Saturday

November 25, 2017

12:00 Noon-5:00 p.m.
IAFE Board of Directors Meeting & Lunch
Bally’s Skyview 1 (North Tower, 26th Floor)

4:00 p.m.
Mass
Paris Bordeaux

Sunday

November 26, 2017

7:30 a.m.-6:00 p.m.
Registration
Paris Ballroom Hallway
Sponsored by ShoWorks

IAFE Office
Paris Convention Entrance

8:00 a.m.
Bringing Home the Bacon Fun Run & Walk
Paris Hall of Mirrors
Awards Presentation and Continental Breakfast will follow in Paris Versailles 1 & 2 at the conclusion of the run.
Sponsored by Robinson’s Racing Pigs

8:30 a.m.
Fun Run Awards
Paris Versailles 1 & 2
Hosted by Jen Puente, CFE (Wisconsin State Fair)
Sponsored by Robinson’s Racing Pigs

8:30 a.m.-10:30 a.m.
It Never Gets Old . . . Event Management
Bally’s Gold (Indigo Tower, 1st Floor)
This course provides a broad overview of the professional management of facilities for year round usage by others: determining inventory, amenities, and capabilities; staff structure, internal & external communications, and calendar management & planning; and food/beverage management and rate structures.
Presented by Adam Heffron, CFE (Washington State Fair)

9:00 a.m.-4:00 p.m.
National Independent Concessionaires Association (NICA) Board Meeting
Bally’s Directors Room

10:00 a.m.-11:00 a.m.
Interdenominational Service
Paris Bordeaux
Conducted by Jeremy Parsons, CFE (Clay County Fair, Iowa)

10:00 a.m.-5:00 p.m.
IAFE Ed Shed
Bally’s Event Center (Indigo Tower, 1st Floor)
The Ed Shed is home to IAFE Contest entries and the location for all round tables. In addition, attendees can tune-up their know-how at the Training Corral, an area designed for special workshops, and the Campfire, for discussion sessions and to learn firsthand about contest entries. You can also pick up the winning contest entries on a USB provided by the North Carolina State Fair.

10:45 a.m.-12:15 p.m.
The Nuts & Bolts of Advertising & Social Media
Bally’s Gold (Indigo Tower, 1st Floor)
Explore basic principles of advertising and their role in traditional and non-traditional media. The instructor-led course defines “marketing” and marketing components; common terms, review media mix, and agency relationships. Gain tools to review advertising contracts and identify new media avenues. Course participants receive techniques and methods used in the advertising media process.
Presented by Becki Woodbury (Western Idaho Fair & CLM Marketing)

3:00 p.m.
The Ethics of Sponsorship
Paris Indigo Tower 2
Presented by Jeremey Parsons, CFE (Clay County Fair, Iowa)

GET YOUR CONTEST USB!
Enjoy most winning entries from the 2017 IAFE Annual Contests from the comfort of your home when you pick up the USB in the Ed Shed.
NEW: TV and Radio advertisements have been added to the USB this year!
Limit one per fair. Visit the Ed Shed Help Desk for more information.
Sponsored by North Carolina State Fair

NOTE: A Registered Attendee Badge Is Required for Admittance to ALL IAFE Events and Areas
Sunday

11:00 a.m.-12:00 Noon
Mass
Paris Bordeaux

1:00 p.m.-4:30 p.m.
Emergency Planning: So You Think You Are Ready? Care to Bet?
Bally’s Gold (Indigo Tower, 1st Floor)
All fairs face the risk of emergency incidents – from a broad range of threats. This course provides an overview of the emergency planning process and duty of care responsibility. It will be addressed through the Lifecycle of Incident Management: Awareness, Prevention, Preparedness, Response, and Recovery. Key components will be discussed to support the emergency planning process – for those just beginning to formulate their plan, as well as those who are refining their existing plan. A short, team-based planning exercise is included and each attendee will receive a book containing comprehensive written materials, templates, and a resource list.
Presented by Harold Hansen (Venue Management Consultants Group)
$125 Additional Fee Required. Please note that seating is limited, and on-site registration may not be available.
This is a required for-credit course of the Institute of Fair Management (course #112). All attendees are welcome, even if not enrolled in the Institute.

1:15 p.m.-2:00 p.m.
Round Table Discussions – First Session
Bally’s Event Center (Indigo Tower, 1st Floor)
Don’t worry about missing a topic! All Round Table topics discussed during the first session will be repeated during the second session from 2:30 p.m.-3:15 p.m.
1) Unique Events at Your Facility
   First Session – Brianne Brower
   Second Session – Alan Sands
2) Engaging Show Ring Spectators
   First Session – Lori Cox, CFE
   Second Session – Jeff Thayne
3) Fairs “Show & Tell” – Bring Your Favorite Brochure to Trade, Show and Share
   + Round Table Plus
   First Session – Bill Thompson
   Second Session – Misty Craft
4) Year-Round Ag Education
   First Session – Matthew Daly
   Second Session – Maria Lucero
5) Speak Loudly – Communicating Your Economic Impact
   First Session – Kelly Larson, CFE
   Second Session – Renee St. Jacques
6) Building Your Social Communities – It’s Not Too Late
   First Session – Joseph Jones
   Second Session – Jessica Bybee-Dziedzic

1:15 p.m.-4:30 p.m.
Campfire Sessions in the IAFE Ed Shed
Bally’s Event Center (Indigo Tower, 1st Floor)
Remember sitting around the campfire, sharing stories? We’ve created our own campfire in the corner of the Ed Shed. Join us around the fire as we share stories and discuss fair-related issues chosen by our membership through online voting. Rick Frenette, CFE, IAFE Hall of Famer, and current fair industry consultant, will serve as a facilitator for these crackling topics! The campfire will also host short presentations by IAFE Contest winners.

Sponsored by Fair Advantage
1:15 p.m.-1:30 p.m.
  Social Media Campaign: Before, During, and After a Tragedy – Communications, Category 16
  Presented by Alicia Shoults, CFE (Ohio State Fair)
1:35 p.m.-1:50 p.m.
  Vet Camp: A Day in the Life of a Veterinarian – Agricultural, Category 4
  Presented by Kirby Dygert (Erie County Fair, N.Y.)
1:55 p.m.-2:10 p.m.
  Gold Buckle Gala: Junior Livestock Premium Auction – Agricultural, Category 2
  Presented by Brittany Gillig (Ozark Empire Fair, Mo.)
2:15 p.m.-2:30 p.m.
  Paint Class – Competitive Exhibits, Category 4D
  Presented by Jen Cannon (Iowa State Fair)
2:35 p.m.-2:50 p.m.
  Projected Visuals on a Water Tower To Promote Fair – Communications, Category 14
  Presented by Margaret Mohr (California State Fair)
2:55 p.m.-3:10 p.m.
  STEM Robotics Challenge – Competitive Exhibits, Category 4B
  Presented by Mary Beth Antunes (Williamson County Fair, Tenn.)
3:15 p.m.-3:30 p.m.
  Television Sponsorships – Sponsorship, Category 2
  Presented by Jamie Porter (MontanaFair)
3:45 p.m.-4:30 p.m.
  Creating an Efficient, Enjoyable, and Valuable Experience for your Fair’s Stakeholders (Vendors, Exhibitors, Volunteers, Media, and Sponsors)
  Moderated by Rick Frenette, CFE (Fair Advantage)

1:45 p.m.-3:15 p.m.
Accessibility from Hello to Goodbye
Bally’s Bronze 1 & 2 (Indigo Tower, 1st Floor)
Your fair is a place for everyone in the community. Our goal is for each person to feel welcome, safe, and comfortable from the time they decide to attend, go through the front gate, experience the day, and leave to travel home. To make that happen, we all need to learn to identify and proactively address the issue of accessibility. The following are just a few of the topics to be discussed:
- Proper and appropriate response to patrons/visitors with disabilities
- Resources available to you
- Emergency Planning – Access and functional needs
- Grandstand Accommodations
Presented by David Whalen (DAT – Disability Awareness Training)
David will be sharing resources in the IAFE Ed Shed following his presentation

#IAFE2017
Sunday

1:45 p.m.-3:15 p.m.
Succession Planning NOW!
Bally’s Silver (Indigo Tower, 1st Floor)
Longevity and loyalty to companies are no longer common amongst the majority of the workforce. While Boomers are expected to have 3-4 jobs in a lifetime, Millennials are expected to have between 12-15 jobs. Couple that with the fact that “Free Agency,” or contracted employment, is on the rise from 30% and expected to reach 40% over the next 5 years, highlighting huge implications for a shift in how employers and employees approach employment in the very near future. We can be ready, or we can let this inevitable shift in demographics and constant turnover hit us unprepared. But it will hit us! The organizations who commit to both long-term goal planning as well as short-term will have no problems. It’s the organizations who suffer their long-term goals in order to meet their short-term goals that will have the greatest challenges to succession plan implementation. Knowledge is power. Knowledge of operations, best practices, lucrative relationships, and methods of greatest impact are just a few of the critical elements retained within Succession Planning. As the saying goes, “If you fail to plan, you plan to fail.” Attendees will gain value by being able to:
• State why it is important and the benefits of having a formalized succession plan
• Identify key questions that will impact the design of a succession plan
• Identify the critical elements to include in succession planning, potential obstacles, and how to overcome them.
Presented by Ryan McShane (Marc3 Leadership Solutions)

2:30 p.m.-3:15 p.m.
Digital Signage
Tech Pavilion – Bally’s Bronze 4 (Indigo Tower, 1st Floor)
Conducted by Dan Froelich (Freestyle Productions)

2:30 p.m.-3:15 p.m.
Round Table Discussions – Second Session
Bally’s Event Center (Indigo Tower, 1st Floor)
Don’t worry about missing a topic! All Round Table topics discussed during the first session from 1:15 p.m.-2:00 p.m. will be repeated during this second session. Please see the first session for topic details.

