



2020  
TEXAS ASSOCIATION OF FAIRS AND EVENTS  
*Convention & Trade Show*





# Welcome!



## Welcome to the Texas Association of Fairs & Events annual conference in Galveston!

What better way to start this New Year than to meet up with your “Old Friends” in Galveston Texas! January is traditionally a time of reflection and promises of a better future and the 2020 Texas Association of Fairs and Events is ready to take you down those “New Trails”. Your Board of Directors and Management Team have worked very hard to provide you with some new and exciting elements to make this convention the best yet! The TAFE Leadership Program launches its inaugural class. Our TEMI program is in full swing. And we now have a Young Professional Initiative! This will be the first year for this group – so now is your chance to get in on the ground floor and pave this “New Trail” into the future of this great organization.

The Trammell Group will kick us off with a hilarious parody of our life in this industry with “Old Friends”, on Friday and on Sunday they will return to entertain us again with “New Trails”, a parody of changes that we aren’t quite ready to see. Just when you thought it couldn’t get better, in addition to the ever-popular Calcutta– our Education Foundation Night Dinner & Dance will feature a concert by Neal McCoy.

I am so glad you have joined us for the 2020 TAF&E Convention. Don’t miss any opportunity to network, attend sessions, meet new friends, or simply grab an “Old Friend” and embark on the “New Trail”. This year has been an honor and a privilege to serve as your President.

With Gratitude,  
Nanci Kimmey  
TAF&E President

## Galveston Island Convention Center Map







## *Board of Directors*



### **President**

Nanci Kimmey  
North Texas Fair & Rodeo  
Denton, TX

### **1st Vice President**

Douglas Borchardt  
Washington County Fair  
Brenham, TX

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Jeff Thayne  
San Antonio Stock Show & Rodeo  
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Heart O' Texas Fair & Rodeo  
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Rochelle Johnson  
West Texas Fair & Rodeo  
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Ray Cammack Shows  
Laveen, AZ

Melanie Linneer  
State Fair of Texas  
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Amarillo Tri-State Fair & Rodeo  
Amarillo, TX

Mary Talley  
Talley Amusements  
Ft. Worth, TX

Roger Westmoreland  
Westmoreland Concessions  
Hughes Springs, TX

Neil Yelderman  
Ft. Bend County Fair  
Guy, TX

### **TAF&E Office**

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Chris Shivers, Executive Director cell: 830-990-1332  
Monica Mears, Administrative Director  
Lynn Hough, Convention Assistant  
Rachel Cutrer, Communications

# Convention Schedule

## THURSDAY, JANUARY 9

### Texas Event Management Institute (TEMI) Sessions

### Yacht Room

9:00 a.m.	Texas Event Management Institute (TEMI) Session #1 Food, Beverage and Other Vendor Programs. Speaker: Melanie Linnear, State Fair of Texas	
10:30 a.m.	TEMI Break	
10:45 a.m.	TEMI Session #2: The Common World of Events & Cities: Building Community. Speaker Pete Van de Putte, CFEE, Dfest®	
12:15 p.m.	TEMI Lunch	
1:00 p.m.	TEMI Session #3: Is Everyone Invited? How to Include Fans with Disabilities	
2:30 p.m.	TEMI Break	
2:45 – 4:15 p.m.	TEMI Session #4: Step One: Business Plan – Speaker: Penny McBride, CFEE – Fredericksburg Chamber of Commerce	

### TAF&E Activities

10:00 a.m.	TAF&E Board Meeting	Spinnaker
1:00 p.m. – 5:00 p.m.	TAF&E Executive Leadership Program Sessions (Program Participants ONLY)	Convention Center Harbor Room
1:00 p.m. – 5:00 p.m.	Trade Show Exhibitor Move In/Setup	Exhibit Hall
1:00 p.m. – 5:00 p.m.	Early Conference Registration	Convention Center Lobby
5:00 p.m.	Past Presidents' Council Meeting	Convention Center Spinnaker Room
6:30 p.m.	Presidents' Reception (Invitation only) Presidents' Reception Sponsor: Crabtree Amusements	Convention Center Grand Ballroom Foyer (2nd Floor)

