



## **WISCONSIN ASSOCIATION OF FAIRS (WAF)** **CONVENTION REMINDERS**

Welcome to the 2020 Wisconsin Association of Fairs (WAF) convention. Our theme this year is “For the Kid in All of Us”. We are excited to bring together fair board members and Associates to network and make plans for the upcoming fair season. Please be sure to visit both our trade show booths and our Associate members who are working out of their rooms. Most of our Associate members have condos on the second and third floor of building number 2, so once you’ve made the walk to that building, you can visit them in one area.

Chula Vista has three buildings all joined together by walkways. To help you navigate around Chula Vista, please keep these things in mind....

**Building 2** is the new guest suites and condominiums

**Building 3** is the North Tower  
(located closest to the showcase area)

**Building 4** is the South Tower  
(located between the convention area and the condos)

**Your hotel room will either have four or five numbers.**

- ◆ The first number is the building it is located in.
- ◆ The second number is the floor the room is located on.
- ◆ The third and fourth numbers are the room you are located in.
- ◆ If you have a fifth number, it will be a 0, and means you have a three-bedroom condo.
- ◆ Example: 2421; is building 2, floor 4, room 21.

You will receive a badge at registration, which is required to be worn for all of our convention events. We hope your convention experience is a memorable one. If you have

any questions or concerns during your stay, please be sure to notify the Wisconsin Association of Fairs Registration Desk located in the Grand Ballroom Lobby.

All of our Member Fairs in Wisconsin, as well as a list of the Associate Members, are printed in the back of this booklet for your convenience. Room lists will be on display throughout the hotel. Our WAF staff will update the room lists of our attendees throughout convention so you know where to find our Fairs and Associates.

Our Registration Desk is open during the following hours:

Sunday:	2:00 PM – 8:00 PM
Monday:	8:00 AM – 4:00 PM
Tuesday:	8:00 AM – 4:00 PM
Wednesday:	8:00 AM – 4:00 PM

Registration Policy: A convention badge is required to all events at this convention, except for the banquet. On site registration is \$75. The banquet requires a banquet ticket only. On site banquet ticket purchase is \$50.

### **ADMISSION**

- ◆ Badges are required for all events at this convention and will act as your admission pass except for the banquet, which requires a separate ticket.
- ◆ Everyone has "People's Choice" ballots to cast your votes for the Photo/Media contest, which is on display in the Grand Ballroom Lobby on Monday and Tuesday.

### **BADGES**

- ◆ Thank you to Fair Publishing for sponsoring this year's badges.

### **ASSOCIATES**

- ◆ **Associates are allowed to display posters only on the floor by their hotel room doors or in their trade show booth. Posters are not allowed on the walls throughout the hotel as in the past.**
- ◆ Associates not adhering to the poster policy may be subject to a fine as determined by the WAF State Board.
- ◆ WAF will provide signboards in the registration area and throughout the convention facility listing your trade show booths numbers and hotel rooms so fairs can find your business.
- ◆ No easels, inflatables, or obstructions are allowed.
- ◆ Check your listing on the Associate member list for accuracy. If any corrections are needed please leave them at the Registration Desk.

### **FAIRS**

- ◆ Check the tentative fair date list for accuracy – i.e., dates, contact person, phone number and carnival. If changes are necessary notify the Registration Desk

staff immediately as this will go to print at the conclusion of the convention.

- ◆ Be sure to visit our Associate Members in the Trade Show during open hours Monday & Tuesday, as well as on Vendor Rows, which are located on the 2nd and 3rd level of the condos. Associate Members are very important to our fair industry, so be sure to go and visit them and see what they have to offer for the upcoming fair season.

### **TRADE SHOW**

- ◆ The trade show will be located in Ballrooms A-I. Hours are as follows: Monday, 1:00-4:00 PM and Tuesday, 1:00-4:00 PM.