2:30 p.m.-3:15 p.m.
Networking Hacks – How To Make the Connections You Want In-Person & Online
Bally’s Bronze 3 (Indigo Tower, 1st Floor)
Learn hacks for building your personal network by using the latest trends in social media and some updated techniques for old-school networking.
Presented by Debi Cheek (Academic Success Center – University of Nevada, Las Vegas)

2:30 p.m.-3:15 p.m.
When Claim Jumpers Attack – How To Handle Credit Card Fraud
Training Corral – Bally’s Event Center
(Indigo Tower, 1st Floor)
As more ticket sales shift online, so does your risk for increasing e-commerce fraud which is growing at an annual 40% rate. Both Fraud and Friendly Fraud can be costly to your organization. This session will cover the basics in terminology and what to look for to quickly identify these hits. We will also provide pointers on setting up your ticket sales to minimize your risk.
Presented by Mandi Grimm & Krister Larsson (Etix)

3:15 p.m.-3:45 p.m.
My Favorite Free Tools
Tech Pavilion – Bally’s Bronze 4 (Indigo Tower, 1st Floor)
Conducted by Angel Moore (Alameda County Fair, Calif.)

3:30 p.m.-4:45 p.m.
Membership Group/Committee Meeting
Paris Versailles 1 & 2
The IAFE Membership group strategizes and implements recruitment of new IAFE members and membership retention.
Open to all IAFE members.

3:45 p.m.-4:30 p.m.
Transparency – The Key to Successful Transfer of Ownership for Fair & Concession Partners
Bally’s Bronze 1 & 2 (Indigo Tower, 1st Floor)
The topic of succession planning and transfer of ownership has long been discussed among our peers. A group of industry leaders gathered to develop a white paper on succession planning. Hear their points and ask your own questions in this open dialogue to continue the discussion.
Facilitated by Marlene Pierson-Jolliffe, CFE (State Fair of Virginia)
Panelists to include Vicki Chouris, CFE (South Florida Fair & Palm Beach County Expositions), Randy Reichert (Meggers Road Concessions), Wanell Costello (Arizona State Fair), and Greg Chiecko, CFE (Eastern States Exposition, Mass.)

3:45 p.m.-4:30 p.m.
Improving Sponsorship Value & Performance
Bally’s Silver (Indigo Tower, 1st Floor)
A thriving sponsorship sales program requires the right talent and the right process. Using an established, repeatable sales process will increase sponsor value and improve performance. A consistent sales process will boost the internal understanding of sponsorship, create a common vernacular, and serve as a management tool. Paula Beadle will share the 7-step sales process and best practices she has refined over 25 years of selling sponsorship programs, along with insightful tips to increase value, avoid hazards, and accomplish your goals.
Presented by Paula Beadle (Caravel Marketing)
Sunday

3:45 p.m.-4:30 p.m.
**Dealing with THAT Smell in Your Livestock Facilities**
*Training Corral – Bally’s Event Center*  
(Indigo Tower, 1st Floor)
You know it when it hits your nose the minute you walk into the barn or arena – ammonia. Did you know it might also cause illness in both show animals and in people? Find out the details on how microbial products can eliminate ammonia and reduce solids. Bio S.I. Technology products can successfully eliminate the cause of ammonia, rather than merely treating the symptoms.
*Presented by Brandon Boughen, M.Ag (Bio S.I. Technology)*

4:45 p.m.-5:45 p.m.
**First Friends Reception – New to the IAFE Convention?**
*Paris Versailles 1 & 2*
This is a reception for first-time attendees and their assigned mentors. Using a speed-dating format, first-time attendees to the Convention will be paired up with a veteran attendee for a brief, five-minute, one-on-one conversation. It will be a chance to ask questions about the Convention, the IAFE, and to meet lots of fellow fair folk! The reception will be followed by an optional tour of the hotel’s meeting facilities.
*Sponsored by The Coca-Cola Company*

6:00 p.m.-8:00 p.m.
**Raisin’ for a Reason 2017 Benefit Auction: Gold Rush!**
*Bally’s Skyview 1-4 (Indigo Tower, 26th Floor)*
“Cowboy chic” dress – don your best western wear! Proceeds benefit the IAFE Education Foundation and the Institute of Fair Management.
$100 Special Admission Required (includes food and drinks).
Inquire at the IAFE Registration Desk or at the door of the event.
*Drinkware sponsored by Rudy’s Inc. and Ron & Beverly Burbank’s Fantastical Traveling Shows*
*Beer Provided by Lagunitas Brewing Company*

Monday

November 27, 2017

6:30 a.m.-7:30 a.m.
**Cardio Meet Up**
*Paris Bordeaux*
Interested in meeting new fitness-minded individuals? Join us for a morning workout. Open to all fitness levels.
*Led by Priscilla Gerard*

7:00 a.m.-5:00 p.m.
**Registration**
*Paris Ballroom Hallway*
*Sponsored by ShoWorks*

7:30 a.m.-8:45 a.m.
**Continental Breakfast & Zone Business Meetings**
Pick up your breakfast (coffee/juice/soda/pastries) and proceed to your applicable meeting room by 8:00 a.m. Zones 1, 3, 4, and 5 can pick up breakfast on the 1st floor near the Bally’s Event Center. Zones 2, 6, 7, and 8 can pick up breakfast in the Bally’s Skyview Hallway on the 26th floor.
*Sponsored by Allied Specialty Insurance*

Zone 1: Bally’s Bronze 1 & 2 (Indigo Tower, 1st Floor) – Mark St. Jacques, CFE
Zone 2: Bally’s Skyview 2 (Indigo Tower, 26th Floor) – Nancy Smith, CFE
Zone 3: Bally’s Bronze 3 (Indigo Tower, 1st Floor) – Zis Parras
Zone 4: Bally’s Gold (Indigo Tower, 1st Floor) – Kathleen O’Leary, CFE
Zone 5: Bally’s Silver (Indigo Tower, 1st Floor) – Jill Hardesty
Zone 6: Bally’s Skyview 1 (Indigo Tower, 26th Floor) – Cliff Barton
Zone 7: Bally’s Skyview 4 (Indigo Tower, 26th Floor) – Brianne Brower
Zone 8: Bally’s Skyview 3 (Indigo Tower, 26th Floor) – Rick Pickering, CFE
Monday

8:15 a.m.-12:00 Noon
IAFE Ed Shed
Bally’s Event Center (Indigo Tower, 1st Floor)
The Ed Shed is home to the IAFE Contest entries and the location for all round tables. In addition, attendees can tune-up their know-how at the Training Corral, an area designed for special workshops, and the Campfire, for discussion sessions and to learn firsthand about contest entries. You can also pick up the winning contest entries on a USB provided by the North Carolina State Fair.

9:00 a.m.-9:45 a.m.
Round Table Discussions — First Session
Bally’s Event Center (Indigo Tower, 1st Floor)
Don’t worry about missing a topic! All Round Table topics discussed during the first session will be repeated during the second session from 10:15 a.m.-11:15 a.m.
1) Logistics & Your Livestock Shows
   First Session – Rhonda Ward
   Second Session – Matthew Daly
2) Fair Merchandise – Development, Production, Inventory
   First Session – Laura Murek
   Second Session – Jen Puente, CFE
3) Technology for Safety & Security
   First Session – Gary Houghton
   Second Session – Aaron Ottmar
4) Ideas for Interactive Agricultural Education Displays
   + Round Table Plus
   First Session – Mike Swartz
   Second Session – Judy Carrico
5) Technology for Tracking Sponsorships
   First Session – Barry Feil
   Second Session – Kelly Larson, CFE
6) Facility Cleaning Products & Equipment
   First Session – Jim Abendschan, CFE
   Second Session – Lori Marshall
7) Midway Options/Alternatives for Small Fairs
   First Session – Rick Frenette, CFE
   Second Session – Jeanne Keaton
8) VIP Packages & Programs
   First Session – Bill Thompson
   Second Session – Barry Feil
9) Ideas to Improve the Guest Experience
   First Session – Michael Bradley
   Second Session – Jerry Hammer, CFE

9:00 a.m.-9:45 a.m.
Workshops – All Attendees Welcome
1. The Multi-Generational Workforce
   Bally’s Bronze 1 & 2 (Indigo Tower, 1st Floor)
   Our workforce (including volunteers) is made up of four generations. A few Seniors (or Veterans) remain, however the Boomers are next to retire, vacating more positions than there are persons to fill them, with a gap of over 30 million and growing each year as new jobs and volunteer opportunities are created.
   Along come the millennials at nearly 80 million strong to fill many of the vacated gaps. But, are we ready for the millennials? Come find out the answer to these questions and many more as we walk you through the principles that match up to workforce and volunteer challenges to create greater alignment between talent and purpose.
   Presented by Ryan McShane (Marc3 Leadership Solutions)
   Sponsored by Mattress Firm

2. 20-Year Project: What Will Commercial Exhibits & Concessions at the Fair Look Like in 20 Years?
   Bally’s Bronze 3 (Indigo Tower, 1st Floor)
   Think about trends you see now and what the future might hold.
   This creative brainstorming session requires a free pre-registration, limited to the first 30 participants.
   Facilitated by Pam Simon, CFE & Dennis Larson, CFE
   (Minnesota State Fair)
   Sponsored by Webster Enterprises

3. Cannabis and the Fair – Concerns & Opportunities
   Bally’s Silver (Indigo Tower, 1st Floor)
   The list of states legalizing the sale and consumption of cannabis continues to grow and there is pending legalization of it in Canada. Each entity, however, has separate laws and procedures. Rather than trying to address that, our panel will talk about the impact legalization has had for their fair – challenges as well as opportunities. If you think cannabis might be legalized in your state, this session will provide insight into what other fairs have faced and are addressing.
   Moderated by Lori Marshall (Grand National Livestock Exposition, Horse Show & Rodeo, Calif.)
   Panelists to include Sarah Cummings (Colorado State Fair),
   Dan Mourning (New Mexico State Fair),
   Mike Paluszak
   (Oregon State Fair), and Sonya Logman (State of California –
   Business, Consumer Services, and Housing Agency)

4. Activism – Alive and Well in Your Community
   Bally’s Skyview 2 (Indigo Tower, 26th Floor)
   "Not in my town!" you say? Think again. Activism is alive and well in your community. In June, the IAFE launched the Activist Response Kit (ARK). This project was the result of many discussions, reviews, resources, and hours of input. In this workshop, you’ll hear from a panel of fair leaders who have experienced activism firsthand on their grounds. Learn from their experiences, hear their stories, discover what ARK tools they utilized, find out how their social community reacted, and … what now? (Prior to attending Convention, you can view the IAFE Activist Response Kit in the online library at www.fairsandexpos.com)
   Moderated by Kari Mergen (Missouri State Fair)
   Panelists to include Larry Gaffey (Walworth County Fair, Wis.),
   Troy Waffner (New York State Fair), and Jerry Hammer, CFE
   (Minnesota State Fair)

NOTE: A Registered Attendee Badge Is Required for Admittance to ALL IAFE Events and Areas
Monday

5. Innovative & Unique Entertainment – Global Success Stories
Bally’s Skyview 4 (Indigo Tower, 26th Floor)
Our panelists come from a wide variety of fairs and backgrounds. They will share their entertainment expertise and what makes it so successful at their shows. Can you guess which guest will talk about their POETree? Or the “Summer of Love” special exhibit?
Moderated by Chelsey Jungck, CFE (Nebraska State Fair)
Panelists to include Fabián Obrégón (Feria de León, Mexico), Lynelle Smith (Sydney Royal Easter Show, Australia), and Gabriella Calicchio (Marin County Fair, Calif.)

