



Wisconsin Association of Fairs

CONVENTION 2018

President's Message

I hope everyone's fair went well this year. I'm sure everyone is already planning for next year.

Planning the fair is a year-round task, even though many people outside of "Fair Land" don't know this. Yes, "Fair Land". All of us involved in our local fair come from someplace special. We are a special breed. We have something in our blood that others don't. At times, others just can't relate to us. We people from "Fair Land" can have hour long discussions about horse barns, handwashing stations, vendor placement, or corn dogs. Outsiders of "Fair Land" think the fair just shows up for the week. Have you ever had anyone come up to you the month before your fair and ask if you have started getting ready for the fair? What do these non-fair landers think? We proud volunteers of "Fair Land" do not get a break. We work tirelessly over the year to bring awesome entertainment, fabulous food, and excitement for all the fair goers to enjoy. Yes, we get tired and many times frustrated. But after the rides are gone, the barns are cleaned, and the books are balanced, the frustration eases, the bags under our eyes lessen, and we start all over again.

But what outsiders of "Fair Land" don't know is that we don't do it alone. We have old and young within our growing population that are there for each other. Each one bringing ideas to the table. We learn from each other's mistakes and grow from each other's ideas. Even though, at times, there might be trouble in "Fair Land", since it can be like working with family, everyone works things out and moves forward to our tasks at hand. We are very fortunate to be a part of something that not everyone understands. To be a part of an industry that brings fun to so many families.

As I visited fairs this summer there was that one thing each fair had in common. No matter if the fair was in a small town or a metro area, they all had families spending time together and enjoying the day. Family lifestyles are fast paced, but we bring something that allows the family to slow down and spend quality time together. We are providing families memories. We are bringing the families their county fair. Yes, we are our own breed, us from "Fair Land". A breed that can stand tall with our chin up. We bring happiness to many without even knowing why we do it. Keep it up fellow "Fair Landers". I look forward to seeing you at convention.

Happy post-fair season! Rhonda Klement, WAF President

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95th Annual Convention Details

The Wisconsin Association of Fairs annual convention will be held at the Chula Vista Resort in Wisconsin Dells, January 7-10, 2018. The Fairest of the Fairs program will again kick-off on Sunday afternoon followed by Carnival Night from 6-8 PM and will include games, food and drinks sponsored by our Associate friends in the Carnival and Concessions business.

Our convention will officially kick-off at 10:00 AM Monday, with our keynote speaker, Jeremy Parsons, CFE, General Manager of the Clay County Fair in Spencer, Iowa. Jeremy sees his role at the Clay County Fair as a "Caretaker". Does your community know how important the fair is and why it needs caretakers? We all wear many different hats and hold many different titles at our fairs (often it's multiple hats and titles on the same day – more often, it's multiple hats and titles on the same day at the same time). For some, we are the CEO's or managers of our organizations; others are volunteer superintendents. Some of us literally unlock the gates every morning and shut the lights off at night. Others might order ribbons or sell tickets. Some might clean the restrooms or the barns. But despite the varied titles, hats, duties, and responsibilities, we all have the same job at our respective fairs – we are caretakers. Parsons provides the tools to "Take Care" of your fair, specifically how to do simple strategic planning, track your economic impact, promote your local relevance, and turn your Board into positive advocates.



Winners of the "Everyone Has a Fair Story" will be announced as well as our Associate of The Year Winner. The Trade Show will be open Monday and Tuesday afternoon. If you can't find the Associate Member you are looking for, don't forget to visit the "Associate Vendor Rows" located on the second and third floor of the condos. Don't be shy, our Associate Members look forward to visiting with you so please stop in to visit them.

The Showcase of Entertainment will take place both Monday and Tuesday evenings. We are excited about the caliber of entertainment and hope you will find one or two acts to book for your fair.