# Convention Schedule

## FRIDAY, JANUARY 10

8:00 a.m. – 12:00 p.m.	Trade Show Exhibitor Setup	Exhibit Hall
8:00 a.m. – 6:00 p.m.	Registration	Convention Center Lobby
	The Honored Sponsor: Wagner's Carnival Convention Tote Bag Sponsor: Houston Livestock Show & Rodeo Convention Name Badge/Lanyard Sponsor: Fusion Talent Group Convention Electronic Ticket & Drink Ticket Sponsor: Magic Money Hotel Key Card Sponsor: Ray Cammack Shows Foundation Night Ticket Sponsor: Saffire Convention Gift: Houston Livestock Show & Rodeo	
8:00 – 11:15 a.m.	Texas Event Management Institute Professional Development Seminars	Yacht Room
	8:00 – 9:30 a.m. Social Media Marketing: Understanding the Landscape Benefits & Challenges Part 1 – Speaker: Cassie Roberts Dispenza, SAFFIRE 9:45 – 11:15 a.m. Social Media Marketing: Understanding the Landscape Benefits & Challenges Part 2 – Speaker: Cassie Roberts Dispenza, SAFFIRE	
8:00 – 11:30 a.m.	TAF&E Executive Leadership Program Sessions (Program Participants ONLY)	Harbor Room
11:30 a.m.	Director for the Day Orientation Meeting	Spinnaker Room
1:00 p.m.	Silent Auction Opens	Break Out Session Lobby
12:44 p.m.	\$100 On-Time Door Prize On-Time Door Prize Sponsor: Heart of America Shows	Grand Ballroom
12:45 – 2:00 p.m.	<b>Opening General Session: The Trammell Group</b> <b>Opening Session Presenting Sponsor: San Antonio Livestock Show &amp; Rodeo</b>	Grand Ballroom

Choose your favorite educational sessions throughout the convention —The repeating concurrent sessions are offered so that attendees can attend more of the sessions of interest.

Concurrent Sessions (The 6 concurrent sessions will be repeated in the same room from 3:20-4:10 p.m.)

2:20 – 3:10 p.m	<b>1.Update from State Comptrollers Office on Tax Exemptions for Fairs</b>	Galleon I & II
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# Convention Schedule

In the recent legislative session a bill was passed that will allow for items to be tax exempt at county fairs. Come to hear more about this new exemption as well as other tax related issues that affect the fair industry in the State of Texas. Speaker: Melissa Brogan, Tax Policy Division, Texas Comptroller of Public Accounts

## **2.Transforming Your Event into an Experience**

Yacht

Don't we all want to make attending our event an experience? In today's competitive market for the entertainment dollar we have to all do what we can to go above and beyond to make everything inside of our gate special. Don't miss this session led by someone who has experience in the fair industry and private enterprise and hear the ideas that he has to share. Speaker: Chris Derby, San Antonio Livestock Show & Rodeo

## **3. The Latest in the Entertainment World**

Schooner

Entertainment is an integral part of any fair and event and many times is the drawing card to get people in the gate. Come attend this session led by one of the industry leaders to hear of the latest trends and other information that is essential when securing entertainment. Speaker: Mallory Hines, San Antonio Livestock Show & Rodeo

## **4. Active Assailant Situations**

Clipper

Fairs and events many times provide soft targets for active shooter situations. Walk away from this session with detailed information on how to develop active assailant plans, conduct training, and where to go to access DHS active threat awareness products, tools, and resources. This presentation will focus on recent attacks, responses, and mitigation strategies. Speaker: Kathryn Willcuts, Department of Homeland Security

## **5.Texas Animal Health Commission Updates**

Harbor

Hear updates from the Texas Animal Health Commission and the effects it might have on your fair. Speaker: TBA

## **6. Social Media Content – The Struggle is Real**

Spinnaker

This session will help your fair or event learn the basics of what to post and not to post. From rodeo to livestock, from food to entertainment-learn the best practices to avoid but most important get a guideline in place to help you navigate to a successful social media plan. The Magana Media duo, Bill Robertson and Barbara Magana Robertson will present and share tips from the “click” of the camera to the posting on the platform. Speakers: Bill Robertson & Barbara Magana Robertson, Magana Media

3:20 – 4:10 p.m.

**Concurrent Sessions from 2:20-3:10 p.m. will be repeated in the same room as previously presented.**

3:45 – 6:30 p.m.

Talley Amusements Lounge Open (outside of the Trade Show)

4:15 – 6:15 p.m.