### **AWARD WINNERS**

- ◆ One Associate of the Year, one Volunteer Group and eleven Fair Board Members and Supporters will be recognized for their fair support during the convention. At the Monday Opening Session we will recognize our Associate of the Year Winner. At the Wednesday Evening Banquet we will present the VIP, Outstanding Fair Person, Hall of Fame, and Volunteer Group winners with their plaques. Winners names are kept secret until they are awarded.

### **CARNIVAL NIGHT**

- ◆ Special thanks to Vince Heiman and Kathi Mead from Badgerland Midways LLC for coordinating Carnival Night. This reception is sponsored by members of the carnival industry. Enjoy free food and beverages while socializing with our carnival members. In addition, a 50/50 Raffle will be held with the proceeds going to the Wisconsin Association of Fairs to help with our evening receptions.

### **AUCTION**

- ◆ The Fairest of the Fairs Auction will take place on Monday at 5:00 PM following the cheese reception.
- ◆ The Silent Auction will be held on Tuesday. You can bring your auction items to the Riverview South between 12:15 PM and 1:00 PM. Silent auction items will be available for bidding from 1:00 PM-4:30 PM and again from 6:00 PM-7:00 PM. Winning bidders will be announced during the beginning of the evening showcase.
- ◆ We are once again accepting payments for your purchases in cash, check, Master Card or Visa for both auctions.

### **BANQUET TICKETS**

- ◆ Banquet tickets are available for \$50 ONLY during WAF registration hours. If you have tickets you will not be using, the WAF registration staff will broker any excess tickets you may have available.

## **HOSPITALITY**

- ◆ Once again, the Wisconsin Association of Fairs will have a Hospitality Room at convention. Our Hospitality Room will take place in the Grand Ballroom. We require that you keep all drinks in the Grand Ballroom, as there are other guests in the hotel. We'd like to thank Kay Hillskotter for preparing the food and staffing the room. There is a lot of hard work that goes into preparing for our convention attendees. We'd also like to thank all of the fairs that donated items or money towards the Hospitality Room.

## **BUFFET BREAKFAST**

- ◆ The Chula Vista Resort is providing free buffet breakfasts with your room reservations. A full breakfast buffet is included in the rate of the room with the number of people as listed below. For each additional person added to the room, please add \$20. This covers the additional expense of lodging and breakfast.

When you check-in you will be given tickets for the breakfast buffet for each morning. If you have any additional questions on the breakfast, please see the WAF Registration Desk.

- ◆ Two-bedroom condo includes 4 tickets.
- ◆ Three-bedroom condo includes 6 tickets.
- ◆ Standard room includes 2 tickets.

The breakfast buffet will be located in the buffet downstairs and in the Upper Dells Ballroom. We will begin breakfast downstairs first and begin the upstairs buffet a little later. Both buffets will be the same. Tips for the staff working the breakfast are not included, so gratuity for the service is appreciated.

## **EDUCATION FUNDRAISER**

- ◆ Education Fundraiser drawings will be done at the Wednesday Evening Awards Banquet. There are donated items from each of the four districts on display at the Registration Desk where you can purchase your tickets. You need not be present to win! Funds raised are used for educational programming like the Consumer Protection Workshop, the 4th Grade Education Packet, as well as other educational materials and programming as it is created and shared with our fairs for your use.

## **SPECIAL CONVENTION ACTIVITIES**

- ◆ Fair Trade Table – In the hallway by the Registration Desk there is a table where fairs can exchange printed materials. Feel free to leave extra premium books, brochures and other fair related information for other fairs to take. This is your opportunity to share materials.

- ◆ Best Associate Booth – All convention attendees have a ballot to vote for their favorite Associate Booth. As long as you're already visiting the Associates, help us judge their booths at the same time. The ballot box is located by the photo/media entries.

### **COURTESY**

- ◆ There has been an increase in the number of children attending the convention. We are glad you are able to spend time together as families and take advantage of Chula Vista's facilities. At the same time, if your children are attending convention activities, please be respectful of our speakers, showcasing acts, and the convention attendees.

