TEXAS ASSOCIATION OF FAIRS & EVENTS
Convention & Tradeshow

JANUARY 10-13, 2019

GALVESTON ISLAND CONVENTION CENTER
GALVESTON, TEXAS
Welcome to the Texas Association of Fairs & Events annual conference in Galveston!

Our hard-working board of directors (each of which has a one or more conference committee responsibilities) and our management team has prepared a fast-paced, energetic and dynamic conference agenda for you to experience.

“Catch the Wave – Oceans of Opportunity” is our conference theme and it is our hope that you find many new opportunities to help your fair, festival or event improve its operation through our numerous key educational sessions, excellent showcases, awesome vendors, a diverse trade show and entertainment and resources for all size events.

TAF&E is “the preeminent association for fairs, festivals and entertainment events for all of Texas” with a priority goal of assisting our membership to make their events even better.

- If you are a newcomer to our conference, we urge you to take time to meet as many folks as possible – we are a sharing industry and willing to answer any questions you may have.
- If you are a long-time attendee, take time to both renew old friendships and meet new ones throughout the conference events.

It has been a privilege to serve this incredible organization this year as Board President. My personal thanks to the Board of Directors and our great management team for all their time and efforts in making this event possible and for carrying out the work of our association in an effective and professional manner.

We hope you enjoy our conference!

Sincerely,

Jerry Huffman
TAFE President
# Table Of Contents

<table>
<thead>
<tr>
<th>The President’s Welcome</th>
<th>Inside Cover</th>
</tr>
</thead>
<tbody>
<tr>
<td>Directors</td>
<td>2-3</td>
</tr>
<tr>
<td>Convention Program</td>
<td>4-16</td>
</tr>
<tr>
<td>Convention Center Layout</td>
<td>17</td>
</tr>
<tr>
<td>Trade Show Exhibitors</td>
<td>18-20</td>
</tr>
<tr>
<td>Sponsors</td>
<td>20-21</td>
</tr>
</tbody>
</table>

LIKE US ON FACEBOOK!
2019 TAF&E BOARD OF DIRECTORS

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**TAF&E OFFICE**

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THURSDAY, JANUARY 10

10:00 a.m. TAF&E Board Meeting
Spinnaker

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

1:30 p.m. – 4:45 p.m. Texas Event Management Institute Professional Development Seminars
Yacht Room

1:30 p.m. – 3:00 p.m. Fundamentals of Leadership
As with any industry, if not more so, understanding the fundamentals of leadership is critical to those CEO’s and top management positions responsible for festivals and events. This course will provide a strong foundation from which to build your organization and team.

Speaker: Pete Van de Putte, CFEE

3:15 p.m. – 4:45 p.m. Human Resource Management
Understanding and ensuring that your organization is in compliance with human resource expectations and legal requirements is critical to all organizations. From employee manuals to whistleblower policies, hiring practices to exit interviews, this is an area that you can’t be caught unaware of. We’ll do our best to get you up-to-speed with current U.S. and Texas law, as well as general best-practices

Speaker: Pete Van de Putte, CFEE

5:00 p.m. Past Presidents’ Council Meeting
Convention Center Spinnaker Room

6:30 p.m. Presidents’ Reception (Invitation only)
Convention Center Grand Ballroom Foyer (2nd Floor)

Presidents’ Reception Sponsor Crabtree Amusements

FRIDAY, JANUARY 11

8 a.m. - 12 p.m. Trade Show Exhibitor Set-up
Exhibit Hall
8:00 a.m. - 6:00 p.m. Registration
Convention Center Lobby

Convention Tote Bag Sponsor
Houston Livestock Show & Rodeo

Convention Name Badge/Lanyard Sponsor
Fusion Talent Group

Convention Electronic Ticket & Drink Ticket Sponsor
Magic Money

Foundation Night Ticket Sponsor
Saffire

Convention Gift
Houston Livestock Show & Rodeo

Phone Charging Station Sponsor
Populous

8:30 a.m. - 11:45 a.m. Texas Event Management Institute Professional Development Seminars
Yacht Room

8:30 a.m. – 10:00 a.m. Applied Programming
Development: Designing and Controlling the Event Experience.
Like a work of art in progress, this session will explore how industry leading professionals research and stay current with a selected city/event market and go from concept to reality, developing and visualizing event concepts and event programming/operational plans, taking into account original goals and visions, target audiences, venues and event site flow, hours of operation, and much more, providing a base from which to begin projecting realistic budget and resource needs, and a road map for making changes along the way. A step beyond planning the event program, the event ‘experience’ for attendees must also be planned from start to finish, providing both ambiance and function for a safe, attractive, fun and easily navigable environment. Whether they are aware of it or not, attendees will be impacted by details covered in this session.