AXS Ticket Trade Show Opening

Convention Center  
Exhibit Hall



# Convention Schedule

5:45 – 6:15 p.m.	Young Professional Initiative (YPI) Reception (Open to attendees under 40 years of age) Sponsored by Pro View Global Digital Surveillance	Galleon III
6:15 – 6:45 p.m.	First Time Attendee Reception (Invitation Only) Sponsor: Westmoreland Concessions Door Prize Sponsor: Louis & Joan Katz	Galleon III
6:45 – 7:15 p.m.	Welcome Reception Cocktail Party Sponsor: Houston Livestock Show & Rodeo	Grand Ballroom Pre-Function Area
7:15 – 8:00 p.m.	Dinner Sponsor: Rio Grande Valley Livestock Show & Rodeo	Grand Ballroom
8:00 – 8:30 p.m.	Live Auction Live Auction Sponsor: North Texas Fair & Rodeo	
8:30 – 10:30 p.m.	Entertainment Talent Showcase	Grand Ballroom
10:30 p.m.	\$100 Door-Prize Drawing Door Prize Sponsor: Fayette County Fair Decoration Sponsors: dfest®, City of McAllen	Grand Ballroom

## **Friday Evening Showcase Acts Sponsored by Fort Bend County Fair Lights & Sound by Epicenter Productions**

Emcee: Jason D’Vaude – The Circus Man

### **National Anthem & Acoustic Entertainment**

#### **David Lewis**

Country roots run deep with David Lewis after being raised in the small town of Bellville, Texas. David loved to sing and was given his first guitar when he was seven years old. Even though his fingers could barely hold down the strings, he never gave up. It wasn't long until David began playing country music on the opry circuit across Texas, giving him the chance to perform with numerous musicians who focused on traditional country. David found himself being drawn to the music of Merle Haggard, George Strait, and Alan Jackson where he continues to make traditional country sound new again. For Booking Contact: davidlewis.guitar@yahoo.com, 979-270-3669

### **Talley Amusements Trade Show Lounge Entertainment**

#### **Cody Wayne**

Cody Wayne got his start in entertainment as a United States Marine stationed overseas in Iwakumi, Japan. He learned to play the guitar from his roommate, Ryan Turnipseed, on his off time. Singing had always come naturally to Cody, but he discovered a latent songwriting talent while entertaining his comrades in the Corps. Cody's songs are heartfelt and reminiscent of his deep country roots in East Texas, the place he still calls home. Today, you'll usually find Cody on the road or up on stage. "A full-blown country-red dirt-high energy concert. Cody and his band raise the bar and bring a party with every song. Cody is wildly talented, energetic, and thrives on entertaining crowds of all ages." That's how fans describe a night with Cody Wayne. Cody satisfies both current and classic country music fans with his impressive portfolio of original, hit music plus superb renditions of country music standards from Hank Williams Jr, Garth Brooks and others. For Booking Contact: booking@codywayne.com, 903-576-0609

# *Friday Evening Showcase Acts*

## **Welcome Reception Entertainment**

### **The Strolling Piano**

A revolutionary concept in the world of musical entertainment, combining the classic and sophisticated nature of a pianist/singer with the flexibility of a strolling musician. This fully mobile, fully self-contained piano can move around any event space safely and with ease, and it cleverly contains a PA that will support up to 300 guests or can wirelessly connect to an existing house PA system for larger events. The Strolling Piano is a truly unique entertainment option and will have every guest intrigued, engaged, and delighted. As an added bonus the strolling piano can have your company's logo or additional information added to the new front digital display screen or sides of the piano no problem. For Booking Contact: [info@fusiontalentgroup.com](mailto:info@fusiontalentgroup.com), 519-275-1070

### **Sundance Head**

Throughout the course of his career Sundance Head has written and recorded with the likes of ZZ Top, been a top finisher on not one, but two major network talent competitions, had three Number 1 songs on the Texas Music charts, has been singing his entire life and toured with some of the top artists in the business. But his latest accomplishment, his brand new album, STAINED GLASS AND NEON, produced by iconic songwriter and artist Dean Dillon, may just be his most outstanding achievement yet. For Booking Contact: [geoff@red11music.com](mailto:geoff@red11music.com), 615-457-2414

### **The Great American Entertainment Company**

The Great American Entertainment Company began 35 years ago. Our quest has never changed course, but has only strengthened in its resolve of being the, finest Ag-attainment Company in the US. The "Great American Experience" to us, is to keep America's eye on Agriculture, whether it be food to fiber to livestock, we do it all. With so many being distracted meaninglessly, it is so important that we as an industry keep the true life hands-on experiences and expressing the importance of Agriculture in our nation. The great American Petting Zoo, Pony Rides, AG-venture lands, Shows and cooking shows, is the way we inspire families of all ages to appreciate the greatness, and immense importance of Agriculture. For Booking Contact: [info@greatamericanpettingzoo.com](mailto:info@greatamericanpettingzoo.com), 541-512-1100.

