ Year conferred _____

Or

Number of credit hours earned: Semester _____ or Quarter _____
 (5 points for each degree received or
 (1 point for each 30 semester hours or 45 quarters hours)

IAFE Institute of Fair Management Graduate (5 points) _____
 Accredited Adult Education courses, correspondence, business, or other accredited
 courses (Give course title(s) and specify year(s) completed)
 1 point for each course (Limit 3 courses)

Applicants Use	IAFE Use Only
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

II. Total

III. PARTICIPATION IN IAFE ACTIVITIES

(Minimum 15 points – Maximum 30 points)

A. Management Conference _____
 (Indicate specific years attended) 3 points each year attended

B. Institute of Fair Management Summit _____
 (Indicate specific year(s) attended) 3 points each Summit attended

C. Annual Convention _____
 (Indicate specific years attended) 3 points each year attended

D. Zone Meetings or Seminars at Non-Convention/Convention times: _____
 (Indicate specific years attended) 2 points each meeting, each year

E. CyberSeminar Series _____
 (Indicate title, month and year of each seminar attended)
 1 point for each two (2) seminars

F. IAFE sponsored events or meetings: _____

 (Includes other recognized Association meetings, special symposiums,
 special IAFE Judging Assignments, and State and Provincial Executive
 Summit.) (Indicate events/meetings attended and specific years for each)
 1 point each event, each year.

Applicants Use	IAFE Use Only
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

III. Total

IV. CONTRIBUTIONS TO THE ASSOCIATION

(Minimum of 15 points – Maximum of 25 points)

Applicants
Use

IAFE Use
Only

- A. IAFE Committee Member (1 point each committee, each year)

Specify
Year(s) Served

Committee _____

Committee _____

Committee _____

Committee _____

Provide summary (50 word minimum) of your involvement for each committee served.

- B. IAFE Committee Chairman* (2 points each committee, each year)

Specify Year(s)
Served

Committee _____

Committee _____

*Submit evidence of committee work as chair

- C. IAFE Board Member – 2 points each year

- D. IAFE Second Vice Chair – 2 points

- E. IAFE First Vice Chair – 3 points

- F. IAFE Chair – 5 points

- G. IAFE Annual Convention Program Chair, Management Conference Program Chair, Zone Meeting Chair, Seminar Program Chair, or Host Fair Committee Chair (Management Conference, Seminar, Zone) (Indicate meetings date(s) and site(s))
2 points each, each year

- H. IAFE Annual Convention or Management Conference Speaker, Panelist, or Table Topic Leader (Indicate speech, panel, or table topic subject(s) and year) – 2 points each, each year

- I. IAFE Zone Meeting or Seminar or State and Provincial Executive Summit Program Presenter (speaker, panelist, or table topic leader) (Indicate program topic(s), date(s), and site(s) of presentation(s)) – 1 point each, each year

- J. Papers or special articles published in recognized national trade and fair sector publications including "Fairs & Expos" (Not monthly messages or columns – attach copies) 5 points for "Fairs & Expos" – 2 points for others

IV. Total		

V. CONTRIBUTIONS TO THE FAIR SECTOR

(Minimum of 5 points – Maximum of 10 points)

- A. Participant and Membership in Allied Associations, their events and activities (Spell out all names; no acronyms)
1 point for each Association (the committee may in its discretion award additional points)
1. National, regional, state and provincial associations of fairs, expositions, and/or exhibitions; i.e., the Canadian Association of Fairs and Exhibitions, Mid-West Fairs Association, etc.,

 - (a) Participation as program chair, board member, meeting speaker/panelist. List event/activity and year.
1 point for each participation per year

 2. A maximum of two special interest associations relating to the fair sector; i.e., International Association of Venue Managers, International Association of Amusement Parks and Attractions, etc. 1 point for each participation per year

 - (a) Participation as program chair, board member, meeting speaker/panelist. List event/ activity and year. 1 point for each participation per year

 3. Served as highest elected officer of Associations listed in A.1 and A.2 _____
(Indicate association name and specify year(s) served) 2 points for each such office for each Association

V. Total		

VI. EVIDENCE OF MANAGEMENT SKILLS

(Minimum of 25 points – Maximum of 35 points)

Check items below for which you have enclosed a copy of each document related to items and programs **accomplished by you, individually, or under your direction** 5 points for Institute of Fair Management graduation and 5 points for each of the other categories.

- A. Completion of the IAFE Institute of Fair Management Program: Month and Year completed (5 points) _____

- B. Financial Statements of the fair or state or provincial fair association or department of the fair or state or provincial fair association for which applicant is responsible (5 points) (Not to exceed 10 pages) _____

 Each should represent a budget **YOU** developed and were responsible for. Describe your duties and responsibilities regarding the financial statements. _____

- C. Year-round operation of fair or state or provincial fair association facilities (Cite examples and provide supporting documentation. Describe your duties and responsibilities regarding the year-round operation.) (5 points) _____

- D. Fair or state or provincial fair association staff organizational chart and the job description for your current position (Attach copies of each. Describe your responsibilities during the annual fair.) (5 points) _____

- E. Pertinent fair sector surveys conducted (Attach results. Describe your involvement.) (5 points) _____

- F. Evidence of experience in planning and construction of new or improved fair facilities or state or provincial fair association facilities (Provide supporting documentation. Describe your involvement.) (5 points) Not to exceed five pages _____

- G. Other evidence of management skills (brochures, news-letters, promotions, or reports) (Provide supporting documentation that you were directly responsible for. Describe your involvement.) (5 points) _____

- H. Speeches on fair production, facilities management and state or provincial fair association management (Provide topic and specify date and site of presentation, such as schools, civic organizations, community events, etc.) (5 points) _____

Applicants Use IAFE Use

	Applicants Use	IAFE Use
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
VI. TOTAL	_____	_____

VII. COMMUNITY ACTIVITIES

(Minimum of 5 points – Maximum of 10 points)

Name civic or community organizations in which you are a member, number of years of service and those organizations, if any, in which you have held the top office, such as: Chamber of Commerce; Farm Bureau; agricultural councils; service clubs such as Rotary, Kiwanis, Optimist, Lions, Jaycees, or others; Masonic Order, Elks, Knights of Columbus; United Way; church organizations; 4-H; FFA; Boy/Girl Scours: YMCA/YWCA; or other recognized civic, service, or fraternal organizations.

1 point per organization per year

2 points for President per year

Specify Year(s)
Served

Applicants Use	IAFE Use
_____	_____
_____	_____
VII. Total	_____
I Through VII Total	_____

VIII. MANAGEMENT PHILOSOPHY

Please attach a written statement of not less than 150 words giving your philosophy of management as it relates to the production and presentation of fairs. This may be published in the Fairs and Expos magazine.

IX. REFERENCES

Provide at least three letters of recommendation addressed to the Certification Committee relative to association with and management of the applicant’s fair or state or provincial fair association and his/her community’s attitude with regard for his/her management skills. One letter must be from a person not associated with a fair or state or provincial fair association; one letter must be from a person associated with the applicant’s fair or state or provincial fair association; and one letter from a person associated with a fair or state or provincial association but not the applicant’s fair or state or provincial fair association.

FOR IAFE USE ONLY	
Fee Received _____	FOP _____
Total points earned _____	
Application approved: Certification Panel _____	IAFE Board _____
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