Speaker: Jessica Bybee-Dziedzic, Saffire
10:15 – 11:45 a.m. Understanding Insurance and Liability Exposure
Protecting against the risks inherent with the festivals and events industry requires a good understanding of what those risks include, how to protect against them, where your gaps in coverage may be and how to limit the exposure of both your organization and those who serve it. This course will get you much closer to a realistic ‘comfort zone’ on all fronts. Speaker: David Olivares, Kaliff Insurance

11:30 a.m. Director for the Day Orientation Meeting
Spinnaker Room

1:00 p.m. Silent Auction Opens
Break Out Session Lobby

12:59 p.m. $100 On-Time Door Prize
Grand Ballroom

On-Time Door Prize Sponsor
Poteet Strawberry Festival

1:00 - 2:00 p.m. Opening General Session & Keynote
Grand Ballroom
Bob Phillips

Opening Session Presenting Sponsor
Talley Amusements

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.

2:20 p.m. – 3:10 p.m Concurrent Sessions
(The 6 concurrent sessions will be repeated in the same room from 3:20-4:10 p.m.)

1. State Sales Tax Requirements & Your Obligations
Galleon I & II
Do you know the State of Texas sales tax requirements of your fair or event? You might be surprised at the requirements and what you owe! This in-depth session with the State Comptroller representatives will arm you with information and hopefully prevent your fair or event from having any tax issues in the future. This is a must attend for any fair manager or board president!
Speakers: John Huffman & Phillip Chaimongkol, Tax Policy Division, Texas Comptroller of Public Accounts
2. The Art of Securing Sponsorships
   Yacht
   One of the hardest but most critical parts of any event is fundraising. To be successful a proper plan must be assembled and executed to develop, retain, and recognize sponsors while creating long-term relationships. Come learn from one of the best on how you might make fund raising a more pleasurable and efficient process.
   **Speaker:** Jennifer Schuder, State Fair of Texas

3. Upselling Your Event: The Art of Increasing Revenue, One Transaction at a Time
   Schooner
   Customer satisfaction can often be boiled down to two questions; how was your overall experience, and how would you rate the value of your purchase. Experience and value go hand in hand because as the customer’s experience is improved, the cost has greater value. Selling packages online, well before your event has started, gives you the opportunity to enhance your customer’s experience and increase revenue all at the same time! Join us for a creative session that will have you thinking outside of the box in no time!
   **Speaker:** Jessica Bybee-Dziedzic, Saffire

4. Securing Retail Vendors
   Clipper
   Attend this session to learn how TAF&E members events are connecting attendees with retail vendors. This opportunity has proven to be successful for both parties as well as profitable for the event. Come learn how you can secure retail vendors and create this opportunity!
   **Speaker:** Julie Bass, Houston Livestock Show & Rodeo; Nanci Kimmey, North Texas Fair & Rodeo

5. USDA & Texas Animal Health Commission Updates
   Harbor
   Hear updates from the USDA & TAHC and the effects it might have on your fair.
   **Speaker:** Michael Pruitt, USDA APHIS-VS; Texas Animal Health Commission Representative
6. Understanding the New FASB Accounting Standards – Presentation of Financial Statements of Not-For-Profit Entities.

Spinnaker

The largest changes in over 20 years for non-profit financial reporting are now in effect. The Financial Accounting Standards Board (FASB) issued an Accounting Standards Update (ASU) that simplifies and improves how a not-for-profit organization classifies its net assets, as well as the information it presents in financial statements and notes about its liquidity, financial performance, and cash flows. See how the State Fair of Texas has approached the changes and learn how you can implement for your organization.

Speakers: Jaime Navarro, State Fair of Texas; Robert Smith State Fair of Texas General Counsel; Neely Duncan, BKD Advisors; Emily George, BKD Advisors

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.