### **Monster X Tour**

Monster X Tour has provided safe, fun family entertainment for over 35 years. We provide top of the line monster trucks battling it out, high-flying freestyle motocross, and rodeo sports. The BEST motorsports and rodeo on the planet! For Booking Contact: [randy@monsterxtour.com](mailto:randy@monsterxtour.com), 605-431-6600

### **Bethany Becker**

Austin's up-and-coming Bethany Becker performs radio and family-friendly pop country music, and she's dedicated to growing her youthful and energetic fan base throughout her home state of Texas. She's toured extensively for the last two years and is a favorite at several renowned festivals and events, including Music in the Air, Rodeo Austin, Gas Monkey Bar N' Grill and Six Flags Over Texas, among many others. Bethany is touring this year in support of her self-titled album, "Bethany Becker," and would very much appreciate the opportunity to share her music at your event. She can perform solo or as a duo, trio, or full five-piece band. Her set lists include covers by Carrie Underwood, Taylor Swift, Blake Shelton, Johnny Cash, and more and can be timed from 30 minutes to 3 hours. For Booking Contact: [tania@somethingmoreentertainment.com](mailto:tania@somethingmoreentertainment.com), 361-551-0392

### **The Farmers Daughter Show**

The Farmer's Daughter Show harvests bales of belly laughter and truck loads of fun. Farm-tastic gymnastics, rowdy rope tricking, and one-of-a-kind milk bottle finale combine for an udderly amazing show. For Booking Contact: [rob@select-entertainment.com](mailto:rob@select-entertainment.com), 1-888-932-8228



# *Friday Evening Showcase Acts*

## **Summer Dean**

Summer Dean is as authentic as they come. Recently nominated as Ameripolitan Outlaw Female of the Year, she puts on a heck of a show! Her raw lyrics, bare-boned honest voice, and approachable confidence is evident on any stage and set her apart from other women of today's country music scene. From full theater seats to a packed honky tonk dancefloor, Summer's audience falls in love with the country songstress and quickly become loyal fans. Summer released her debut album, *Unladylike*, with plans to release a full-length in 2019. She and her band play numerous venues - legendary dancehalls to beautiful theaters - while establishing a firm-foothold in Ft. Worth's thriving music scene. For booking contact: [brooks@kenran.com](mailto:brooks@kenran.com), 817-573-6100

## **Chad Cooke Band**

Four modern-day cowboy crooners from Houston are paving their way in the country music scene. In and out of honky-tonks from Oklahoma City to San Antone, the Chad Cooke Band brings their unfiltered version of Texas Country Music to whiskey-drinkin', two-steppin', rowdy fans, one night at a time. Drawing on influences of Brooks & Dunn and the Eagles, the band utilizes three and four part harmonies with a 90's country rock-n-roll edge. The band's debut album, 'Easy Way Home', released in December 2016 and produced two Top 50 singles on Texas Radio - 'Oil Man' and 'Come and Take It'. Their sophomore album, 'Risk It All', was released in October of 2018. This album is honest Texas Country music with just enough Nashville shine to attract the attention of music industry executives and even Top 40 country radio stations. The album's first radio single, 'Whatever It Takes,' peaked at #3 and set the record for the longest charting single on Texas Radio at 43 weeks! For Booking contact: [chadcookeband@gmail.com](mailto:chadcookeband@gmail.com), 903-721-5995

## **Mo Jiles Band**

An energetic mix of Top 40 Country Hits, 80's Rock, 70's Classics and Top 40 Dance, Mo Jiles will keep you singing along and dancing all night long. Mo Jiles band is living proof that raw talent, ambition, honesty and a powerful live performance can still prevail in a constantly evolving music industry. The 4 piece band hails from the Gulf Coast yet features members from all over the world. Averaging over 150 shows a year for the last 8 years, Mo Jiles have become a dominating force in the Southeastern music scene. For Booking Contact: [brooks@kenran.com](mailto:brooks@kenran.com), 817-573-6100