9:00 a.m.-9:45 a.m.
Dealing with THAT Smell in Your Livestock Facilities
Training Corral – Bally’s Event Center
(Indigo Tower, 1st Floor)
You know it when it hits your nose the minute you walk into the barn or arena – ammonia. Did you know it might also cause illness in both show animals and in people? Find out the details on how microbial products can eliminate ammonia and reduce solids. Bio S.I. Technology products can successfully eliminate the cause of ammonia, rather than merely treating the symptoms.
Presented by Brandon Boughen, M.Ag (Bio S.I. Technology)

9:00 a.m.-10:30 a.m.
Insurance Basics
Bally’s Gold (Indigo Tower, 1st Floor)
“Per incident; errors and omissions; excluded; D&O; property damage; general liability per claim” – If you’re fuzzy on the terms, this workshop on insurance basics will help you sort through it all. This course is especially designed for new board or staff members to help them understand the particular insurance needs and terms related to fair business, and is a good refresher course for anyone working within the fair industry.
Presented by Ryan Wilkerson (Haas & Wilkerson Insurance)
This is a for-credit course of the Institute of Fair Management (Course #113). All attendees are welcome, even if not enrolled in the Institute.

9:15 a.m.-11:20 a.m.
Campfire Sessions in the IAFE Ed Shed
Bally’s Event Center (Indigo Tower, 1st Floor)
Remember sitting around the campfire, sharing stories? We’ve created our own campfire in the corner of the Ed Shed. Join us around the fire as we share stories and discuss fair-related issues chosen by our membership through online voting. Rick Frenette, CFE, IAFE Hall of Famer, and current fair industry consultant, will serve as a facilitator for these crackling topics! The campfire will also host short presentations by IAFE Contest winners.
Sponsored by Fair Advantage

9:35 a.m.-9:50 a.m.
Maryland Farmers Care . . . About Environment, Health, Farms, Cows, and Food Safety (Exhibit) – Agricultural, Category 5
Presented by Robert Fogle, CFE (Maryland State Fair)

10:00 a.m.-10:30 a.m.
Mass Email Services
Tech Pavilion – Bally’s Bronze 4 (Indigo Tower, 1st Floor)
Conducted by Angel Moore (Alameda County Fair, Calif.) & Elena Hovagimian (Eastern States Exposition, Mass.)

10:15 a.m.-11:00 a.m.
Volunteer Background Screening Best Practices
Training Corral – Bally’s Event Center
(Indigo Tower, 1st Floor)
Presented by Beverly McIntosh (Verified Volunteers)
Verified Volunteers will be in the IAFE Ed Shed all week to share information about this new resource.

10:15 a.m.-11:00 a.m.
Round Table Discussions – Second Session
Bally’s Event Center (Indigo Tower, 1st Floor)
Don’t worry about missing a topic! All Round Table topics discussed during the first session from 9:00 a.m.- 9:45 a.m. will be repeated during this second session. Please see the first session for topic details.

10:15 a.m.-11:00 a.m.
Workshops
1. Meet the Millennials Game Show
Bally’s Bronze 1 & 2 (Indigo Tower, 1st Floor)
Do you want to know what makes millennials, a generation that has overtaken baby boomers as America’s largest generation, “tick”? Join us as the IAFE YPI Steering Committee game show host shares facts and misconceptions about the generation and introduces us to our contestants – a panel of millennials both inside and outside of the Fair industry. The contestants will answer questions from both the host and you about everything; from how they hear the day’s news to what they think the fair industry will look like in the future. You’ll be intrigued, surprised, and will walk away with knowledge that will help you learn how to hold an event for millennials, how to market to millennials, and how to work with millennials.
Presented by The Young Professionals Initiative (YPI)
Moderated by Courtney Conkle (Lake County Fair, Calif.)
Panelists to include Kady Porterfield (Central Washington State Fair) and Kirsten Fernow & Shivangi Khurania (Students at University of Nevada – Las Vegas)
2. 20-Year Project: What Will the Carnival at the Fair Look Like in 20 Years?
Bally's Bronze 3 (Indigo Tower, 1st Floor)
Think about trends you see now and what the future might hold. This creative brainstorming session requires a free pre-registration, limited to the first 30 participants.
Facilitated by Jim Sinclair, CFE (Minnesota State Fair) & Scooter Korek (North American Midway Entertainment - NAME)

3. The Money Trail
Bally's Skyview 1 (Indigo Tower, 26th Floor)
Seems like it should be simple enough – someone purchases a ticket through your online ticketing system, and the money ends up in your fair’s bank account. Anyone who has ever tried to switch ticket sales, processors, or gateways knows that it’s not so simple. Follow the trail to make sure there are no slip-ups along the way.
Moderated by Gail Anderson (Minnesota State Fair)
Panelists to include Dennis Scanlon & Mandi Grimm (Etix) and David Phelps (San Antonio Stock Show & Rodeo, Texas)
Sponsored by Etix

4. Partnerships That Work: Successful Opportunities for Teen Leaders on Youth Fair Boards
Bally’s Skyview 2 (Indigo Tower, 26th Floor)
County fairs are steeped in great tradition. Those traditions can and should include the training of outstanding teen leaders to serve as junior fair board members. These junior fair board members then work alongside their adult counterparts to plan, implement, and evaluate fair programming. This crucial partnership between youth and adult board members creates a more successful and memorable experience for youth participants and their families. The tradition of junior fair board opportunities in Ohio may vary slightly across the 88 counties, but without exception, these youth board members are provided with training and personal development opportunities that prepare them to be capable and contributing citizens. Regardless of their responsibility, these teens are gaining experience in interpersonal communications, dealing with conflict, effective time management, and public speaking, all while serving as valuable volunteer staff members to support fair events and activities. As a part of this session, participants will learn about the Hartford Independent Fair’s junior fair board program, the valuable statewide training event offered to support youth board members, and the countless benefits that are gained.
Presented by Lisa McCutcheon (Ohio State University Extension – Licking County)

5. How To Deliver Projects on Time and on Budget
Bally’s Skyview 3 (Indigo Tower, 26th Floor)
Come join us and explore the various types of construction procurement and building science innovations that can help your next build project be a success. From Bid-Build to Design-Build-Finance-Operate-Maintain procurement types, evaluating risk vs. reward, and LEED to BIM, we will discuss it all and answer your construction services questions in order to redefine construction for you.
Presented by Bill Michoulas, VP of Global Business Development (EllisDon Construction Company). EllisDon is a world-leading construction and building services company that completes in excess of $3.5 billion worth of contracts annually in every market sector and across the globe.

10:45 a.m.-11:15 a.m.
Maximizing Your Revenue Through Ecommerce & Ticketing
Tech Pavilion – Bally’s Bronze 4 (Indigo Tower, 1st Floor)
Are you getting the most bang out of your digital buck? When you sell online, are you maximizing your revenue per sale? Join us as we cover the ins and outs of increasing the value of your online presence based on our 15+ years of experience selling online. Whether you already sell online or are looking to start, we’ll show you how to make more money!
Conducted by Amy Pelzl (Saffire)

11:00 a.m.-4:00 p.m.
Showmen’s League of America (SLA) Exhibitor’s Lounge
Bally’s Skyview 5 & 6 (Indigo Tower, 26th Floor)
SLA Badge Required

11:30 a.m.-12:00 Noon
Building Your Business with Social Media – Tell Your Story
Tech Pavilion – Bally’s Bronze 4 (Indigo Tower, 1st Floor)
This session will be of interest to Associate Members.
Conducted by Angel Moore (Alameda County Fair, Calif.)