Bring along your checkbook/credit card for our auctions. Monday evening's auction, featuring the Fairest of the Fairs contestants will offer a wonderful array of items. On Tuesday evening, our silent auction will feature items from our Fair and Associate Members. Proceeds from both auctions go to offset the Fairest of the Fairs program expenses as well as our convention expenses. This allows us to keep your convention registration fees to a minimum. Thank you for supporting the auctions!

There are workshops offered for both Fair and Associate Members Monday through Wednesday. Workshops do not repeat, so we have asked our presenters to provide handouts recapping their presentation. Take these opportunities to network with other members and ask the experts.

Our convention will conclude with the crowning of our 52nd Fairest of the Fairs at our evening banquet on Wednesday.

If you haven't already made hotel reservations for the upcoming convention, you can contact the Chula Vista Resort directly by e-mailing Robin Dunham at robind@chulavistaresort.com or calling 1-866-382-4852, extension 5462 or directly at 608-254-1620. All hotel rooms come with a full breakfast buffet and waterpark passes. Check-in time is 4:00 PM and check-out time is 10:30 AM. Associate members, when you reserve a condo, please let them know you are an Associate for the fair convention and you are in need of a room on "Vendor Row". They'll get you in the right area. There are no restrictions as to the number of rooms you can reserve. If your fair requires payment by check vs. credit card, please inform the reservation staff prior to making your reservations and they can assist you in your request.

All convention attendees are required to wear their registration name badge to all convention events, which include: Opening Session, Trade Show, Auctions, Cheese Party Reception, President's Reception, Showcases of Entertainment, Workshops, and Hospitality Room. If attending the Wednesday Evening Award Banquet only, convention registration is not required.

If you have not yet registered for convention, please visit our website at www.wifairs.com for on-line registration on the convention page. You have the option to pay via check or credit card. On-line registration is very easy and you receive an e-mailed copy of your registration and payment immediately following your order. If you haven't taken advantage of this on-line option, please give it a try. If you prefer to mail a paper copy, please send your fair board registration in as a group with one check. A form is available on the convention page of the website. Make checks payable to Wisconsin Association of Fairs and mail with your registration sheet to: WI Fairs Inc., 5320 County Road F, Merrill, WI 54452.

Registration postmarked by November 15, 2017 is \$35 per person and banquet ticket costs are \$35. From November 16 - December 31, registration cost is \$50.00 per person and banquet ticket cost is \$45.00 per ticket. After December 31, register on site – registration cost is \$75 and banquet ticket is \$55.00. For children: ages 5 and under are free; ages 6-12 are \$20; and ages 13 and up are \$35.

All banquet tickets reserved on the form will be given to the person listed as the primary contact on the form. If that person is not going to be attending the convention, please list a convention contact. It will be their responsibility to distribute the banquet tickets.

Tickets will not be mailed out before the convention. They should be picked up at our convention registration desk on Sunday from 3:00 PM – 8:00 PM or Monday beginning at 8:00 AM. Registration hours will be posted at the convention.

We are looking forward to seeing you in January. Please contact the office at info@wifairs.com or 715-536-0246 with any questions.

Bob Williams Fair Ag Grant

The Wisconsin Association of Fairs understands the impact that Bob Williams had on Wisconsin's Fair Industry. He was more than just the Fairs Coordinator, he was a man with fair passion and had a huge impact on our members. With his passing in 2016, we wanted a way to honor his legacy so we created the "Bob Williams Fair Ag Grant". We will award up to \$1,000 in grants to Wisconsin Association of Fairs Member Fairs, in good standing, annually for the next five years. Funding for the grants are supported by the Bob Williams Scholarship his family set up as well as the Wisconsin Association of Fairs.

When Bob presented at our district meetings he often shared how great the fairs were promoting Wisconsin's agriculture. He was especially proud of the Ag Adventure Tents the fairs had put together working with local commodities, service organizations, and volunteers. He believed it was more important than ever to make agriculture education to the fair patrons a priority and if you could do it in a fun, interactive way, that was even better! The Bob Williams Fair Grant should be used at fairs to promote Ag Education. Due date for the grant application is **December 1, 2017**.