### **2021 RESERVATIONS**

- ◆ Following the Convention the Board will be meeting with Chula Vista Resort to recap the event. If you have any suggestions for upcoming conventions, please let us know.
- ◆ Hotel Reservations for 2021 will be available in May. An update will be included in the March WAF newsletter with all of the details to reserve your room.

Please mark your calendars to join us  
January 10-13, 2021  
for our next convention here at the Chula Vista Resort.

**ALL CONVENTION ATTENDEES  
ARE EXPECTED TO ADHERE TO  
THE WI FAIRS, INC. (dba Wisconsin Association of Fairs)  
Member Code of Conduct**

**BEHAVIOR EXPECTATIONS FOR WISCONSIN ASSOCIATION OF  
FAIRS (WAF) MEMBERS:**

Family, youth and community serving organizations trust the WAF Members to provide quality leadership and care for youth and community who are involved in fair sponsored programs. The opportunity to work with youth and community is a privileged position and should be held only by those who are willing to demonstrate behaviors that fulfill this trust. The primary purpose of this process is to ensure the safety and well-being of all participants (i.e. youth and community, their parents and families, salaried and volunteer staff). Fair and Associate Members are expected to abide by the following behavior standards and to conduct themselves as positive role models.

**As a WAF Member I will:**

**Conduct** myself with courteous manners and language, exhibiting good sportsmanship, serving a positive role model, treating others with respect, and demonstrating reasonable conflict resolution skills.

**Abide** by all local, state and federal laws and WAF rules, policies and guidelines.

**Accept** supervision and support by fair staff or designated management volunteers.

**Make** all reasonable efforts to ensure that programs are accessible to all individuals regardless of race, color, sex, creed, disability, religion, national origin, ancestry, age, sexual orientation, pregnancy, marital or parental status.

**Treat** animals in a humane manner and teach program participants to provide appropriate animal care management.

**Not** consume alcohol in excess while responsible for fair related Association activities nor allow fair participants under my supervision to do so.

**Conduct** myself in a manner that is in the best interest of youth and community and will not use the volunteer position for purposes of private or personal gain.

**Recognize** that verbal, sexual, physical abuse and/or neglect of youth or community is unacceptable. Report suspected abuse.

THE WAF BOARD OF DIRECTORS HAS THE AUTHORITY TO SUSPEND OR TERMINATE WAF MEMBERSHIPS IF MEMBERS DO NOT ABIDE BY THESE EXPECTATIONS.

**WISCONSIN ASSOCIATION OF FAIRS**  
**ANNUAL CONVENTION**  
**JANUARY 5-8, 2020**  
**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 5, 2020**

**7:00-9:00 AM    BREAKFAST BUFFET**  
***Main Floor***

**9:00 AM    Board Meeting**  
***Executive Board Room***

**9:15 AM    Fairest Committee Meeting**  
***Sierra Vista***

**10:30-11:15 AM    Fairest Registration**  
***Convention Center Lobby***

**2:00-3:00 PM    MEET THE CONTESTANTS**  
***Grand Ballroom***  
Come and watch the Fairest of the Fairs Contestants introduce themselves and give a fair announcement of an act/event.

**2:00-8:00 PM    CONVENTION REGISTRATION OPEN**  
***Grand Ballroom Lobby***

**3:00-4:00 PM    FAIREST COORDINATOR NETWORKING**  
***Upper Dells***  
This will be one of two sessions offered for Fairest of the Fairs Coordinators to gather and network.

**3:15-4:30 PM    TECHNOLOGY ONE-ON-ONE**  
***Riverview***  
Bring your laptop and learn about technology from someone savvy in the program. We plan to cover topics like FB, Google Docs, Mail Merges with Word and Excel to start.