## **The Major League Circus Show**

An interactive baseball themed circus show combining acrobatics, juggling, and one-of-a-kind circus stunts. For Booking Contact: [rob@select-entertainment.com](mailto:rob@select-entertainment.com), 1-888-932-8228

## **David Beck's Tejano Weekend**

The Summer of 2017 found Texas native David Beck lost and looking for inspiration: an impromptu house party was where it all changed. There on the big screen TV, volume on full blast, was Selena and her band shaking the Astrodome with a sound that resonated and caused a chain reaction inside. He was instantly captivated and knew his next move. He began devouring Tejano music, one of the soundtracks of his birthplace San Marcos, Texas. He began writing and recording Tejano inspired music, and naturally began playing shows. Gathering up friends, he quickly had a band: blazing accordion, shimmering keys, cranked guitars, upright bass and drums. The sound he's created is traditional Tejano sung in English. Every song is a dance track, every show is a party focused on friends, family, and bringing the two together. This latest incarnation of his art will surely leave fans with limp legs and happy hearts. For Booking Contact: [geoff@red11music.com](mailto:geoff@red11music.com), 615-457-2414

# Convention Schedule

## SATURDAY, JANUARY 11

7:00 – 8:00 a.m.	Breakfast Buffet & Door Prizes Breakfast Sponsor: State Fair of Texas	Grand Ballroom
8:00 a.m. – 1:30 p.m.	Foundation Night Ticket Exchange for those seated at sponsored tables. <i>Present the dinner ticket from your registration packet with a sponsor sticker to receive your seating assignment</i>	Convention Center Lobby
8:00 a.m. – 4:30 p.m.	Registration	Convention Center Lobby
7:59 a.m.	\$100 On-Time Door Prize Door Prize Sponsor: Walker County Fair	Grand Ballroom
8:00 – 9:30 a.m.	<b>General Session</b> Best Trade Show Booth Award 2020 TAF&E Ray Cammack Shows Awards of Excellence for Marketing and Communications Marketing and Communications Award Sponsor - Ray Cammack Shows	Grand Ballroom

### Concurrent Sessions (The 5 concurrent sessions will be repeated in the same room from 10:45 - 11:35 a.m.)

Choose your favorite educational sessions throughout the convention —The repeating concurrent sessions are offered so that attendees can attend more of the sessions of interest.

Concurrent Education Session Sponsors: Rodeo Austin and Grapevine Convention & Visitors Bureau

9:45 – 10:35 a.m.	<b>1. New Online Priorities: Digital Trends You Can Use</b>	Harbor
	Is your online presence keeping up with consumer expectations? Are you often left with your head spinning when trying to determine how to spend your time? The speed of the internet is like dog years! We'll help you make sense of it, looking at the past to show you how everything old really is new again. Then we will discuss some benchmarks and best practices for your website, social media, mobile, e-mail and more, and tell you what you should do this year to take advantage of the online landscape. You'll leave with specific priorities and a to-do list for "what to do next." Speaker: Jessica Bybee-Dziedzic, Saffire	
	<b>2. Latest in Keeping Events Secure</b>	Clipper
	One of the primary concerns of fairs and events is the safety of its attendees. With recent issues at events, schools, churches and other venues where people congregate fair and event hosts need to be aware of the latest tools and procedures to protect their event goers. Be sure to attend this session to hear from an industry specialist who can help your fair or event better prepare. Speaker: Gary Houghton, Pro View Global Digital Surveillance	
	<b>3. Finding the Right Fit – Sponsorships</b>	Schooner
	One of the most challenging but essential components of hosting an event is securing sponsorships. There are a number of ways to raise funds. Attend this session to learn more about the opportunities of securing sponsors that best fit your event which equates to a win for both parties. Speaker: Amber Burda, Houston Livestock Show & Rodeo	



# Convention Schedule

## 4. Rodeo News

Spinnaker

If your fair or event hosts a rodeo make this session a MUST ATTEND to learn more about the changes that could be affecting your next event. Over the past few years there have been a number of changes to the structure of the rodeo associations as well as issues have arisen that should be of concern for the well-being of your event. Speakers: Wes Allison, Heart of Texas Fair; Johnny Philipello, Buc Days