For complete details and an application, please visit the following link:

<http://www.wifairs.com/p/getconnected/Bob-Williams-Ag-Grant>



Fair Dates

If you have not already submitted your 2018 Fair Dates, please e-mail, info@wifairs.com as soon as they are set. We are already receiving inquiries.

WI Fairs, Steeped in Tradition

Join us in a convention themed teapots and tradition. All convention attendees are asked to dress in red, white and blue on Monday. At the convention kick-off on Monday, at 10:00 a.m., we will be doing a quiz of fair traditions. We are asking all fairs to complete a short survey for quiz materials. You can find the quiz at www.wifairs.com under the Convention tab, then Convention Theme, or using the link below. The questions are listed below, so you know in advance and can discuss with your fair board. **Quiz answers are due December 1.**

2018 Convention questionnaire

- What is your Fair known for? Any traditions?
- In what year, was your Fair first held?
- Who was the most famous visitor to your Fair?
- What is the strangest thing that ever happened at your Fair?
- Anything else we should know about your Fair?
- Does your Fair have a slogan? If so what is it?



We are asking all fairs to decorate a teapot and bring it to convention. We will have them on display for the opening session and then also used as centerpieces for the banquet. So bring a teapot, that won't be going back home with you. You can find teapots at thrift stores for very reasonable prices. We are asking that you decorate your teapot in a format that best represents your fair. We will have ballot judging for the most creative and the most traditional. The winners will be announced at the business meeting on Wednesday. **Please RSVP by December 1** using the form on the Convention Theme page, to let us know if your fair will be bringing a teapot.

Lastly, we'd love your fair to share a photo of something that shows tradition at your fair. We will use these photos throughout convention. Let your imagination run wild, but please only send a copy. **Photos can be e-mailed to info@wifairs.com by December 1.**

<http://www.wifairs.com/p/other/convention-theme>

Evening Receptions Set

Monday evening's reception will consist of our annual cheese party at 4:30 PM in the Riverview Ballrooms. It is a long-standing event at each of Wisconsin's annual fair conventions. Assorted cheeses are provided each year by Wisconsin's world renowned cheese makers. Our Fairest of the Fairs contestants will have their auction items on display and the auction will begin at 5:30 PM. Take time to visit with each of the 38 Fairest of the Fairs contestants. Bid high, and bid often. Tuesday night will include our President's Reception with hors d'oeuvres and beverages beginning at 6:00 PM in the Riverview Ballrooms.

Each evening's reception will conclude with our Showcase of entertainment. Our showcase committee is excited about our entertainment at this year's convention. I'd like to thank our Associates for their excellent submissions. Please be sure to visit our Associates following the showcases to see how their entertainment may help your fair.

Education Raffle

Don't miss out on the opportunity to win some great prizes at the upcoming convention. This year's items include: an IPAD, LED TV, Cold Hard Cash, and hand-made wood carved items .

Tickets can be purchased at the Registration Desk during convention. Winners will be drawn at the conclusion of our banquet and you don't need to be present to win.

Proceeds from the raffle go towards our Education Fund. This year these funds are being used for our Consumer Protection Program class that is being held on Sunday.

Fair Trade Table

Again this year, we will be having a "Fair Trade" table. The purpose of this table is to allow you to share your information with other fairs. We are asking that every fair bring along extra premium books, flyers, and promotional material that can be given away. This table is meant to be a trading table, you bring some information, and you take some with you. Please bring along your materials.

Banquet

Doors will open at 4:30 PM and at 4:45 PM the Fairest of the Fairs contestants will begin their self-introductions. We will have our banquet meal following their introductions, allowing time for our judges to determine the top ten finalists. At approximately 5:45 PM we will continue our program hoping to conclude by 8:00 PM crowning our 2018 Fairest of the Fairs.