There’s an App for That!
The IAFE Convention App
Navigate our Annual Convention on this mobile app, available in the Apple and Android stores.
(search “IAFE” to find the app)

The IAFE Convention App includes:
• Personalized Scheduling • Exhibitors • Featured Exhibitors • Sponsors • Maps •
• Events • Speakers • Photo Gallery • Attendees • Social Media (use the hashtag #IAFE2017) •

Mobile App Support by Special Event Engineering LLC
Monday

12:15 p.m.
Doors Open for General Session

12:45 p.m.-2:30 p.m.
Monday General Session
Paris Champagne Ballroom

National Anthem: Dennis Lee (The Dennis Lee Show)
Introduction of IAFE Chair of the Board Becky Brashear, CFE (Maryland State Fair)
Presentation of the State & Provincial Association of Fairs’ Executive of the Year: Lisa Hinton, CFE (Florida Federation of Fairs)
Presentation of the Rising Star Award: Jeff Thayne (San Antonio Stock Show & Rodeo, TX)

Sponsored by Staats

Presentation of Heritage Awards: Carol Porter
(Haas & Wilkerson Insurance)

Sponsored by Haas & Wilkerson Insurance

Introduction of IAFE President and CEO Marla Calico, CFE
Introduction of Keynote Address: Ryan Wilkerson
(Haas & Wilkerson Insurance)

Keynote Speaker: Mel Robbins
Ms. Robbins is a third generation entrepreneur who’s launched and sold two companies and currently owns and operates a multi-million dollar publishing and speaking business. Her latest book The 5 Second Rule skyrocketed to number one on Amazon in multiple categories out of more than 12 million books. Ms. Robbins may be best known for delivering one of the most popular TEDxTalk’s in the world: “How To Stop Screwing Yourself Over.” When she’s not on stage as the most booked female speaker in the world, Ms. Robbins is an award-winning on-air analyst for CNN and, as one of their most prolific opinion writers, drives millions of page views online. She’s been named “America’s Outstanding Talk Show Host” by The Gracie Awards and has hosted original shows for A&E, Fox, and Cox Media. She’s appeared as an expert on a wide range of talk shows, from Oprah to Dr. Phil, Fox News to Good Morning America. Ms. Robbins is a contributing editor for SUCCESS magazine and is continually featured in publications like The New York Times and Inc. magazine.

Sponsored by Haas & Wilkerson Insurance

Presentation of IAFE Hall of Fame Award: Rick Frenette, CFE
(Fair Advantage)

1:00 p.m.-5:00 p.m.
NICA/Sysco Meeting
Bally’s Directors Room (Indigo Tower, 1st Floor)

2:30 p.m.
Fair Swag
Paris Ballroom (Entrance to the IAFE Trade Show)
The first 500 attendees through the door will receive a giveaway, courtesy of Saffire.

2:30 p.m.-6:30 p.m.
IAFE Trade Show
Paris Ballroom

Raisin’ for a Reason: IAFE Education Foundation Silent Auction
Fair Fun Area – Paris Ballroom (Inside IAFE Trade Show)

3:00 p.m.-4:45 p.m.
YPI General Meeting & Happy Hour
Paris Versailles 3 & 4
All attendees under age 40 are invited.

3:00 p.m.-6:00 p.m.
Beyond the Booth Showcases
Showcase Areas 1 & 2 – Paris Ballroom
3:00 p.m.-3:15 p.m. p.m. (Area 1)
  Dale Jones
  Presented by Dale Jones Entertainment
3:15 p.m. - 3:30 p.m. (Area 2)
  The Magical Comedy of Alan Sands
  Presented by Alan Sands Entertainment
3:30 p.m.-3:45 p.m. (Area 1)
  Safari Jeff
  Presented by Metropolis Management
4:00 p.m.-4:15 p.m. (Area 2)
  Ventriloquist Steve Chaney & “The Corny Crow Show”
  Presented by Alan Sands Entertainment
4:30 p.m.-4:45 p.m. (Area 1)
  KC Styles
  Presented by Metropolis Management
4:45 p.m.-5:00 p.m. (Area 2)
  Chicago Honey Bear Dancers Dance Spectacular
5:15 p.m.-5:30 p.m. (Area 1)
  rePercussion – A Comedic Drummer Duo
  Presented by Metropolis Management
5:30 p.m.-5:45 p.m. (Area 2)
  Chicago Boyz
  Presented by Star Attractions

3:30 p.m.-4:30 p.m.
2017 & 2018 IAFE Committee Chairs Meeting
Paris Bordeaux

4:15 p.m.
SLA Annual Meeting
Bally’s Skyview 3 (Indigo Tower, 26th Floor)

4:30 p.m.-5:30 p.m.
Heritage Award Winners Meet & Greet
Trade Show Lounge – Paris Ballroom
Stop by to congratulate the 2017 winners!

4:30 p.m.-6:00 p.m.
North American Livestock Show & Rodeo Managers Association (NALSRMA) Meeting & Reception
Paris Versailles 1 & 2
Members Only
Monday

5:30 p.m.-6:30 p.m.
IAFE Chair’s Reception in the Trade Show
Paris Ballroom
Beer provided at the IAFE Education Foundation Bar.
Light hors d’oeuvres and cash bar.
*Sponsored by Deggeller Attractions*
Beer Provided by Lagunitas Brewing Company

6:00 p.m.-9:00 p.m.
NICA Industry Appreciation Reception
Penthouse Suite (Indigo Tower, 26th Floor)

6:15 p.m.
Trade Show Drawings
Trade Show Lounge – Paris Ballroom
Drawing for a Set of Golf Clubs
*Sponsored by Populous*

Qualifying Drawing for the Grand Prize
Three qualifiers will be drawn each day (Monday, Tuesday, and Wednesday) from among all registered attendees. At 1:15 p.m. on Wednesday, Nov. 29, a drawing from among the nine qualifiers will determine the winner. Trade Show exhibitors are not eligible.

*Sponsored by Ray Cammack Shows*
**MUST BE PRESENT TO WIN ALL DRAWINGS.**

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Tuesday

**November 28, 2017**

7:30 a.m.-5:00 p.m.
Registration
Paris Ballroom Hallway
*Sponsored by ShoWorks*

7:45 a.m.-8:30 a.m.
Continental Breakfast
Paris Versailles Ballroom
*Sponsored by American Farm Bureau Foundation for Agriculture*

8:30 a.m.-10:00 a.m.
Tuesday General Session
Paris Champagne Ballroom
**Presiding:** IAFE Chair Becky Brashear, CFE (Maryland State Fair)
**Presentation of Competitive Exhibits Awards:** Jeff Blomsness, CEO (North American Midway Entertainment - NAME) & IAFE Competitive Exhibits Committee Chair jill Albanese, CFE (Wisconsin State Fair)
*Sponsored by North American Midway Entertainment*

**Presentation of the Excellence in Agriculture Awards:** Mike Hnatt (ShoWorks) & IAFE Agriculture Committee Chair Robert Fogle, CFE (Maryland State Fair)
*Sponsored by ShoWorks*

**Keynote Speaker:** Greg Peterson & the Peterson Farm Brothers, Advocates
*Sponsored by Protect the Harvest*

Peterson will present “Millennial Perspectives in Agriculture.” He will share their experience of being young farmers and the things they believe their generation brings to the table. He will share their unique perspective on the power of social media and the influence that it has on what consumers think, do, and say. The Peterson Farm Bros are Greg, 26; Nathan, 23; Kendal, 20; and honorary “bro” Laura, 16. They are siblings that farm together with their parents near Assaria, Kans. They produce entertaining and educational videos on YouTube and post continuous farming and video updates to their social media pages, including Facebook, Twitter, and Instagram. The Peterson Farm Bros’ parody video titled “I’m Farming and I Grow It” was a viral hit and received more than 5 million views in more than 200 countries in two weeks. They continue to make videos about their lives on the farm and parody music videos.

**Drawing for 4 Sets of 3 Side-by-Side Triton Show Pens**
*Sponsored by Triton Barn Systems*
Tuesday

9:00 a.m.-10:00 a.m.
SLA Memorial Service
Bally’s Event Center (Indigo Tower, 26th Floor)

10:00 a.m.-11:00 a.m.
SLA Board Meeting
Bally’s Skyview 3 (Indigo Tower, 26th Floor)

10:15 a.m.-11:00 a.m.
Dealing with THAT Smell in Your Livestock Facilities
Training Corral – Bally’s Event Center
(Indigo Tower, 1st Floor)

You know it when it hits your nose the minute you walk into the barn or arena – ammonia. Did you know it might also cause illness in both show animals and in people? Find out the details on how microbial products can eliminate ammonia and reduce solids. Bio S.I. Technology products can successfully eliminate the cause of ammonia, rather than merely treating the symptoms.

Presented by Brandon Boughen, M.Ag (Bio S.I. Technology)

10:15 a.m.-11:15 a.m.
Striking it Rich with Saffire
Tech Pavilion – Bally’s Bronze 4 (Indigo Tower, 1st Floor)

If you’ve been to the IAFE Convention in recent years, then you’ve probably heard of Saffire. What you might not know is that we’ve helped hundreds of clients increase their revenue through our simple, integrated website & ticketing platform. Why should you be next? Saffire is your sanity savior – we give you the power to manage all your own content, with unlimited help and support from our team. Saffire is also your productivity producer – you’ll have more time and energy to focus on running your event! And if you haven’t taken advantage of SaffireTix – the real money maker – you are, without a doubt, leaving revenue on the table! You are invited to join us as we reveal the “secret sauce” recipe of Saffire – you won’t want to miss it! You just may find yourself leaving this session much richer!

Conducted by Saffire

10:15 a.m.-2:30 p.m.
IAFE Ed Shed
Bally’s Event Center (Indigo Tower, 1st Floor)

The Ed Shed is home for the IAFE Contest entries and the location for all of the round tables. In addition, attendees can tune-up their know-how at the Training Corral, an area designed for special workshops, and the Campfire, for discussion sessions and to learn firsthand about contest entries. You can also pick up the winning contest entries on a USB provided by the North Carolina State Fair.

10:30 a.m.-11:15 a.m.
Round Table Discussions – First Session
Bally’s Event Center (Indigo Tower, 1st Floor)

Don’t worry about missing a topic! All Round Table topics discussed during the first session will be repeated during the second session from 11:45 a.m.-12:30 p.m.