Concurrent Education Session Sponsors
San Antonio Stock Show & Rodeo
Washington County Fair
A Clean Portoco

4:15 - 6:15 p.m. Trade Show Opening
Convention Center Exhibit Hall

6:15 – 6:45 p.m. First Time Attendee Reception (Invitation Only)
Galleon III

First-Time Attendee Reception Sponsor:
Westmoreland Concessions

First-Time Attendee Door Prize Sponsor:
Louis & Joan Katz

6:45 – 7:15 p.m. Welcome Reception Cocktail Party
Grand Ballroom Pre-Function Area

Welcome Reception Sponsor
Houston Livestock Show & Rodeo
7:15 – 7:45 p.m.  Fun Auction
Grand Ballroom

Fun Auction Sponsor
North Texas Fair & Rodeo

7:45 p.m. - 8:30 p.m.  Dinner
Grand Ballroom

Friday Dinner Sponsors
Rio Grande Valley Livestock Show & Rodeo
Washington County Fair

8:30 p.m. - 10:30 p.m.  Entertainment Talent Showcase
Grand Ballroom

Talent Showcase Sponsor
Heart of America Shows

10:30 p.m.  $100 Door-Prize Drawing
Grand Ballroom

Door Prize Sponsor
Fayette County Fair

Convention Newsletter Sponsor
Fort Bend County Fair

Decoration Sponsors
dfest*
City of McAllen

SATURDAY, JANUARY 12
7:00 a.m. – 8:00 a.m.  Breakfast Buffet & Door Prizes
Grand Ballroom

Breakfast Sponsors
Poteet Strawberry Festival
State Fair of Texas

8:00 a.m. - 1:30 p.m.  Foundation Night Ticket Exchange
for those seated at sponsored tables
Convention Center Lobby

Present the dinner ticket from your registration packet
with a sponsor sticker to receive your seating assignment

8:00 a.m.– 4:30 p.m.  Registration
Convention Center Lobby
7:59 a.m.  $100 On-Time Door Prize
Grand Ballroom

**Door Prize Sponsor**
**Walker County Fair**

8:00 a.m. - 9:30 a.m. General Session
Grand Ballroom

**Best Trade Show Booth Award**
**2019 TAF&E Ray Cammack Shows Awards of Excellence for Marketing and Communications**

**Marketing and Communications Award**
**Sponsor - Ray Cammack Shows**

**General Session Sponsor**
**Ray Cammack Shows**

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.

9:45 a.m. – 10:35 a.m. Concurrent Sessions
(The 5 concurrent sessions will be repeated in the same room from 10:45-11:35 a.m.)

1. **A Case Study of Resolving Sales Tax Issues with the State Comptroller**
Galleon I & II
This panel discussion is a follow up to the session “State Sales Tax Requirements & Your Obligations” and will be a panel discussion to explain how the Heart of Texas Fair worked with the State Comptroller to resolve sales tax payments. This session is to benefit fairs & events by making them aware of the issues that can arise and how they can be resolved.
**Panelists:** Shannon Bangle, Bangle & Potter, LLC.; Wes Allison, Heart of Texas Fair
2. Utilizing Social Media for Event Success  
Harbor  
How your event is promoted and viewed on social media can many times dictate its success. Take advantage of this session to learn more about developing an Overall Social Media Plan to promote the event, tell your story as well as handling a forbidden crisis.  
Speaker: Barbara Magana Robertson, Magana Media

3. Newest Trends in Entertainment Production  
Clipper  
Take part in this informative session to learn about the newest trends in entertainment production, including cold pyro, LED video walls, snow, and other cool stuff!  
Speaker: Jeff Krebs, Epicenter Productions

4. Active Assailant Situations  
Schooner  
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.  
Speakers: Mike Dailey & Kathryn Willcuts, Department of Homeland Security

5. Our Ag Production, Our Patrons, and Our Public - how we can align these Ps to leave the greatest impact.  
This session will cover the opportunities to showcase production agriculture through your event to the general public. Come hear from these industry expert on what they are currently doing at their event to showcase agriculture.  
Speakers: Dr. Chris Boleman & Julie Bass, Houston Livestock Show & Rodeo; Daryl Real, State Fair of Texas

6. Getting Your Name Out There! – (Designed for TAF&E Associate Members)  
Yacht  
This session is to better assist TAF&E Associate Members brand themselves, prepare marketing materials, and utilize media outlets to better promote themselves to prospective customers & events.  
Speaker: Rachel Cutrer, Ranch House Designs

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
Yacht
TAF&E Associate Members are invited to attend this meeting to elect leadership, hear updates and to provide input for the betterment of the TAF&E convention and association.