Breakfast Buffet

The times for breakfast in the Main Buffet and the Upper Dells Ballroom, may be served at different times. We will begin each morning serving breakfast in the Main Buffet and opening the Upper Dells Ballroom later. The Chef has worked with us to change the menu a little each day. We hope this change in serving times will keep all food as hot and fresh as possible.

Please remember our breakfast is complimentary with your hotel room reservation. Gratuity is not included so we ask that you please tip your wait staff each morning as you see fit.

Photo/Media Awards

These awards will be presented at the end of the Business Meeting on Wednesday morning. The entries will remain on display through the banquet in the Grand Ballroom lobby. Please be sure to vote for your favorites!

Election Results

This fall three positions were up for election. In District 4, Shari Black, WI State Fair has completed two terms and was not eligible for re-election. Amy Listle from the Jefferson County Fair was elected as the District 4 representative. In District 2, Deb Gotlibson, Dunn County Fair and District 3, Marla Stello, La Crosse Interstate Fair, were elected to second terms, which is another three years.

Silent Auction Items Needed

We are excited to again offer a silent auction at convention. In addition to the live auction on Monday night, the silent auction will take place on Tuesday. We are asking all fairs and Associate members to donate an item or two to the silent auction. Consider a bottle of wine, box of chocolates or an item from a local business to add to the silent auction.

Donated items are asked to be delivered to the River-view South room on Tuesday from 12:15 PM to 1:00 PM. Items will then be on display for bidding from 1:00 PM to 4:30 PM and again from 6:00 PM to 7:00 PM. The winning bids will be announced at 7:00 PM before the showcase begins. We will accept credit card, cash or check payment for the live and silent auctions. Proceeds from the auction help keep our convention registrations fees at a minimum.

WI DATCP Reports

Just a reminder, your year-end reports are due by January 31, 2018 if you haven't already sent them in. Please contact Debbie Gegare if you have any questions about these reports as well. Thanks for your promptness in getting these reports submitted.

Carnival Night

Carnival night will once again be hosted by our Associate members in the Carnival industry and take place from 6-8 p.m. on Sunday, January 7 and will include games, food and drinks sponsored by our Associate friends in the Carnival and Concessions business. All convention attendees are encouraged to attend. I'd like to thank Chuck Waterman's family for all of the years of sponsorship and organization that went into planning carnival night. Chuck was the reason the event was started and I cannot express enough appreciation for his support of Wisconsin's fairs. We miss him dearly! We will be having a special toast for Chuck at Carnival Night this year and ask that if you have a photo of him from your Fair, please submit it to info@wifairs.com by December 1. I'd like to thank Vince Heiman from Badgerland Midways, LLC, for taking the lead on this year's event. If you'd like to find out how to donate, please contact Vince Heiman, 715-347-2232 or saphygirl6@gmail.com.



Associates Members

New this year all of the membership renewal information and convention registration details were e-mailed instead of hard copies being mailed. If you have not received the information, please e-mail the office at info@wifairs.com or visit the following link for all of the convention materials for our Associate Members.

<http://www.wifairs.com/p/other/registration>

Associate Signage

Associates are only allowed to display posters outside of their hotel room door or in their trade show booth. Posters are not allowed on the walls throughout the hotel like in the past. Please keep in mind when displaying your posters that trinkets and easels can become trip hazards. We know you want to encourage our fair members to visit, but we also want to be safe.

WAF will provide signboards in the registration area and throughout the convention facility listing your trade show booths and hotel rooms so fairs can find your business. We will provide more signboards throughout the convention facility than we have in the past simply because there isn't the same amount of wall space for banners and signs that you're used to.

Trade Show

The trade show will be open on Monday from 1:00 PM to 4:30 PM and on Tuesday from 1:00 PM to 4:00 PM. It will be located in Ballrooms A-I. Our trade show schedule conflicts with only a few other events so our fair board members have open time to visit with our Associates. Fairs, please take advantage of the trade show hours and be sure to visit our Associates. They have put a lot of effort into making our trade show a success. Don't forget to visit the Associates working from their hotel rooms as well. A full list of our attendees' rooms is available throughout the hotel during convention. Please be sure to see how their products or services can benefit your fair.