**4:45 PM    Legislative Committee Meeting**  
***Laguna Vista***

**4:45 PM YOUNG PROFESSIONALS INITIATIVE**  
***Riverview North***

All those under age 40, come and network. Let's talk about the opportunities that exist in the fair industry and how to communicate with members of all ages.

**5:00 PM Credentials Committee Meeting**  
***Grand Ballroom***

**5:00-6:00 PM FAIREST SCRAPBOOKS ON DISPLAY**  
***Aztec***

The Fairest of the Fairs Contestants have brought scrapbooks highlighting their local fairest reign. There will be multiple times in the program to view them and maybe borrow some ideas.

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

**MONDAY, JANUARY 6, 2020**

**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***

Come dressed in your fair apparel and help us celebrate “The Kid In All Of Us.” Compete against other districts in a competitive event. Bring your fairs decorated centerpiece and vote for your favorite.

**10:30 AM CONVENTION KICK-OFF**

***Grand Ballroom***

Let’s get our convention underway with a few fair stories, awards, welcome from special guests and a keynote address.

- Call to Order
- Pledge of Allegiance
- National Anthem
- Introduction of Board of Directors
- Associate of the Year Presentation
- Fair Story Winner Presentations
- IAFE Remarks: Nancy Smith, CFE  
IAFE 2020 Chair
- Keynote Speaker: Jen Puente, CFE  
*Anchor's Away, no we are not talking boat anchors....we're talking people anchors. Do you struggle with negativity? Let's figure out a way to get rid of it! Fun tips and tricks you can do every day to help keep you forging ahead in your everyday life. Daily affirmations, disconnecting from devices, and doing good--we've got you covered. Let that anchor go! Presented by Jen Puente, CFE, WI State Fair.*

**12:00 PM Showcase Committee Meeting  
*Riverview Ballroom South***

**12:00-2:00 PM CHULA LUNCH CONCESSIONS  
*Grand Ballroom Lobby***

**12:00-1:00 PM UW EXTENSION NETWORKING  
*Grand Ballroom*  
(bring your own lunch)**  
Following up from our 2019 district meetings, Jason Hausler, UW Extension will continue covering how UW Extension works with your fair. We will have

ample time for questions and answers. So please come with your questions, concerns, and suggestions on how we can continue to grow together.

**12:00-4:00 PM FAIREST CONTESTANT SCRAPBOOKS ON DISPLAY – *Aztec Room***

The Fairest of the Fairs Contestants have brought scrapbooks highlighting their local fairest reign. There will be multiple times in the program to view them and maybe borrow some ideas.

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

Come and network with our Associate Members in the trade show with more than 70 booths to visit. Then when you are done in the trade show, be sure to visit the Associates in Vendor Row in the condos. They are great Fair partners for us, so be sure to visit as many as you can.

**1:00 PM Premiums Committee Meeting  
*Laguna Vista***

**1:30 PM Auction Committee Mtg  
*Riverview North***

**2:30 PM Resolutions & Awards Committee Mtg  
*Grand Ballroom***

**4:00 PM CHEESE RECEPTION & VIEWING OF FAIREST AUCTION ITEMS  
*Riverview Rooms***

Join us for snacks, beer and soda, including Wisconsin's favorite, cheese. Then view the items our Fairest of the Fairs Contestants have brought to donate to our auction.

**5:00 PM AUCTION  
*Riverview Rooms***

Bid high and bid often on these amazing Fairest of the Fairs auction items. Proceeds first go back to the Fairest of the Fairs Program, and then to offset convention expenses to keep your registration fees low.

**7:00 PM SHOWCASE OF ENTERTAINMENT**

***Riverview Rooms***

Enjoy tonight's entertainment from our Associate Members. We are excited to share these talented groups with you. We hope one or more of them will be invited to play your fair.