1) Developing Underused & Slower Areas to Create Destinations on Your Fairgrounds
First Session – Melanie Linnear
Second Session – James Romer

2) Connecting with Your Livestock Exhibitors on Social Media
First Session – Kari Mergen
Second Session – Rhonda Ward

3) Animal Acts in the Age of Activism
First Session – Greg Woody
Second Session – Greg Woody

4) Volunteer Recognition
+ Round Table Plus
First Session – Lori Marshall
Second Session – Jaime Kwiatkowski

5) Working with Local Media on Features (e.g., Exhibits, Food)
First Session – Dominic Palmieri
Second Session – Mallory Hines, CFE

6) Building Relationships with Policy Makers
First Session – Renee St. Jacques
Second Session – Renee St. Jacques

7) Drone Policies
First Session – Tawny Tesconi, CFE
Second Session – Chris Leach, CFE

8) Foundation Challenges
First Session – Bill Thompson
Second Session – Lori Marshall

9) Managing Re-Entry to Your Event
First Session – Jeff Gittins
Second Session – David Phelps

10:30 a.m. - 11:15 a.m.
Workshops

1. Rising Prices & Reduced Availability – How Can the Fair Compete for the Entertainment Dollar?
Bally’s Bronze 1 & 2 (Indigo Tower, 1st Floor)

Rising prices, competition in the marketplace and determining the best way to market a show are just a few of the challenges facing fairs booking big name entertainment. This interactive panel discussion will touch on researching artists, creative bookings, branding, marketing, and more.

Moderated by Renee Alexander, CFE (Minnesota State Fair)
Panelists to include Stacy Rianda (Big Fresno Fair, Calif.) & John Juliano, CFE (Mellowship Entertainment)

2. 20-Year Project: What Will the Fair Facility Look Like in 20 Years?
Bally’s Bronze 3 (Indigo Tower, 1st Floor)

Think about trends you see now and what the future might hold. This creative brainstorming session requires a free pre-registration, limited to the first 30 participants.

Facilitated by Chip Overton (K/O Fairground Planners) & Dennis Voeller, CFE (Big Sky Country State Fair, Mont.)

NOTE: A Registered Attendee Badge is Required for Admission to ALL IAFE Events and Areas
Tuesday

3. Creating a Culture That Keeps Employees/Volunteers Coming Back
Bally’s Silver (Indigo Tower, 1st Floor)
Silver Dollar City is an icon not only in the Ozarks but in the amusement park world. Headquartered in Branson, MO, their many different businesses require creativity to keep them fully staffed. Human Resources Director Deanna Partridge will share their secrets to harboring a culture of family and the creativity from their team to help find new qualified team members.
Presented by Deanna Partridge (Silver Dollar City)
Sponsored by Superior Sleep Experience

4. Agricultural Show Revitalization
Bally’s Skyview 2 (Indigo Tower, 26th Floor)
Some species and breeds are seeing a decrease in the number of entries. Let’s hear from some executives who are actually seeing their show numbers increasing; maybe they can tell us why?
Moderated by Gary Slater, CFE (Iowa State Fair)
Panelists to include Justin Billings (American Quarter Horse Association), Amy Cowan (American Hereford Association), Ernie Barnes (National Pork Board), and Aaron Gillespie (American Boer Goat Association)

5. Everything I Was Looking for . . . and Lots of Stuff I Wasn’t – Enhancing the Value of the Shopping Experience at Your Fair
Bally’s Skyview 4 (Indigo Tower, 26th Floor)
Commercial Exhibits at your fair have always been a very important feature. People went to the fair to see and buy the latest products. Hear from these long-time exhibitors the many successful ways to enhance that shopping experience for your fairgoers.
Moderated by Joel Cowley (Houston Livestock Show & Rodeo, Texas)
Panelists to include Jeff Thornberry (Pristine Systems Inc.), David Webster (Webster Enterprises), James Roberts (Batten Industries), and Michelle Page (Mattress Firm)
Sponsored by Webster Enterprises

10:30 a.m.-12:35 p.m.
Campfire Sessions in the IAFE Ed Shed
Bally’s Event Center (Indigo Tower, 1st Floor)
Remember sitting around the campfire, sharing stories? We’ve created our own campfire in the corner of the Ed Shed. Join us around the fire as we share stories and discuss fair-related issues chosen by our membership through online voting. Rick Frenette, CFE, IAFE Hall of Famer, and current fair industry consultant, will serve as a facilitator for these crackling topics! The campfire will also host short presentations by IAFE Contest winners.
Sponsored by Fair Advantage

12:00 Noon-12:15 p.m.
Find the Toyota Tundra – Sponsorship, Category 1
Presented by Kari Mergen (Missouri State Fair)
12:20 p.m.-12:35 p.m.
On the Spot Candy Board Contest – Competitive Exhibits, Category 4A
Presented by Rhonda Livingstone (Bonner County Fair, Idaho)

10:30 a.m.-12:45 p.m.
Principles of Food & Beverage
Bally’s Gold (Indigo Tower, 1st Floor)
This course provides an introduction to the principles and role of food & beverage service at fairs and fairground facilities that suggests ways to create a successful environment for both the fair and the concessionaires. Learn to work together for a high level of guest satisfaction and financial return. Other key points covered will include:
• Contract models
• Vendor selection, placement, menus, and layout
• Business needs of successful mobile food operators
• Pricing
• New technologies and trends
• The “front line” role of concessions
Presented by Rey O’Day (Wings of Fame Productions)
This is a for-credit course of the Institute of Fair Management (Course #142). All attendees are welcome, even if not enrolled in the Institute.

11:00 a.m.-4:00 p.m.
SLA Exhibitor’s Lounge
Bally’s Skyview 5 & 6 (Indigo Tower, 26th Floor)

11:15 a.m.-11:45 a.m.
Recharge/Stretching Break
Bally’s Event Center
Led by Priscilla Gerard

11:15 a.m.-12:00 Noon
Data, Analytics & Your Fair
Training Corral – Bally’s Event Center (Indigo Tower, 1st Floor)
Join us for a robust session which will help you determine ways to collect reliable data and discover more about your fair attendees. Get tips on how to organize and report data to stakeholders, the local community, and fair partners. In addition, learn about industry trends and what other venues/events are doing with their data to help grow their businesses.
Presented by EventCorp Services Inc.

11:30 a.m.-11:45 a.m.
Best Weather Apps
Tech Pavilion – Bally’s Bronze 4 (Indigo Tower, 1st Floor)
Conducted by Renee Alexander, CFE (Minnesota State Fair)

11:45 a.m.-12:30 p.m.
Round Table Discussions – Second Session
Bally’s Event Center (Indigo Tower, 1st Floor)
Don’t worry about missing a topic! All Round Table topics discussed during the first session from 10:30 a.m.-11:15 a.m. will be repeated during this second session. Please see the first session for topic details.

NOTE: A Registered Attendee Badge Is Required for Admittance to ALL IAFE Events and Areas
Tuesday

11:45 a.m.-12:30 p.m.

Workshops

1. **Negotiating For Success**
   - Bally’s Bronze 1 & 2 (Indigo Tower, 1st Floor)
     This course looks at the steps necessary for a successful negotiation. Steps reviewed will be negotiation preparation, setting targets, roles of team members, setting strategy, conducting negotiations and documenting the final agreement. The goal of this course is to empower the staff to feel more comfortable and prepared as they enter and conduct negotiations.
     *Presented by Terry Carr (Carr Consultants)*

2. **20-Year Project: What Will Competitive Exhibits at the Fair Look Like in 20 Years?**
   - Bally’s Bronze 3 (Indigo Tower, 1st Floor)
     Think about trends you see now and what the future might hold. This creative brainstorming session requires a free pre-registration, limited to the first 30 participants.
     *Facilitated by Jill Albanese, CFE (Wisconsin State Fair) & Nancy Smith, CFE (South Carolina State Fair)*

3. **Are You Prepared When There’s an Amusement Ride Crisis? – What We Learned**
   - Bally’s Silver (Indigo Tower, 1st Floor)
     When a ride tragically malfunctioned at the Ohio State Fair, the entire carnival and fair industry was immediately thrust into the spotlight with amusement ride safety at the forefront. Learn firsthand about the crisis communications lessons learned while standing in the international spotlight from Ohio State Fair marketing and public relations executive Alicia Shoults, along with crisis communications expert David Margulies, who has successfully represented the industry for more than three decades.
     What’s next? OAABA President Robert W. Johnson will share an update on industry-wide ASTM standards regarding ride manufacturing, inspections and non-destructive testing (NDT), and what other state amusement ride regulators are doing to further ensure ride safety in the future.
     *Moderated by E.J. Dean, 2017 OAABA Chair (Fiesta Shows)*
     *Panelists to include Alicia Shoults, CFE (Ohio State Fair), David Margulies (The Margulies Communications Group), and Robert W. Johnson (Outdoor Amusement Business Association - OAABA)*

4. **How to Produce & Promote Events on Your Grounds – Part 1**
   - Bally’s Skyview 1 (Indigo Tower, 26th Floor)
     Hear brief comments from some fairs that have started their own events and what they learned. Then this session becomes interactive! Divide into groups to begin planning your next new event. Make sure to come back tomorrow afternoon for the group presentations – maybe we will see some of these events on fairgrounds next year!
     *Facilitated by Aaron Owen (Ozark Empire Fair, Mo.), Barney Cosner, CFE (Fremont County Fair, Wyo.), Lori Cox, CFE (Big Sky Country State Fair, Mont.), Bryan Schulz, CFE (Red River Valley Fair, N.D.), Rusty Volk, CFE (Northern Wisconsin State Fair), and Kim Palmer (American Royal Association, Mo.)*

5. **Connecting to Your Local Community**
   - Bally’s Skyview 2 (Indigo Tower, 26th Floor)
     All fairs are dedicated to impacting their local community. The State Fair of Texas has had great success by leveraging relationships and resources to make a difference. By focusing on the areas of Economic Development, Education, and Capacity Building of Nonprofits in the local community, the State Fair of Texas continues to build on its mission of agriculture, education, and community involvement. In this workshop, learn how to identify the assets with your Fair/Festival and in your community that can result in new partnerships, programs, and possibilities.
     *Presented by Froswa’ Booker-Drew, Ph.D. (State Fair of Texas)*

6. **It’s Not All About You – How to Relate to Fair Buyers**
   - Trade Show Showcase Area 1 – Paris Ballroom
     Learn the best practices and preferences of some of the top members of the industry. This panel will offer a frank and honest discussion of what does and doesn’t work when it comes to reaching the buyer, closing the deal, and maintaining the customer for years to come. While the focus of this session is entertainment, other associates should find this educational and informative as well.
     *Moderated by Mark Sparks (Triangle Talent)*
     *Panelists to include Jeremy Parsons, CFE (Clay County Fair, Iow a), Tim Stevens (G.L. Berg Entertainm ent), and Paul Isaak (FunnyJuggler.com)*
     *This session is designed for associate members.*
     *Your Associate badge will gain you access to the Trade Show area for this workshop.*

12:00 Noon-12:30 p.m.