## 5. Targeting & Expanding Your Best Customers

Galleon I

Be sure to attend this session to learn more about building a marketing plan that targets decision makers in the ticket buying experience. Speaker: Jennifer Schuder, State Fair of Texas

**10:45 – 11:35 a.m. Concurrent Sessions 1-5 from 9:45 -10:35 a.m. will be repeated in the same room as previously presented.**

10:45 a.m.	TAF&E Associate Member Meeting TAF&E Associate Members are invited to attend this meeting to elect leadership, hear updates and to provide input for the betterment of the convention and association.	Yacht
11:45 p.m.	Luncheon Luncheon Sponsors: Amarillo Tri-State Fair & Rodeo, Houston Livestock Show & Rodeo	Grand Ballroom
12:15 – 12:45 p.m.	<b>TAF&amp;E Professional Awards, Hall of Fame Awards &amp; TEMI Graduation</b>	Grand Ballroom
12:45 – 1:15 p.m.	<b>Talent Showcases</b> Talent Showcase Sponsor – Heart of America Shows Emcee: Coffey Anderson Talent Showcase Drawing Sponsors Central Texas State Fair / Durbin Electric / Keith & Lucinda Smith	Grand Ballroom

## Phineus Reb

“Honky-Grass” is Phineus Reb’s unique sound of Jazzy/Bluegrass/Rockin/Honky-Tonk blend of music. A mixture of rocking guitars, harmonica, banjo, drums and killer harmony vocals make for a fun, foot stomping blend of East Texas Tonkin Tunes with a bluegrass flavor. Phineus Reb came to be in December of 2014, when Cody Kouba, Aaron Notgrass, Dan Payne and Chip Oliphant, put their amplifiers together and breathed the “REB” to life. Later added to the group was Pat Matula, who was acclaimed No. 1 fiddler and tagged on the famed Wall of Legends at the Great Texas Fiddle Off in Hallettsville, TX. Their first single “Wayward Soul” hit radio in October of 2016, and their first album, Phineus Reb Awakening, was submitted for a 2017 Grammy by Sugarhill Studios. For Booking Contact:bobbrecht@tseentertainment.com, 1-800-765-8203

# Convention Schedule & Talent Showcases

## Farmer Phil

He's the man with an EAR for CORNy jokes! It's the Fantastic Farmer Phil! Farmer Phil travels the country to rave reviews entertaining and educating children and adults at fairs and festivals. Phil's COMEDY performance is packed with MAGIC, JUGGLING, audience participation, and AG education. This is a memorable, high energy, interactive, all ages performance that audiences will be talking about for months. Phil specializes in fairs and festivals, stage or strolling. For Booking Contact: [info@fusiontalentgroup.com](mailto:info@fusiontalentgroup.com), 519-275-1070

## The Holy Rocka Rollaz

Take an authentic trip Back to the '50s with Holy Rocka Rollaz! If you love the rock 'n' roll music of Elvis Presley, Buddy Holly, Chuck Berry, Johnny Cash, Brenda Lee, Patsy Cline, Eddie Cochran, Bill Haley & The Comets (and many more!) ~ then you have found your DREAM band! There's nothing but PURE EARLY AMERICAN ROCK 'N' ROLL ABOUT THEM. This high-energy Minneapolis trio has been bringing their exciting show to thousands of car show fans, prestigious venues and family friendly city events for several years. Their legend continues to grow. For Booking Contact: [nate@glberg.com](mailto:nate@glberg.com), 612-361-6002

## Jason D'Vaude – The Circus Man

Dangerous objects! Perilous stunts! Feats of strength and balance! Jason D'Vaude, self-taught one-man multiple-adjectived circus sensation, brings his comedic juggling, fire, and clowning shows to audiences around the world, delighting them with his charming humor and distinct but refined awkwardness. After seeing Jason juggle sharp objects, climb up precariously-balanced objects, ride an extra-tall unicycle, or manipulate fire like a master, audiences are left speechless except to say "that was AWESOME!" For Booking Contact [jason@dvaude.com](mailto:jason@dvaude.com), 816-550-0288

1:30 – 2:30 p.m.