Booths can be set up on Monday, from 9:00 AM-1:00 PM. Booths must be cleared between 4:00-6:00 PM on Tuesday.

**UPDATED 11/7/17
TENTATIVE SCHEDULE**

WISCONSIN ASSOCIATION OF FAIRS

ANNUAL CONVENTION

JANUARY 7-10, 2018

CHULA VISTA RESORT, WISCONSIN DELLS, WI

Registered convention attendees are invited to attend all of the events listed in the program. Your convention badge is required for these events, so be sure to wear it while attending the convention. If you have any questions about our programmed events, please be sure to ask our Registration Desk. They are here to help. Enjoy the convention!

SUNDAY, JANUARY 7, 2018

7:00-9:00 AM Breakfast Buffet

9:00 AM Board Meeting
Executive Board Room

9:30 AM Fairest Committee Mtg – Sierra Vista

10:30-11:45 AM Fairest Registration – Sierra Vista & Grand Ballroom Lobby

2:00-3:00 PM Meet the Contestants
Upper Dells Ballroom

3:00-8:00 PM Convention Registration Open
Grand Ballroom Lobby

3:00-4:00 PM Fairest Coordinator Networking Session – Upper Dells
This will be one of two sessions offered for Fairest of the Fairs Coordinators to gather and network.

4:00 PM Credentials Committee Meeting
Grand Ballroom

4:30 PM Resolutions & Awards Comm. Mtg
Upper Dells

6:00-8:00 PM CARNIVAL NIGHT RECEPTION
Grand Ballroom

MONDAY, JANUARY 8, 2018

7:00-9:00 AM Grand Buffet Breakfast – Main Floor

7:00-9:00 AM Grand Buffet Breakfast – Upper Dells

7:45 AM First Time Attendees Gathering
Upper Dells

If it's your first time attending our convention, let us give you an overview of the convention.

8:00 AM-4:00 PM Registration Desk Open

8:30-9:30 AM WE ARE FAIR FAMILY
Riverview Room North

We all have a family tree, so how well do you know the other branches? Here is your opportunity to get to know as many fair family members as possible in a short time. We are going "speed dating". Whether you are a first time attendee or a life-long convention attendee there is something you can learn from another fair person. Come join the fun and plant more roots within the fair family.

9:00 AM-1:00 PM Trade Show Set-up – Ballrooms A-I

10:00 AM SPECIAL PROJECT ACTIVITIES
Grand Ballroom

Wisconsin Fairs are "Steeped in Tradition". Come and check your fair knowledge in our Fair Tradition Quiz. Bring your fairs decorated teapot and vote for your favorite. Wear your red, white and blue attire.

10:30 AM CONVENTION KICK-OFF
Grand Ballroom

Call to Order – President
Pledge of Allegiance and National Anthem
Introduction of Board of Directors
Associate of the Year Presentation
Fair Story Winner Presentations
Secretary of WI DATCP
IAFE Remarks
Keynote Speaker: Jeremy Parsons, CFE,
General Manager of the Clay County Fair in
Spencer, Iowa.

12:00 PM Showcase Committee Mtg
Riverview Ballroom South

12:00-2:00 PM Chula Lunch Concessions
Grand Ballroom Lobby

12:00-1:00 PM NETWORKING
Grand Ballroom
(bring your own lunch)
Do you have a topic we haven't covered in the schedule? Here is your opportunity to bring up a topic.

1:00-4:30 PM TRADE SHOW OPEN
Ballrooms A-I

1:30-3:30 PM Fairest Contestant Scrapbooks on Display – Aztec Room

1:30 PM Auction Committee Mtg
Riverview North

2:00 PM YOUNG PROFESSIONALS INITIATIVE
Upper Dells Ballroom
All those under age 40, come and network. Join us and get to know those of similar age to discuss opportunities to get more involved in the fair industry. Find out who in your state works on the same functions at other Fairs as you do.