**Concurrent Education Session Sponsors**
Rodeo Austin
Grapevine Convention & Visitors Bureau

11:45 p.m. Luncheon
Grand Ballroom

**Luncheon Sponsors Allied Specialty Insurance, Amarillo Tri-State Fair & Rodeo, Houston Livestock Show & Rodeo**

12:15 – 12:45 p.m. TAF&E Professional Awards and Hall of Fame Awards
Grand Ballroom

12:45 – 1:15 p.m. Talent Showcase
Grand Ballroom

**Talent Showcase Sponsor**
Magic Money

**Talent Showcase Drawing Sponsors**
Central Texas State Fair, Central Texas State Fair, Durbin Electric
Keith & Lucinda Smith

1:30 – 2:30 p.m. Concurrent Educational Sessions

1. **Texas High School BBQ Cookers Assn. & Championship Harbor**
The Texas High School BBQ Cookers Association is a Non Profit 501(c)(3) educational organization created to promote and sanction educational extracurricular cook offs while promoting and preserving BBQ education. This is done through State High School BBQ Championships, Regional State cook offs, High School BBQ Clubs, and various community and youth-oriented programs and BBQ events to support career and technical education (CTE) in the Nation’s classrooms. Come learn how this organization works and how you might host a high championship cook off at your fair or event!

**Speaker:** Mike Erickson
2. Maximizing Your Mobile Marketing
Clipper
Put your phone down for just a minute and listen to THIS: in 2018, more people will be browsing your website from their mobile device than a computer. This means the future of the web is NOW, and it’s in the palm of your customers’ hands. So it’s high time we all make it a priority. Jessica is going to talk to you about the current state of mobile marketing, what to expect in the near future and why it’s absolutely essential to the success of your organization. We’ll even chat about tools to enhance your very own mobile presence, sites vs. apps and of course, “sticky” strategies that’ll keep your customers coming back for more.

Speaker: Jessica Bybee-Dziedzic

3. Volunteer Recruiting & Recognition
Galleon I & II
The backbone of any event is its volunteers. This session will provide an opportunity for two TAF&E members to tell how they recruit, maintain and recognize volunteers at their event.

Speakers: Shane Jennings, Brazoria County Fair; Cindy Schmidt, Ft. Bend County Fair

4. Entertainment Strategies
Schooner
Each year Fair Managers and Entertainment Directors face the often overwhelming task of selecting the best grounds entertainment for their fair while staying within the budget. In Entertainment Strategies, I discuss the different types of grounds entertainment available in today’s market, the pros and cons of each type, and how by simply picking the right location on your grounds, you can keep your fairgoers engaged and coming back for more. I also discuss the many ways you can save some money by planning ahead and cooperating with other venues. This is not only an excellent resource for new Entertainment Directors, but a terrific refresher for seasoned veterans.

Speaker: Cindy Ward

5. TEMI & TAF&E Leadership Program
Yacht
The TAF&E will be offering two new programs in 2019. The Texas Event Management Institute is a joint effort between TAF&E and the Texas Festivals & Events Association to replace the TELP Professional Development
Program. The TAF&E will also launch the TAF&E Executive Leadership School. This leadership program is designed to train fair and event leaders in the many facets of the industry. Make plans to attend this very informative session to learn more about these two programs and how you can get involved!

**Speakers: Kay Wolf, TFEA; Dr. Chris Boleman, TAF&E**

2:30 p.m. **Foundation Night Ticket Exchange**  
Opens to All Attendees  
Information booth – 1st floor lobby  
Present the dinner ticket from your registration packet to receive your Saturday dinner seating assignment (first come first served).

2:45 - 4:45 p.m. **Trade Show Open**  
Exhibit Hall

6:00-7:00 p.m. **Sponsors Reception**  
Galleon III

**Sponsors Reception Sponsor – San Antonio Stock Show & Rodeo**

7:00 p.m. **Silent Auction Closes & Check Out**  
Break Out Session Lobby

7:00 p.m. **Foundation Night Reception**  
Grand Ballroom Pre-Function Area

**Foundation Reception Sponsor**  
**Heart O’ Texas Fair & Rodeo**

7:30 p.m. **Education Foundation Night Dinner & Dance**  
Grand Ballroom  
Dinner & Dance included in convention registration fee.

**Education Foundation Night Sponsor**  
**Kaliff Insurance**

**SUNDAY, JANUARY 13**

8:00 – 9:00 a.m. **Breakfast Buffet & Door Prizes**  
Grand Ballroom

**Breakfast Sponsor**  
**Titus County Fair, Wagner’s Carnival**

14
8:55 a.m. Silent Auction Results
Grand Ballroom

8:59 a.m. $100 On-Time Door Prize
Grand Ballroom

**Door Prize Sponsor**
Heart O' Texas Fair & Rodeo

9:00 a.m. Presentation of the QRL Contest Prizes
Grand Ballroom

9:15 – 10:00 a.m. Closing Keynote Speaker
Grand Ballroom
Speaker: Matt Rush

**Closing Keynote Sponsors**
Armstrong Shows
Montgomery County Fair
Calhoun County Fair Association

10:00 - 10:30 a.m. TAF&E Annual Meeting
Grand Ballroom
Announcement of 2020-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**
Newport Concessions

Adjourn — Have a safe trip home!