**Video Makes a Marketing Star!**

- **Tech Pavilion – Bally’s Bronze 4 (Indigo Tower, 1st Floor)**
  As video continues to flourish in digital marketing, it is important to know how and when to implement it into your marketing plans. In this session, we’ll demystify the challenge of adding video to your marketing efforts and show you the tools you’ll need to get started, as well as how to develop compelling content. Learn how using video in your social media efforts can drive revenue and make you a marketing star!
  *Conducted by Jessica Bybee-Dziedzic (Saffire)*

1:00 p.m.

**Fair Swag**

- **Paris Ballroom (Entrance to the IAFE Trade Show)**
  The first 500 attendees through the door will receive a giveaway, courtesy of Fair Publishing House.

1:00 p.m.-5:30 p.m.

**IAFE Trade Show**

- **Paris Ballroom**
  **Raisin’ for a Reason: IAFE Education Foundation Silent Auction**
  Fair Fun Area – Paris Ballroom (Inside IAFE Trade Show)
Tuesday

1:15 p.m.-2:15 p.m.
2018 Programming Group/Committee Meetings
Bally’s Event Center (Indigo Tower, 1st Floor)
Most administrative, activity, and educational program groups/committees will meet to outline projects for 2018. Group/Committee participation is encouraged. If you would like to participate, please join an Educational Program Group/Committee of your choice by attending the meeting. A list of all Group/Committee Chairs can be found on page 46.

Agriculture Group/Committee
Bally’s Bronze 1 & 2 (Indigo Tower, 1st Floor)

Advertising & PR Group/Committee
Bally’s Bronze 3 (Indigo Tower, 1st Floor)

Sponsorship Group/Committee
Bally’s Bronze 4 (Indigo Tower, 1st Floor)

1:30 p.m.-5:15 p.m.
Beyond the Booth Showcases
Showcase Areas 1 & 2 – Paris Ballroom
1:30 p.m.-1:45 p.m. (Area 1)
Going Cashless: Why, How, and What to Know
Presented by Greenwald Industries
1:45 p.m.-2:00 p.m. (Area 2)
Dale Jones
Presented by Dale Jones Entertainment
2:15 p.m.-2:30 p.m. (Area 1)
Chicago Honey Bear Dancers – Dance Spectacular
2:30 p.m.-2:45 p.m. (Area 2)
The Village Idiot, Simple Simon
3:00 p.m.-3:15 p.m. (Area 1)
Kid Ace
Presented by Metropolis Management
3:15 p.m.-3:30 p.m. (Area 2)
Good Co
Presented by Metropolis Management
3:45 p.m.-4:00 p.m. (Area 1)
Comic Ventriloquist Joe Gandelman & Friends
Presented by Star Attractions
4:00 p.m.-4:15 p.m. (Area 2)
Kate McRae
Presented by Metropolis Management
4:30 p.m.-4:45 p.m. (Area 1)
Ventriloquist Steve Chancy & "The Corny Crow Show"
Presented by Alan Sands Entertainment
4:45 p.m.-5:00 p.m. (Area 2)
Cale Moon

2:00 p.m.-3:00 p.m.
OABA/CalPro Meeting
Bally’s Skyview 3 (Indigo Tower, 26th Floor)

2:30 p.m.-5:00 p.m.
Members of State & Provincial Associations of Fairs Workshop
Paris Versailles 1 & 2
Designed specifically for the state & provincial executive. Any members of their boards are also encouraged to attend.

2:30 p.m.: Welcome and Introductions
Lisa Hinton, CFE (Florida Federation of Fairs)
Robert W. Johnson (OABA – Outdoor Amusement Business Association)
Michelle Card (NICA – National Independent Concessionaires Association)

2:45 p.m.-3:00 p.m.: Group Introductions
Short Presentations from the IAFE Speaker List:
- Chuck Potash (Triangle Talent)
- Linda Chezem (Protect the Harvest)
- Terry Carr (Carr Consultants)
- Steve Patterson (Indiana Association of Fairs)
- Harry Reffner (Pennsylvania State Association of County Fairs)

4:00 p.m.-4:30 p.m.: Round Tables (First Session)
1) Social Media for Associations
- Charlyn Fargo Ware (Illinois Association of Ag Fairs)
- Howard Call, CFE (Ohio Fair Managers Association)
- Kathryn Hunter (Maine Association of Ag Fairs)

2) Getting Small Fairs Involved/Keeping Big Fairs in Check
3) Awards Programs
4) Jr. Fair Participation at Convention
- Nancy Pitz, CFE (Rocky Mountain Association of Fairs)
- Glen Duck (Saskatchewan Association of Agricultural Societies & Exhibitions)
- Nancy Pit, CFE (Rocky Mountain Association of Fairs)

4:30 p.m.-5:00 p.m.: Round Tables (Second Session)
Topics and presenters will remain the same; participants will swap tables from the first session.

Sponsored by Outdoor Amusement Business Association (OABA)

3:00 p.m.-4:30 p.m.
Young Professionals Initiative (YPI)
Ment-A-Minute/Mentor Social Mixer
Paris Versailles 3 & 4
All registered attendees under the age of 40 and the invited mentors are welcome.

Sponsored by The Best Around

5:00 p.m.-5:30 p.m.
Members of State & Provincial Associations of Fairs
Business Meeting
Paris Versailles 1 & 2
Presiding: Lisa Hinton, CFE (Florida Federation of Fairs)

Agenda:
- Financial Report
- Executive Summit – April 19-21

- Nancy Pit, CFE (Rocky Mountain Association of Fairs)

Sponsored by The Best Around

NOTE: A Registered Attendee Badge Is Required for Admittance to ALL IAFE Events and Areas
Tuesday

5:15 p.m.
Trade Show Drawings
Trade Show Lounge – Paris Ballroom
Drawing for an iPad
Sponsored by Swifty Swine Productions

Qualifying Drawing for the Grand Prize
Three qualifiers will be drawn each day (Monday, Tuesday, and Wednesday) from among all registered attendees. At 1:15 p.m. on Wednesday, Nov. 29, a drawing from among the nine qualifiers will determine the winner. Trade Show exhibitors are not eligible.

Sponsored by Ray Cammack Shows
MUST BE PRESENT TO WIN ALL DRAWINGS.

5:30 p.m.
IAFE Associates Board Selection Credentialing Meeting
Paris Bordeaux
Meeting called to order at 5:45 p.m.
Presiding: IAFE Director at Large Andy Schoendienst
(Luehrs’ Ideal Rides, Inc.)
All Associate Members are invited to attend. Associate memberships are included in one of four categories. The categories are: Entertainment, Commercial Exhibits & Concessions, Carnivals/Ride Owners/Ride Manufacturers, and Suppliers & Services. Each Associate membership shall be entitled to cast one vote for a nominee for Associate Director. The name of the person who is not a member of the Entertainment category who receives the most votes shall be submitted to the IAFE Nominating Committee for consideration for the nominating report during the Business Meeting at the Awards Reception on Wednesday night.

5:30 p.m.-6:30 p.m.
Members of State & Provincial Associations of Fairs and NAAFA Social
Paris Chablis
For officers and directors of State & Provincial Associations of Fairs and members of the National Association of Agricultural Fair Agencies.
Sponsored by Outdoor Amusement Business Association (OABA)

5:45 p.m.-6:45 p.m.
CFE Reception and Toast
Paris Versailles 3 & 4
For Certified Fair Executives
Hosted by IAFE Chair Becky Brashear, CFE (Maryland State Fair)
Co-Sponsored by Markin Consulting & Populous

6:30 p.m.
Debbie Powers’ Glitz & Glamour SLA Banquet
Paris Champagne Ballroom
Contact the Showmen’s League of America for tickets

7:30 p.m.
TopGolf Social – Play with the YPI
TopGolf – MGM Grand Hotel & Casino
Attendees will meet at 7:00 p.m. by the hotel room check-in area of the Paris Hotel and then walk as a group to TopGolf at the MGM Grand Hotel & Casino. If you can’t join us at that time, please stop by later. We will be there until 9:00 p.m.
Pre-Registration is Required to Attend.

Wednesday

November 29, 2017

7:00 a.m.-8:30 a.m.
Past IAFE Board Chairs Breakfast
Paris Chablis

8:00 a.m.-8:30 a.m.
Continental Breakfast
Paris Versailles Ballroom
Sponsored by Wade Shows, Inc.

8:00 a.m.-4:00 p.m.
Registration
Paris Ballroom Hallway
Sponsored by ShoWorks
Wednesday

8:30 a.m.-10:00 a.m.
**Wednesday General Session**
Paris Champagne Ballroom

Wednesday's General Session isn’t your ordinary graduation! This session features the 2017 Institute of Fair Management graduates and recognizes the IFM’s Errol Mckoy, Kitchen Craft, Bob Williams, Williams Memorial-CranFest, and Cow Palace Scholarship recipients. A grand morning with grand awards!

**Introduction of Keynote Speaker:** 2017 OABA Chair E.J. Dean (Fiesta Shows)

**Keynote Speaker:**
Amberley Snyder

Ms. Snyder was born in southern California, where she and her five siblings lived during their father’s Major League Baseball career with the Los Angeles Dodgers. She began riding lessons at the age of three. Before long she was competing in barrel racing, pole bending, and breakaway roping. In 2009, she qualified for the National High School Finals in the pole bending and won the National Little Britches Rodeo Association All-Around Cowgirl World Championship. Ms. Snyder was active in FFA during her adolescent years, and in 2010 was elected the Utah FFA state president. In 2010, on her way to the National Western Stock Show and Rodeo, Ms. Snyder was involved in a brutal car accident that left her paralyzed below her waist. The accident changed her life, but not her competitive spirit. Only 18 months after the accident, she was back in the saddle. In 2015, Ms. Snyder graduated from Utah State University with a Bachelor’s degree in agriculture education and is currently pursuing a Master’s degree in counseling. She has received awards through the National Cowgirl Hall of Fame and the National Cowboy Heritage Museum and Hall of Fame and has delivered a keynote address at the National FFA Convention.