2:00 PM Premiums Committee Mtg
Laguna Vista

3:00 PM Legislative Committee Mtg
Laguna Vista

4:30 PM CHEESE RECEPTION & VIEWING OF FAIREST AUCTION ITEMS
Riverview Rooms

5:30 PM AUCTION – Riverview Rooms

7:30 PM SHOWCASE OF ENTERTAINMENT
Riverview Rooms
(Immediately following the auction)
Sound, Lights & Video—Sosonic

HOSPITALITY FOLLOWING SHOWCASE– 11:30 PM
Grand Ballroom

TUESDAY, JANUARY 9, 2018

6:00-9:00 AM Grand Buffet Breakfast – Upper Dells

7:00-9:00 AM Grand Buffet Breakfast – Main Floor

7:30-5:00 PM Registration Desk Open
Photo/Media Judging Open

8:30-9:30 AM AG NETWORKING
Riverview North
Join Brian Bolan, WI State Fair and Dr. McGraw from the WI DATCP. They will lead us in latest hot topics in the Ag industry.

9:30-11:30 AM Fairest Contestant Scrapbooks on Display – Aztec Room

10:00-11:00 AM WORKSHOPS/ROUND TABLES

WORKSHOP #1— TURNING BLUE RIBBON MEMORIES INTO GREEN

Grand Ballroom

Your fairgoer's fondness for your event (created by years and years of positive experiences and happy family memories) can be easily turned into charitable gifts to your fair's foundation and fundraising organization. Learn some simple ways you can encourage your fairgoers to think of your fair when they consider charitable giving.

WORKSHOP #2— FAIR GENERATIONS

Riverview North

Join Terry Schmaling as he talks about working with fair volunteers, employees and exhibitors. How you work with one generation differs greatly from another. He'll share some tips to help all of the generations work better together and communicate better.

ROUND TABLE #1—WI STATE FAIR AMATEUR TALENT CONTEST

Laguna

Join from WI State Fair, Bruce Sullivan, CFE, Sr. Director of Entertainment & Special Events & Justine Vergeer, Special Events Manager, along with Nick Datillo, Nick's Kids Show, as they discuss how the program has grown and how your fair can participate.

11:00-11:15 AM Coffee Break
Grand Ballroom Lobby #2

11:00 AM-2:00 PM Chula Concessions Available

11:15 AM-12:15 PM WORKSHOPS & ROUND TABLES

WORKSHOP #1 — 20 WAYS TO RUIN A PERFECTLY GOOD WEBSITE

Grand Ballroom

By now, we all probably can recognize a few things that make a great website. However, do you know the things you're doing that are ruining your website? Don't worry! We'll help you identify issues that may need a little improvement, and then give you easy fixes you can implement right away. Come learn how to maximize "your brand" on "your land" and take full advantage of your most important online presence! Presented by Saffire.

WORKSHOP #2 — EMERGENCY PREPAREDNESS

Riverview North

Marsha Salzwedel, Youth Agricultural Safety Specialist from the National Farm Medicine Center will discuss what items should be in your emergency plans. Does your plan cover active shooters? Bring along your plans as Marsha will be available for a one-on-one review of your plan. Details about scheduling your one-on-one will be e-mailed to the fairs.

12:15-1:00 PM Silent Auction Donations Received

Riverview North

Bring your silent auction items.

12:30-1:00 PM Associate Member Mtg
Grand Ballroom

1:00-4:00 PM TRADE SHOW — *Ballrooms A-I*

1:00-4:30 PM Silent Auction Open for Bids
Riverview North
Final bids close at 7:00 p.m.

1:15-2:15 PM DATCP CMR TRAINING & JUDGES UPDATE
Grand Ballroom

Deb Gegare, Wisconsin DATCP, will review the new CMR program and train you on the most efficient way to use the program. She'll also provide an update on the Judges list. If you are responsible for judging forms, annual financial reports, and correspondence for your fair, join us.