10:30 a.m. TAF&E Board of Directors Meeting
Spinnaker
Mark Your Calendar for 2020:

January 9-12, 2020

Galveston Island Convention Center

Galveston, Texas
TRADE SHOW EXHIBITORS

A Clean Portoco
Ability Entertainment/The Wade Henry Show
All Aboard Texas
Allied Specialty Insurance Inc.
Amanda S Productions
AMS Productions
Aquatic Acrobatic Show
Artists & Attractions
B-Amused
Bethany Becker Music
Bill Coleman Entertainment
Birds n Beasts Inc
Blue Lark Entertainment
CAI, Inc Booking
Cale Moon
Camel Kingdom
Capitol International Productions, Inc.
Comedy & Juggling and Stuff
Communications Direct, Inc.
Crabtree Amusements
Creative Community Promotions LLC
Deidre Thornell
Deltronic Labs
DFEST-Dixie Flag Event Services Team
DGJD, Inc. - Bleachers
Entertainment Alliance
Evergreen Music Network
Etix
Fair Publishing House
Fare Foods Corp
Fast Action Motorsports Entertainment
Fearless Flores Thrill Show
Fusion Talent Group
FX Entertainment
G.L. Berg
Globe of Death Squad
Grant Entertainment
Great American Entertainment Co
Haas & Wilkerson Insurance
Hot Spot Wifi PODS
Houston Disc Dogs & Trick Dog Entertainment
Illumination Fireworks, LLC
Jennifer's All Creatures Barnyard Races
Kaliff Insurance
KEN-RAN Productions
Kids Celebration Family Game Show
Lagniappe Productions
Lanky's Corner
Laser Spectacles
Leapfrog Entertainment
Linda Brown and Associates/ Integrated T
Majestik Spectacular
Metro Golf Cars, Inc.
National Ticket Company
Ninja Nation LLC
Noah's Way Exotics
Paul Bunyan Lumberjack Show
Pompeyo Dog Show
Priefert Complex Designs
Pro-Bots Promotional Robots
Red 11 Music
Robert Ray Country
Robots and Cars Entertainment
Rorring Entertainment, LLC
Saffire Events
ShenaniGuns/West Texas Productions, Inc.
Six String Soldiers
Specialty Insurance, LTD
Spectrum Weather and Specialty Insurance
Suncoast Pine Shavings
Superior Trophy
Swifty Swine Productions
Talley Amusements, Inc.
TC Long Productions
Texas Event Management Institute
Texas Port-A-Cool
Texas Sounds Entertainment Agency
The Combat Team
The Moogician
The Music City Quartet
The Perceptives
The Source Management
Thomas Carnival, Inc.
Traxxas Monster Truck Tour
Tres Rios Silver
Ty England Show
Vortex Insurance Agency
Wagner's Carnival, LLC
Weldon, Williams & Lick, Inc.
Willy's Washboard Jamboree
Woodys Menagerie
WOW Attractions
SPECIAL THANKS TO OUR 2019 SPONSORS

DOUBLE DIAMOND LEVEL
Houston Livestock Show & Rodeo
Kaliff Insurance
Magic Money
Ray Cammack Shows
State Fair of Texas
Talley Amusements

DIAMOND LEVEL
Crabtree Amusements
Dixie Flag Event Services Team
Fusion Talent Group
Saffire
San Antonio Stock Show & Rodeo

PLATINUM LEVEL
City of McAllen
Grapevine Convention & Visitors Bureau
Heart O’ Texas Fair and Rodeo
Heart of America Shows
Rio Grande Valley Livestock Show
Washington County Fair

GOLD LEVEL
Armstrong Shows
Communications Direct
Fort Bend County Fair
Poteet Strawberry Festival

SILVER LEVEL
Amarillo Tri-State Fair & Rodeo
Calhoun County Fair Association
Newport Concessions
Populous
Rodeo Austin
Titus County Fair
Wagner’s Carnival
Westmoreland Concessions
BRONZE LEVEL
A Clean Portoco
Allied Specialty Insurance
Central Texas State Fair
Montgomery Co. Fair
North Texas State Fair

FRIEND LEVEL
Durbin Electric
Fayette County Fair
Louis & Joan Katz
Keith & Lucinda Smith
Walker County Fair