### Concurrent Educational Sessions

#### 1. Crisis Communication – Getting Past the Tragedy

Harbor

What happens when your community has a significant crisis communication situation such as an active shooter, and your fair or event is on-going? The steps taken immediately after will be significant. This session will help you build a basic plan to move from tragedy to healing for your community. Learn how to handle the media, management of social media, and protecting your brand. Speaker: Barbara Magana Robertson, Magana Media

#### 2. The New World of Ticketing, Financial Transactions, and Audience Expectations

Clipper

Technology has impacted every part of our world, including events, in ways we could never have imagined just a few short years ago. This session talks about options, changes and new considerations in the critical areas of event ticketing, financial transactions, and the constantly changing expectations of those attending our events. Speaker: Jessica Bybee-Dziedzic, Saffire

#### 3. Assessing the Needs of Small & Medium Sized Fairs & Events

Yacht

This session is being planned to bring together small and medium sized fairs & events to identify and discuss their most pressing issues/needs. The primary focus of this session will be to develop a list of the topics that this group would like to see presented at future TAF&E Conventions. Moderated by: Kim Quinney, Austin County Fair

#### 4. Communication Through Generations (Session for YPI Participants)

Galleon II

In today's business environment we see four to five generations working together in an organization. Learn how communication is an important tool to ensure your message is accurately delivered, perceived and understood. Panelists include: Cassie Dispenza – Saffire; Madalynn Kainer – Heart O' Texas Fair & Rodeo; TC Long – Voice of Rodeo; Keith Smith – Central Texas State Fair. Sponsored by: Pro View Global Digital Surveillance



# Convention Schedule & Talent Showcases

1:30 p.m.	Foundation Night Ticket Exchange Opens to All Attendees Present the dinner ticket from your registration packet to receive your Saturday dinner seating assignment (first come first served).	Information booth – 1st floor lobby
2:15 – 5:15 p.m.	Talley Amusements Lounge Open (Outside of Trade Show)	
2:45 – 4:45 p.m.	AXS Ticket Trade Show Open	Exhibit Hall
6:00 – 7:00 p.m.	Sponsors Reception - Sponsored by Montgomery County Fair	Galleon III
7:00 p.m.	Silent Auction Closes & Check Out	Break Out Session Lobby
7:00 p.m.	<b>Foundation Night Reception</b> <b>Foundation Reception Sponsor: Heart O' Texas Fair &amp; Rodeo</b> <b>Entertainment: Scotty Alexander</b> Scotty Alexander is his own brand of traditional country music as a singer, songwriter and multiple instrumentalist. He has opened for acts including Cody Johnson, Pat Green, Kevin Fowler, Kyle Park and Cody Jinks. Scotty has toured as a bandleader and guitar player for national acts including Bryan White, Neal McCoy, Lucy Hale and Wayne Newton. He has appeared as a band leader on Oprah, Good Morning America, Kelly and Michael, and Ellen, and is also a studio musician and producer. Scotty has over 14 million video views on Facebook and his last single "My First Beer" was on the Texas Regional Radio Report for 24 weeks topping at #22. His latest single "Go Away" was released Sep 25 and his new 12 song album will be available by the end of 2019. For Booking Contact: holly@grantentertainment.com, 281-627-2278	Grand Ballroom Pre-Function Area
7:30 p.m.	<b>Education Foundation Night Dinner &amp; Dance</b> <b>Education Foundation Night Sponsor: Kaliff Insurance</b> Dinner & Dance included in convention registration fee. Calcutta Draw Down and Winner Announcement Evening Entertainment: Neal McCoy	Grand Ballroom
10:30 – 11:30 p.m.	<b>TAF&amp;E "After Party" - Sponsored by: Wagner's Carnival</b> New this year will be an extended opportunity to dance and fellowship following the Foundation Dinner, entertainer and calcutta. <b>Entertainment: Coffey Anderson</b> Coffey Anderson is a singer-songwriter originally from Bangs, Texas. During Coffey's career he has been named the CMA of Texas Entertainer of the Year in 2019, his album "Go Country" debuted at #4 on Country Album Charts in December 2019, and among many other shows he recently performed at the NFR for Patriot Night. Due to his great music and success Coffey has a large following with 500+ Million video streams, 3.9 Million Spotify streams, 500,000 iTunes downloads and 560,000 Facebook followers. For Booking Contact: jeremy@thehillmusicgroup.com, 615-671-9323.	