2:00-3:00 PM Ice Cream Break in Trade Show

2:30-4:00 PM FAIREST PRELIMINARIES
Grand Ballroom

6:00 PM PRESIDENT'S RECEPTION
Riverview Rooms

6:00-7:00 PM Silent Auction Final Hour
Riverview Rooms

7:00 PM SHOWCASE OF ENTERTAINMENT
Riverview Rooms
(Immediately following the auction)
Sound, Lights & Video—*Sosonic*

HOSPITALITY FOLLOWING SHOWCASE—11:30 PM
Grand Ballroom

WEDNESDAY, JANUARY 10, 2018

6:00-9:00 AM Grand Buffet Breakfast — *Main Buffet*

7:00-9:00 AM Grand Buffet Breakfast — *Upper Dells*

7:30 AM-4:30 PM Registration Desk Open
Photo/Media Judging Open

8:30 AM ASSOCIATION BUSINESS MEETING
Grand Ballroom
President's Report—Klement
Roll Call of Fairs/Financial Report—Buttke
Wisconsin State Fair Report
- Kathleen O'Leary, CEO
Report of 2017 Fairs—Debbie Gegare,
- DATCP LTE Fairs Coordinator
Committee Reports by Chairperson
Fairest of the Fairs—Tonya Dvorak and
Rebecca Starkenburg Bader
Auction—Bill Thompson
Audit—Bill Marohl
Credentials—
Educ./Spec. Projects—Jill Albanese
Legislative—Jessica Klumpp
Premium—Mary Check
Resolutions/Awards—Ann Webb

Showcase – Bruce Sullivan
 Old Business
 New Business
 Adjournment
 Announcement of Photo
 & Media Winners

10:30-11:30 AM WORKSHOPS & ROUND TABLES

WORKSHOP #1 — SPONSORSHIP SALES & ACTIVATIONS

Ballrooms A & C

Please join Jen Puente, CEF, Director of Marketing & Partnerships, WI State Fair to get a crash course in the sponsorship sales process! Plus, learn how to effectively turn your sponsorship dollars into cool activations and promotions that will keep your fairgoers (and sponsors!!) coming back year after year!

WORKSHOP #2 — FAIRENTRY

Grand Ballroom

FairEntry is a full online fair management system designed to manage 4-H, FFA and Open class entries, check-ins/weigh-ins, class breaks, results, reports, and auction sales all in one place. In this workshop, we will walk through the specifics of the entry process (including optional 4HOnline integration) and best practices for using FairEntry during the Fair or Show. We will also highlight how to use the new features in the system that have been published since the close of the 2017 fair season.

WORKSHOP #3 — MAKING SOCIAL MEDIA

MAGIC

Riverview South

Alice in Dairyland travels the state promoting Wisconsin Agriculture, attending hundreds of events each year, conducting interviews with traditional media, and sharing compelling stories of Wisconsin farmers on social media. Join 70th Alice in Dairyland, Crystal Siemers-Peterman, and Alice in Dairyland Program Director, Ti Gauger for a the behind the scenes peak at how we plan campaigns and our tips for maximizing your social media and event appeal.

11:30-11:45 AM Refreshment Break

Grand Lobby and Riverview

Cookies and milk

11:45 AM-12:45 PM WORKSHOPS & ROUND TABLES

WORKSHOP #1 — CRISIS COMMUNICATION

Grand Ballroom

Effective crisis communication planning and execution is imperative in today's hyper-connected world. This session will help you understand and prepare for what really happens when a crisis strikes, as well as best practices for protecting the integrity of your fair and maintaining control of the messaging across multiple communication channels. Presented by Kristi Chuckel, CFE, Communications Director, WI State Fair.

ROUND TABLE #1 — NATIONAL YQCA

Riverview North

Please join Bernie O'Rourke, UW Madison Animal Sciences/ UW Extension, for an update on the national YQCA program.