Sponsored by Outdoor Amusement Business Association (OABA)

10:00 a.m.-1:30 p.m.
**IAFE Trade Show**
Paris Ballroom

10:30 a.m.-12:30 p.m.
**Beyond the Booth Showcases**
Showcase Areas 1 & 2 – Paris Ballroom

- **10:30 a.m.-11:15 a.m. (Area 1)**
  - Comedy Hypnotist Alan Sands, “The Sandman”
    - Presented by Alan Sands Entertainment
- **11:15 a.m.-11:30 a.m. (Area 2)**
  - Family Feud
    - Presented by Bohm’s Family Entertainment
- **11:45 a.m.-12:00 p.m. (Area 1)**
  - Scott’s Crazy Comedy Magic Show
    - Presented by Capitol International Productions, Inc.
- **12:00 Noon-12:15 p.m. (Area 2)**
  - ClearStream Recycling

11:00 a.m.-11:45 a.m.
**Institute of Fair Management (IFM) Overview**
Paris Bordeaux

Find the answers to your questions about the Institute of Fair Management and the new IFM Graduate Certification Program. Presented by Lori Hart, CFE (IAFE), Director of Education & Member Services

11:00 a.m.-12:00 Noon
**Mid-West Fairs Association Meeting**
Paris Chablis

Members Only

**New IAFE Board of Directors Orientation**
Paris Suite

**Pin Trading**
Paris Hall of Mirrors

Sponsored by Plano Pin Company

11:45 a.m.-12:15 p.m.
**Certified in Volunteer Fair Management (CVFM) Overview**
Paris Bordeaux

Find the answers you need about this Certification Program for Volunteers in Fair Management. Presented by Jayme Buttke, CFE (Wisconsin Association of Fairs), IAFE Certification Committee Member

12:15 p.m.-12:45 p.m.
**Certified Fair Executive (CFE) Overview**
Paris Bordeaux

Find the answers to your questions about the IAFE Certification Program for Fair Executives. Presented by Jayme Buttke, CFE (Wisconsin Association of Fairs), IAFE Certification Committee Member

12:15 p.m.-1:15 p.m.
**Trade Show Treats**
Paris Ballroom

All registered attendees, please join us in the Trade Show for an ice cream social!

Sponsored by Powers Great American Midways

#IAFE2017
Wednesday

12:30 p.m.-2:30 p.m.
**NICA Advisory Board Meeting**
Bally’s Directors Room (Indigo Tower, 1st Floor)

1:15 p.m.
**Trade Show Drawings**
Trade Show Lounge – Paris Ballroom

**Drawing for a Flag Pole**
Sponsored by Uncommon USA

Qualifying Drawing for the Grand Prize
Three qualifiers will be drawn each day (Monday, Tuesday, and Wednesday) from among all registered attendees. At 1:15 p.m. on Wednesday, Nov. 29, a drawing from among the nine qualifiers will determine the winner. Trade Show exhibitors are not eligible.

**MUST BE PRESENT TO WIN ALL DRAWINGS.**

1:30 p.m.-2:15 p.m.
**Cyber Security – What Is It?**
Tech Pavilion – Bally’s Bronze 4 (Indigo Tower, 1st Floor)
Conducted by Steve Graustein (Fryeburg Fair, Maine)

1:30 p.m.-4:30 p.m.
**IAFE Ed Shed**
Bally’s Event Center (Indigo Tower, 1st Floor)
The Ed Shed is home to the IAFE Contest entries and the location of all round tables. In addition, attendees can tune-up their know-how at the Training Corral, an area designed for special workshops, and the Campfire, for discussion sessions and to learn firsthand about contest entries. You can also pick up the winning contest entries on a USB provided by the North Carolina State Fair.

2:00 p.m.-2:45 p.m.
**Round Table Discussions – First Session**
Bally’s Event Center (Indigo Tower, 1st Floor)

Don’t worry about missing a topic! All Round Table topics discussed during the first session will be repeated during the second session from 3:15 p.m.-4:00 p.m.

1) **Finding Qualified Competitive Exhibits Staff**
First Session – Courtney Conkle
Second Session – Barney Cosner, CFE

2) **Using Volunteers for Facility Projects**
First Session – Lori Marshall
Second Session – Bill Ogg, CFE

3) **Contract Swap – Non-Fair Events**
+ **Round Table Plus**
First Session – Bill Dutcher, CFE
Second Session – Kelly Collins

4) **Non-Traditional Grandstand Events**
First Session – Aaron Ottmar
Second Session – Nick Pelham

5) **Providing Ticketing Services for Non-Fair Rentals**
First Session – Joseph Jones
Second Session – Lori Marshall

6) **Marketing Live Contests – Where, Who, When, How?**
First Session – Charlie Barboni
Second Session – Andrea Wiesenmeyer

7) **Livestock Judge Selection Processes**
First Session – Matthew Daly
Second Session – Kirby Dygert

2:00 p.m.-2:45 p.m.
**Workshops**

1. **They’re Out to Eliminate Animals from Your Fair! – Protecting the Education & Entertainment Missions of Your Fair**
Bally’s Bronze 1 & 2 (Indigo Tower, 1st Floor)
This workshop will review examples of activist activities at fairs and examine ways to deal with them. We will focus on animal rights, but note that other kinds of groups may present similar issues. Participants will receive a checklist to assist them in their own planning.
   • Formulating plans to deal fairly and appropriately with activists means that both animals and humans are protected.
   • Animal well-being is enhanced because sabotage or activist mistreatment is less likely.
   • The fair mission of education and entertainment is enhanced as the disruptions and distractions are minimized.

Presented by Linda Chezem (Protect the Harvest)

Sponsored by Protect the Harvest

2. **20-Year Project: What Will Entertainment at the Fair Look Like in 20 Years?**
Bally’s Bronze 3 (Indigo Tower, 1st Floor)
Think about trends you see now and what the future might hold.
This creative brainstorming session requires a free pre-registration, limited to the first 30 participants.
Facilitated by Theresa Weinfurtner, CFE (Minnesota State Fair) & Mark Sparks (Triangle Talent)

NOTE: A Registered Attendee Badge Is Required for Admission to ALL IAFE Events and Areas
3. What's Ahead on the H-2B Visa Forefront & Seasonal Staffing
Bally’s Silver (Indigo Tower, 1st Floor)
Carnivals, concessionaires, and independent ride owners depend on a reliable, trained, seasonal workforce to supplement their American workforce each season. This legal DOL visa program, administered by the Department of Homeland Security and the Department of State, is fraught with red-tape, regulations, and is costly for many who have used it for over a decade. Each year, the OABA lobbyists prepare a strategy for our Board, working with our legislative friends in Congress to ensure an adequate supply of seasonal guest workers. Learn what challenges the mobile amusement industry is once again faced with for the 2018 season and what impact it will have on fairs.
Moderated by Jay Strates (Strates Shows)
Panelists to include Gregg Hartley (Cloakroom Advisors), Wayne Pierce (The Pierce Law Firm, LLC), James K. Judkins (JKJ Workforce Agency), and Michael Wood (Wood Entertainment Company)

4. Your Customer Has Wants – Is Your Pricing Strategy Compatible with Their Desires?
Bally’s Gold (Indigo Tower, 1st Floor)
This talk illustrates how the theory of behavior economics can be used to develop pricing strategies that both extract the most value from the customer, while at the same time keeping the customer extremely satisfied. Behavior Economics has been made popular by such books as “Thinking Fast and Slow” and “The Undoing Project.” Real life cases will be included in the talk, including work with British Airways and major hotel firms.
Presented by Stowe Shoemaker, Dean (Harrah College of Hotel Administration – University of Nevada, Las Vegas)

5. Expect the Unexpected – Floods, Tornadoes, Protesters & More
Bally’s Skyview 1 (Indigo Tower, 26th Floor)
Hear from industry leaders the inspiring stories of how they have handled disruptions at their facilities and the relationships in our fair family that helped them through.
Moderated by Marlene Pierson-Jolliffe, CFE (State Fair of Virginia)
Panelists to include Jennifer Giesike, CFE (Washington Town & Country Fair, Mo.) & Tasha Hyder (Clay County Agricultural Fair, Fla.)

6. Sponsorships vs. Exhibit Space – Point vs. Counterpoint
Bally’s Skyview 2 (Indigo Tower, 26th Floor)
Two departments with different goals, both to better the fair, its programming, and its bottom line. This Point vs. Counterpoint presentation will highlight the ways they can work together.
Presented by Kelly Pound (State Fair of Texas) & Derek Ricci (Brown County Fair, SD)

7. Conflict Resolution in Today’s Workplace
Bally’s Skyview 3 (Indigo Tower, 26th Floor)
This course studies how to manage and resolve conflict in a positive way. Group discussions will center on analyzing the conflict, separating the people from the problem, reviewing possible solutions, respecting differences, reaching resolution, and moving the group forward. The goal of this course is to provide the attendee with the tools to be able to successfully resolve issues while still maintaining or establishing a cohesive organization.
Presented by Terry Carr (Carr Consultants)

2:00 p.m.-3:00 p.m.
Make Up a Rotary Meeting at IAFE
Bally’s Event Center (Indigo Tower, 1st Floor)
This will be an opportunity for fair industry Rotarians to make up a missed rotary meeting. Learn from and meet fellow Rotarians in the fair industry from around the world.
Moderated by Scott Stoller, CFE (Silver Dollar Fair, Calif.)