*(Immediately following the auction)*

- ◆ Rubber Soul – Evergreen Music Network
- ◆ James Wedgewood, EMCEE – G.L. Berg Ent.
- ◆ Jessica Lynne – Liz Gregory Talent
- ◆ All Star Monster Truck Tour - Video
- ◆ Alec Davis Band – ABE Agency
- ◆ Emily Ann Roberts – Klein's Entertainment
- ◆ The Magic of Jim Mitchell – Video
- ◆ Richrath Project 3:13 – Dan Barbacovi
- ◆ Sound, Lights & Video—*Sosonic*

**HOSPITALITY FOLLOWING SHOWCASE– 11:30 PM**

***Grand Ballroom***

Looking for a snack and a beverage? Visit the hospitality room and network with other fair friends. Doors do not open until the Showcase of Entertainment concludes.

**TUESDAY, JANUARY 7, 2020**

**6:30-9:00 AM GRAND BUFFET BREAKFAST**  
***Main Floor***

**7:00-9:00 AM GRAND BUFFET BREAKFAST**  
***Upper Dells***

**8:00-4:00 PM REGISTRATION DESK OPEN**  
Photo/Media Judging Open

**8:30-9:30 AM DATCP AG UPDATE**  
***Riverview North***  
Join Dr. Konkle, WI DATCP Veterinarian for an update on Animal Health Update, Terminals shows, etc.

**10:00AM-2:00 PM Fairest Contestant Scrapbooks**  
**ON DISPLAY – *Aztec Room***

## **10:00-11:00 AM    WORKSHOPS**

### **WORKSHOP #1— FAMILY STAGE SHOWCASE OF ENTERTAINMENT**

#### ***Grand Ballroom***

Looking for family stage acts for your fair like magicians and hypnotists? Acts selected to perform were part of the Showcase Application process. Each act will have 12 minutes to showcase.

- ◆ Nicks Kids Show, EMCEE – Nick Dattilo
- ◆ The Milwaukee Flyers – Charles Grant
- ◆ Lumberjack Enterprises – Video
- ◆ Norm Barnhart "Magic Norm" – Carlson Talent Agency
- ◆ Miller and Mike – Otis Miller

### **WORKSHOP #2— AG NETWORKING**

#### ***Riverview North***

Discussion on finding judges, drug testing, animal ID, DNA Programs, residue testing to name a few. Brian Bolan, WI State Fair, will lead this networking session.

### **WORKSHOP #3—TIPS & TRICKS FOR SUCCESSFUL FAIR OPERATIONS, TODAY AND IN THE FUTURE**

#### ***Laguna Vista***

Workshop for volunteer fair boards and new fair managers on running the fair. Little things we assume everyone knows to do. Topics covered will include the following: business planning and goal setting, budgeting, do's and don'ts, fair-specific resources/deadlines, guidelines to follow, and when to ask for help and where to get it. Parts of this session will be interactive with a mini SWOT analysis demonstration. Bring ideas you would like to implement at your fair and questions/topics/tricks you would like to share and discuss with the group. Matt Immel, CFE, Fond du Lac County Fair to present.

## **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 — THE GRAM CRAM**

#### ***Grand Ballroom***

Instagram is one of the most popular social platforms for younger audiences, which makes it an ideal choice for the fair marketers in addition to FB. Cover the basics to launch beginners, but also dive deeper into the many ways & reasons Instagram is a great tool for promoting your fair. Join Jodi Buresh from Saffire.

### **WORKSHOP #2 — WEATHER “PREP” YOUR FAIR**

#### ***Riverview North***

Various things you can do before, during and after your fair to mitigate adverse weather conditions. Presented by Meteorologist Bruce Sinkula (WI, born and raised), Spectrum Weather Insurance.

### **ROUND TABLE #1 — BEST PRACTICES**

#### ***Laguna Vista***

Do you have best practices in place for your fair? What should and should not be in a contract to avoid cancelations at the last minute? How do you protect your event? Deb Gotlibson, Dunn County Fair, will lead this networking session. Bring along your contracts and compare wording with other fairs. The WAF Board will then review these suggestions with legal council that our member fairs can use.