ROUND TABLE #2 — VOLUNTEERS

Riverview South

Volunteers: How do you keep them, treat them and train them? Where do you look for them?

ROUND TABLE #3 — FAIREST COORDINATORS

Laguna Vista

Fairest Coordinators will meet with the committee members to discuss any questions about the program and update you on any changes.

1:00-1:45 PM NETWORKING SESSION

Grand Ballroom

Join us for an open format where you can ask questions of other fairs that we may not have covered in our workshops. We're all one fair family and are a great resource of information. Bring your questions.

2:00-2:30 PM DISTRICT MEETINGS

District 1 — *Grand Ballroom*

Rhonda Klement & Randy Meyer

District 2 — *Laguna Vista*

Deb Gotlibson & Kevin Roske

District 3 — *Sierra Vista*

Marla Stello & Simon Wells

District 4 — *Riverview South*

Matt Immel & Amy Listle

4:30-8:30 PM AWARDS BANQUET & FAIREST OF THE FAIRS FINALS

Ballrooms A-I

HOSPITALITY FOLLOWING BANQUET-10:30 PM

Grand Ballroom

52nd Fairest of the Fairs To Be Crowned

We are proud to announce we will be crowning our 52nd Wisconsin Fairest of the Fairs and at our 2018 annual convention. Vying for the title of 2018 Wisconsin Fairest of the Fairs are 38 contestants who seek to be named ambassador for our county and district fairs and become the official summer hostess for the Wisconsin State Fair. They include:

Barron County Fair, Katie Bates; Brown County Fair, Kaylee Coel; Calumet County Fair, Ashley Pagel; Central WI State Fair, Alysha Bauer; Clark County Fair, Krista Rueth; Columbia County Fair, Esther Considine; Crawford County Fair, Keegan Eberling; Dodge County Fair, Alicia Burnett; Dunn County Fair, Lexi Grossbier; Fond Du Lac County Fair, Kati Kindschuch; Green County Fair, Rachel Gilson; Green Lake County Fair, Bree Ann Moderow; Iowa County Fair, Kara Hutter; Jefferson County Fair, Ann Schroeder; Juneau County Fair, John Bermeo; Kenosha County Fair, Michelle Knapp; Kewaunee County Fair, Isabella Haen; La Crosse Interstate Fair, Anna Gasper; Lafayette County Fair, Brodie Abney; Langlade County Fair, Abby Michels; Lodi Ag Fair, Kelli Yelk; Marquette County Fair, Brianne Novy; Northern WI State Fair, Julia Nunes; Oconto County Fair, Tori Hull; Outagamie County Fair, Amanda Stingle; Polk County Fair, Sarah Carufel; Racine County Fair, Sarah Eulgen; Rock County Fair, Brooke Trustem; Sauk County Fair, Beth Yanke; Sheboygan County Fair, Ashley Miller; St. Croix County Fair, Kaitlin Konder; Vernon County Fair, Allison Hardy; Walworth County Fair, Madison Stronach; Washburn County Fair, Cheyenne Nowaczyk; Waukesha County Fair, Sarah Stock; Waupaca County Fair, Sydney Brooks; Winnebago County Fair, Ariel Bjorge; and WI Valley Fair, Katelyn Schmoll.

For four days these highly motivated young people will be interviewed, interact with you at the convention and partake in several workshops. Good luck to all of the participants!



Fairest of The Fairs Contestants participating in
Fairest Reunion Day at the 2017 Wisconsin State Fair



Wisconsin Association of Fairs

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2018 Calendar of Events

January 7-10	WI Association of Fairs Convention, Chula Vista Resort, WI Dells
April	Spring District Meetings
October	Fall District Meetings
March 18-21	Zone 4 Meeting, Grand Forks, ND
November 26-29	IAFE Convention, San Antonio, TX
January 6-9, 2019	WI Association of Fairs Convention, Chula Vista Resort