# Convention Schedule

## SUNDAY , JANUARY 12

8:00 – 9:00 a.m.	Breakfast Buffet & Door Prizes Breakfast Sponsors: Titus County Fair and Armstrong Shows	Grand Ballroom
8:55 a.m.	Silent Auction Results	Grand Ballroom
8:59 a.m.	On-Time Door Prize Door Prize Sponsor Newport Concessions	Grand Ballroom
9:00 a.m.	Presentation of the ScanTrivia Contest Prizes	Grand Ballroom
9:15 – 10:00 a.m.	Closing Performance: The Trammell Group Closing Keynote Sponsor: Washington County Fair	Grand Ballroom
10:00 – 10:30 a.m.	TAF&E Annual Meeting Announcement of 2021-Convention Theme & Date TAF&E Nominations Committee Report Recognition of Outgoing TAF&E Board Members Recognition of Outgoing TAF&E President Announcement of Mr. & Ms. X Contest Winners Drawing of \$500 Presidents' Awards Mr. & Ms. X Contest Sponsor - Fort Bend County Fair Presidents' Award Sponsor – The City of Granbury Adjourn Have a safe trip home!	Grand Ballroom
10:30 a.m.	TAF&E Board of Directors Meeting	Spinnaker



**Mark Your Calendar for 2021:**  
January 7-10, 2021  
Galveston Island Convention Center  
Galveston, Texas



# Trade Show Exhibitors

3J Productions	Entertainment	Pirate Man Dan
All Creatures	Fearless Flores Thrill Show	Priefert Complex Designs
Allied Specialty Insurance	Fusion Talent Group	Pro View Global Digital Surveillance
Amanda S Productions	GL Berg Entertainment	Red 11 Music
Animal Connections	Globe of Death Squad	Robbie Pfunder Bicycle Action Show
Artists & Attractions	Good Karma K9z	Robert Smith Presents, LLC
AXS Ticket	Graham Livestock Supplies	Robots and Cars Entertainment
Bill Coleman Entertainment	Grant Entertainment	Rorring Entertainment
Birds n Beasts Inc	Great American Entertainment Co	Saffire
Broken Arrow Silver/Cowboy Sports	Haas & Wilkerson Insurance	ShenaniGuns Comedy Shows
News	Honey Bucket Portable Sanitation	Something More Media
Cale Moon	Hot Spot Wifi Pods	Spectrum Weather & Specialty Insurance
Capitol International Productions	Hypnotist Tina Marie	Superior Trophies and Buckles
Chad Cooke Band	Kaliff Insurance	Swiftly Swine Productions
Champion Ranchers Construction	Ken-Ran Productions	Talley Amusements
Cody Wayne Music	Kids Celebration Family Game Show	TC Long Productions
Coffey Anderson – Country Music	Krooked Hands	Texas Event Management Institute
Comedy & Juggling and Stuff	Lagniappe Productions	Texas Port O Cool
Communications Direct	Lanky's Corner	Texas Sound Entertainment
Cool Breeze Rentals	Laser Encore	The Butterfly Encounter
Crabtree Amusements	Laser Spectacles	The Longbow Show
CS Talent	Lone Star Action Sports	The Moogician
Deltronic Labs	Los Moralitos Circus	The Source Management Group
DFEST	Magic by Bruce Chadwick	The Strong Man
DGJD, Inc – The Bleacher Company	Magic Money	Thomas Carnival
DHS/Cybersecurity Infrastructure	Matrix Lites, LLC	Ticket Scene
Security Agency	Mayhem Monster Trucks	Unique Images, LLC
Dominguez Attractions	Metro Golf Cars	Wagner's Carnival
Drive Across Texas	Mighty Mike Show	Willy's Washboard Jamboree
D'Vaude Entertainment	Mobile Glass Studios	Vortex Insurance Agency, LLC
Epicenter Productions	Monster X Tour	World Class Show
Fare Foods Corp.	Noah's Way Exotic	WOW Attractions
Fast Action Motorsports	Paul Bunyan Lumberjack Show	

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TEXAS ASSOCIATION OF FAIRS AND EVENTS**

# *Sponsors*



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Fort Bend County Fair  
Fusion Talent  
Heart of America Shows  
Heart O' Texas Fair & Rodeo  
Montgomery County Fair  
Newport Concessions  
North Texas Fair & Rodeo  
Rio Grande Valley Livestock Show  
Saffire  
San Antonio Livestock Show & Rodeo  
State Fair of Texas  
Washington County Fair

**Door Prize Sponsors**

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