

# IAFE ZONE 4 • SPRING 2019 CONFERENCE

Sioux Falls, South Dakota • Mon., March 25 – Wed., March 27



## SCHEDULE OF EVENTS

### MONDAY, MARCH 25

- 10 a.m.–Noon **REGISTRATION CHECK-IN**
- Noon–1:00 p.m. **WELCOME AND LUNCH**
- 1:15–2:15 p.m. **KEYNOTE ADDRESS – “Take Care”**  
Jeremy Parsons
- 2:30–3:30 p.m. **“Walking the Fine Line of Livestock Exhibits”** – Jessica Underberg
- 3:45–4:30 p.m. **“Educational birthing centers vs. petting zoos”**  
Sylvia Wolters & Todd Marks
- 4:45–5:15 p.m. **YPI Meet & Greet & Mixer**
- 5:30–6:30 p.m. **SOCIAL GATHERING & CASH BAR, SILENT AUCTION**
- 6:30 p.m. **DINNER & SILENT AUCTION & ENTERTAINMENT**
- 9 p.m. **HOSPITALITY**

### TUESDAY, MARCH 26

- 8–9 a.m. **BREAKFAST & TUESDAY MORNING WELCOME**
- 9:15–10:15 a.m. **BREAKOUT SESSION A – “More than Attendance: What Makes a ‘Successful’ Fair”** – Jeremy Parsons
- 9:15–10:15 a.m. **BREAKOUT SESSION B – Networking Swap Shops** – topics to include Entertainment, Vendors, Promotions, Trends
- 10:30–11:30 a.m. **BREAKOUT SESSION A – “Get Sponsors Now”** – Ellie Highstreet
- 10:30–11:30 a.m. **BREAKOUT SESSION B – “Passing the Reins, planning for changes to your CEO or board of directors”**  
Marla Calico

### TUESDAY, MARCH 26 (continued)

- 11:45–12:15 p.m. **LUNCH**
- 12:30–2 p.m. **Best Practices for Your Livestock Shows (IFM Course #130, Ag Programming-Competitive)**  
Jennifer Cannon, Iowa State Fair.  
*This course is being presented (at no cost to the Zone) by the IAFE Education Foundation.*  
International Association of Fairs & Expositions  
**EDUCATION FOUNDATION**
- 2:15–3:15 p.m. **BREAKOUT SESSION – “Analytics 101: You Have The Data – Now What Do You Do With It”** – Jodi Buresh, Saffire
- 3:30–4:30 p.m. **Snowball Fight!!!** Join us for a fun, fast-paced networking event where you pick the topics and involvement is a must!
- 5–6:30 p.m. **SOCIAL GATHERING, SILENT AUCTION FINAL BIDS & CASH BAR**
- 6:30 p.m. **DINNER & LIVE AUCTION** – Silent Auction closes prior to Live Auction
- 9 p.m. **HOSPITALITY**

### WEDNESDAY, MARCH 27

- 8–8:45 a.m. **BREAKFAST**
- 9–10:15 a.m. **“Connecting with your Community”**  
Jennifer Puente
- 10:30–11:30 a.m. **ZONE 4 BUSINESS MEETING**
- 11:30 a.m. **CONFERENCE ENDS**



IAFE  
Management Conference  
May 3-5, 2019  
Costa Mesa, California

IAFE  
Annual Convention  
December 1-4, 2019  
San Antonio, Texas