



MAY 3-5, 2018
Glens Falls, NY

Queensbury Hotel, Glens Falls New York
Program (DRAFT)

Thursday, May 3

2:00– 7:00 Registration Queensbury Hotel lobby

8pm-10pm Hospitality suite open

Friday, May 4

7:30 – 12:00 Registration (Lobby)

8:00-9:00 **Breakfast**

9:00 -10:00 **Sponsored by IAFE and Haas Wilkerson Insurance**

Welcome & Introduction of Gary Berg

“Simple Truths in the Work Place and in Life” **Ballroom**

10:00 -10:15 **Break**

10:15 - 11:00 1. **NICA**

Food Concession/Contracts/ Ownership Adirondack West

2. **Ticketing systems** Maria Lucero Adirondack East

3. **Entry Software / Online entry's** Paula Smith Warren Room

11:00 -11:45 1. **Concessions and Promotions** Jacky Cammarano Adirondack West

2. **Public speaking tips (Toastmasters)** Adirondack East

3. **Open Discussion** Nick Pelham Warren Room

12:00 - 1:00 **Lunch** **Ballroom**

1:00 -2:00 1 **Animal Rights Activist** David Feimster Adirondack West

2. **Innovative Marketing** Ron Weber Adirondack East

3. **Entertainment Challenges** Gary Berg Warren Room

2:00 – 2:45 1. **Using Technology to Your Fairs Advantage**

Steve Graustein Adirondack West

2. **Competitive Exhibits “Competing for the Fairgoer’s Attention “**

Lisa Lamoureux Durham Fair & Wallingford Grange Fair Adirondack East

3. **Partnering with Community Organizations**

Karen Dobson , Kevin Bieber Warren Room

2:45 -3:00 **Break**

3:00 – 3:45

1. **Public speaking (Toastmaster)** Adirondack West
2. **Your Balance Sheet Could Be In Jeopardy, E.Coli, Participants, and Drones....Do you really know what's in your policy?**
Andrew Vandepopulier Adirondack East
3. **YPI (Young Professionals Initiative)** Maria Lucero Warren Room

3:45 - 4:30

1. **Simple ways to get more free media coverage** Dave Bullard Adirondack West
2. **Creating change without tidal waves** Amy Anderson Adirondack East
3. **Carnival Relations** Ron Weber Warren Room

6:00 Dinner Ballroom

7:00 **Special evening entertainment** Ballroom

Sponsored by Washington County Fair

8:00 – 11:00 **Hospitality Suite Open** Upper Mezzanine

Sponsored by:

Saturday, May 5

8:00 - 9:00 **Breakfast** Sponsored by Ballroom

9:00 – 9:45 **Speaker: Chris Grant** Farmer and Author

9:45 - 10:00 **Break** Sponsored by

10:00 – 11:30 **IAFE Institute of Fair Management #220, Public and Media Relations**
Brienna Schuette ALL Welcome Ballroom

11:45- 1:00 **Lunch and Zone 1 Business Meeting** Sponsored by Ballroom

1:00 – 1:45

1. **How to Bring the Next Generation of Volunteers to Your Fair**
Chris Grant , Renee St. Jacques Adirondack West
2. **Marketing tools on a shoe string budget** Ida Williams Adirondack East
3. **Kids activities, more ideas** Gerry Elethorp Warren Room

2:45 **Load buses** Washington County Fair Road Trip
Visit the area's Largest Antique Fair & Flea Market

5:30 **BBQ and Ice cream social on the fairgrounds**

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