2:00 p.m.-4:00 p.m.
Campfire Sessions in the IAFE Ed Shed
Bally’s Event Center (Indigo Tower, 1st Floor)
Remember sitting around the campfire, sharing stories? We’ve created our own campfire in the corner of the Ed Shed. Join us around the fire as we share stories and discuss fair-related issues chosen by our membership through online voting. Rick Frenette, CFE, IAFE Hall of Famer, and current fair industry consultant, will serve as a facilitator for these crackling topics! The campfire will also host short presentations by IAFE Contest winners.
Sponsored by Fair Advantage

2:00 p.m.-2:15 p.m.
A Day at the Fair Focusing on the LGBTQ+ Community – Communications, Category 17
Presented by Luis Valdivia (San Diego County Fair, Calif.)

2:20 p.m.-2:35 p.m.
Youth Horse Challenge – Agricultural, Category 13
Presented by Jeff Thayne (San Antonio Livestock Exposition, Texas)

2:40 p.m.-2:55 p.m.
Lego Extravaganza – Create It on the Spot – Competitive Exhibits, Category 4a
Presented by Scott Suchomski (Tennessee Valley Fair)

3:15 p.m.-4:00 p.m.
Cultivating & Developing Young Leadership
Moderated by Rick Frenette, CFE (Fair Advantage)

2:30 p.m.-3:00 p.m.
Protecting Your Computer
Tech Pavilion – Bally’s Bronze 4 (Indigo Tower, 1st Floor)
Conducted by Steve Graustein (Fryeburg Fair, Maine)
Wednesday

2:30 p.m.-3:15 p.m.

New Resources to Manage Disease Risk in Animal/Human Interactions
Training Corral – Bally’s Event Center (Indigo Tower, 1st Floor)
An overview of two new (and free) training programs launched this year to help your youth exhibitors understand and be aware of the risks of animal-to-human disease and pathogens that show animals can bring to the fairgrounds. Dr. Kristen Obbink, a veterinarian from the Center for Food Security & Public Health at Iowa State University, will talk about the online modules of “Excellence in Exhibition.” Dr. Stephen Neel of Technical Solutions International (and creator of the award-winning IAFE Consumer Protection Program training) will talk about the new program developed specifically for youth, “Protecting the Future of Livestock at Public Events.” Both programs cover important topics, with the Iowa State program having a strong focus on avian and H3N2v influenza while Dr. Neel’s program drills down to enteric pathogens (E.coli O157:H7).
Presented by Dr. Stephen Neel (Technical Solutions International) & Dr. Kristen Obbink (Center for Food Security & Public Health – Iowa State University).

3:15 p.m.-4:00 p.m.

Tips & Tricks for Excel Spreadsheets
Tech Pavilion – Bally’s Bronze 1 & 2 (Indigo Tower, 1st Floor)
Conducted by Steve Graustein (Fryeburg Fair, ME)

3:15 p.m.-4:00 p.m.

Round Table Discussions – Second Session
Bally’s Event Center (Indigo Tower, 1st Floor)
Don’t worry about missing a topic! All Round Table topics discussed during the first session from 2:00 p.m.-2:45 p.m. will be repeated during this second session. Please see the first session for topic details.

3:15 p.m.-4:00 p.m.

Workshops
Bally’s Bronze 1 & 2 (Indigo Tower, 1st Floor)
Branding and marketing are essential to all events, businesses, and organizations. However, they are often lumped together in the same category, when in fact they are two very different concepts. This workshop will teach you the differences between branding and marketing, the definition of core values, and how to use them in your marketing campaigns and beyond.
Presented by Eric Kuznacic (Why the Fuss? [WTF?] Technical Solutions)

2. 20-Year Project: What Will Agriculture at the Fair Look Like in 20 Years?
Bally’s Bronze 3 (Indigo Tower, 1st Floor)
Think about trends you see now and what the future might hold. This creative brainstorming session requires a free pre-registration, limited to the first 30 participants.
Facilitated by Kady Porterfield (Central Washington State Fair) & Daryl Real (State Fair of Texas)

3. DHS Awareness & Education
Bally’s Silver (Indigo Tower, 1st Floor)
The Department of Homeland Security has a vast array of resources that are available to our fairs and events. This workshop will discuss many of those resources and answer your questions. The second part of the workshop will be open for Q&A.
Mr. Stewart will be in the IAFE Ed Shed all week sharing the Dept. of Homeland Security resources.

4. How to Produce & Promote Events on Your Grounds – Part 2
Bally’s Skyview 1 (Indigo Tower, 26th Floor)
In Part 1 of this workshop, we broke into groups to start planning events. Now hear all about the different ideas created by these groups for the next new event on their grounds!
Facilitated by Aaron Owen (Ozark Empire Fair, Mo.), Barney Cosner, CFE (Fremont County Fair, Wyo.), Loni Cox, CFE (Big Sky Country State Fair, Mont.), Bryan Schulz, CFE (Red River Valley Fair, N.D.), Rusty Volk, CFE (Northern Wisconsin State Fair); and Kim Palmer (American Royal Association, Mo.)

5. Future-Proofing Your Event or Business
Bally’s Skyview 2 (Indigo Tower, 26th Floor)
This is a NICA-presented workshop. Jim found himself a member of the Jackson County Fair Board when the county said “fix it” or “close it.” Realizing it was broken and had lost its fan base, the story of moving from “close it” to “fix it” is told here specifically, practically, and inspiringly. At the core of the message is to “suck less” by providing amazing customer service, relevant programming, applying fiduciary common sense, and re-engaging with the community. Future-proofing fairs and businesses involves a commitment to continuously improving, trying again, listening, adding value, and knowing who you are today. When all is said and done, bringing more people through the gate each day “fixes” almost everything.
Presented by Jim Teece (Jackson County Fair, Ore.)

6. Growing for the Gold – Competitive Exhibits
Bally’s Skyview 3 (Indigo Tower, 26th Floor)
Where do you go digging for new exhibitors for your fair? What trends have you followed to new contests? These creative minds will share their secrets to keeping the Competitive Exhibits at their fairs growing golden opportunities.
Moderated by Paula Smith (Erie County Fair, N.Y.)
Panelists to include Judy Heise, CFE (South Carolina State Fair), and Eileen Walsh Grencha (Walworth County Fair, Wis.)

7. Creating the VIP Experience at Your Fair
Bally’s Skyview 4 (Indigo Tower, 26th Floor)
Join us for our very own VIP experience in the Skyview 4 room on the 26th Floor of Bally’s hotel. Enjoy the view from floor-to-ceiling windows as you stroll down the hall to our educational experience. You will be welcomed into the room by our hosts. They will make sure you are comfortable for our learning and sharing experience. During the event we will have presentations and group discussions about Consumer VIP areas at your fairs and events, and special VIP areas you set up for your Sponsors.
Hosted by Maggie Ellison (Event Marketing Strategies)
Wednesday

4:30 p.m.-5:00 p.m.
Doors Open – Grab a Drink & a Seat
Deposit Your Gold Coins
Paris Champagne Ballroom

5:00 p.m.-7:00 p.m.
Closing Party and Awards Reception
Paris Champagne Ballroom
- Business Session: IAFE Chair Becky Brashear, CFE (Maryland State Fair), Presiding
- Masters of Ceremonies for Awards and Closing Party: Miranda Muir (Kissimmee Valley Livestock Show & Osceola County Fair, Fla.) & Courtney Conkle (Lake County Fair, Calif.)
- Business Session and Awards Presentation begins at 5:00 p.m.
- with Reception immediately following.
- Presentation of OABA Circle of Excellence Awards: 2017 OABA Chair EJ Dean (Fiesta Shows) & OABA Excellence Committee Chair Ben Pickett (Ray Cammack Shows)
- Presentation of Innovation in Sponsorship Awards: Paul Laughter (Etix) & IAFE Sponsorship Committee Chair Jen Puente, CFE (Wisconsin State Fair)
- Sponsored by Etix
- Presentation of Coca-Cola Membership Awards: Zach Risen (The Coca-Cola Company) & IAFE Membership Committee Chair Cody Cashman (York Fair, PA)
- Sponsored by The Coca-Cola Company
- Presentation of Hall of Honor Communications Awards: Stephanie Waldron (K&K Insurance) & IAFE Advertising, Promotions & PR Committee Chair Kari Mergen (Missouri State Fair)
- Sponsored by K&K Insurance
- Drawing for Striking It Rich Prizes
- Sponsored by Etix
- Reception Sponsored by Spectra by Comcast Spectacor
- Beer, wine, and hors d’oeuvres provided.

Thursday

November 30, 2017

6:00 a.m.-10:00 a.m.
Boarding Pass Printing Center
Paris Concorde A

8:30 a.m.-2:00 p.m.
Consumer Protection Program E. coli Workshop
Paris Versailles 1 & 2
- Contamination from E. coli and other enteric pathogens continues to pose a tremendous risk to all fairs when fair guests interact with animals in livestock barns, petting zoos, birthing centers, etc. In this workshop, you’ll learn more about the pathogen, discover operational and management options any size fair can implement, and meet one-on-one with workshop facilitators to review programs you have in place at your facility. Each attendee will:
  • Receive and take home a 3-ring binder, which includes workshop information and includes templates for record keeping and signage.
  • Participate in a sample exercise to identify contact zones and types of corrective actions to be deployed.
- Learn about a variety of operation tactics to consider for corrective actions appropriate for their own particular situation.
- Meet one-on-one with Dr. Stephen Neel or Jayme Buttke, CFE, to review the particulars of their site – what is currently being done to protect guests and what tactics to consider implementing.
- Receive a certificate of completion.
- Presented by Dr. Stephen Neel (Technical Solutions International) & Jayme Buttke, CFE (Wisconsin Association of Fairs)

Additional Fee Required. $175 for a fair’s first attendee and $160 (with binder) or $144 (no binder) for each additional attendee.
- Sponsored by Haas & Wilkerson Insurance
- This is a required for-credit course of the Institute of Fair Management (Course #111), but all IAFE members are encouraged to participate.

9:00 a.m.-11:00 a.m.
IAFE Board of Directors Meeting & Breakfast
Bally’s Skyview 1 (Indigo Tower, 26th Floor)