### **12:15-1:00 PM SILENT AUCTION DONATIONS RECEIVED**

#### ***Riverview North***

Have an item for our Silent Auction? Now is the time to bring them so the committee can have time to organize for the silent auction. All Member Fairs and Associates are invited to bring donated items.

### **12:30-1:00 PM Associate Member Mtg**

#### ***Grand Ballroom***

All Associate Members are invited to attend a short member meeting to provide feedback on the convention.

- 1:00-4:00 PM    TRADE SHOW – *Ballrooms A-I***  
Come and network with our Associate Members in the trade show. More than 70 booths to visit. Then when you are done in the trade show, be sure to visit the Associates in Vendor Row in the condos. They are great Fair partners for us so be sure to visit as many as you can.
- 1:00-4:30 PM    SILENT AUCTION OPEN FOR BIDS  
*Riverview North***  
View the items and, if you find an item or two you like, make a bid. Bids will be open again from 6:00-7:00 pm.
- 1:00-2:00 PM    THE WHO, WHAT, WHERE, WHEN, WHY AND HOW FOR MARKETING YOUR EVENT  
*Upper Dells Ballroom***  
There's a lot that can go into marketing. But what are the topline principles to focus on? With so many choices out there right now and lots of other areas of a fair to run, it's hard to figure out what is most important and worth the time. This session will take you back to the basics, but also challenge you to think differently about how you invite attendees to your fair, how you promote it, and cost effective ways to do it. Please join Angela Sheahan, Marketing Specialist for the WI State Fair.
- 1:00-2:00 PM    DATCP UPDATES WITH DEB GEGARE  
*Laguna Vista***  
Deb Gegare, Fairs Coordinator for the WI DATCP, will give an update from the office including judges, SharePoint, and updates to ATCP 101.
- 2:00-4:00 PM    DATCP WITH DEB GEGARE  
ONE-ON-ONE SESSIONS  
*Laguna Vista***  
For those members that would like a little more assistance with SharePoint, you can sign up for a one-on-one session. Sign up forms were available in December on the convention website.
- 2:00-3:00 PM    ICE CREAM BREAK IN TRADE SHOW**

**2:30-4:00 PM FAIREST PRELIMINARIES**

***Grand Ballroom***

Contestants will present a 30 second Radio Advertisement and answer an impromptu question on stage in front of our convention attendees.

**6:00-7:00 PM PRESIDENT'S RECEPTION**

***Riverview Rooms***

Join us for a night of snacks, soda and beer.

**6:00-7:00 PM SILENT AUCTION FINAL HOUR**

***Riverview Rooms***

Keep bidding! The silent auction closes at 7:00 pm. Thank you for your support!

**7:00 PM SHOWCASE OF ENTERTAINMENT**

***Riverview Rooms***

Enjoy tonight's entertainment from our Associate Members. We are excited to share these talented groups with you. We hope one or more of them will be invited to play your fair.

*(Immediately following the auction)*

- ◆ Graves Bloodline – Liz Gregory Talent
- ◆ Jerry Frasier, EMCEE – G.L. Berg Ent.
- ◆ Aaron Mansfield – ABE Agency
- ◆ Family Variety Theater, with Kenny Ahern – G.L. Berg Entertainment – Video
- ◆ Duely Noted – G.L. Berg Entertainment
- ◆ Brothers Walker – Artists & Attractions
- ◆ WI Lawnmower Racing Association – Video
- ◆ Diamonds and Whiskey – Liz Gregory Talent
- ◆ Petty Union – Klein's Entertainment, LLC
- ◆ Sound, Lights & Video—Sosonic

**HOSPITALITY FOLLOWING SHOWCASE—11:30 PM**

***Grand Ballroom***

**WEDNESDAY, JANUARY 8, 2020**

**6:30-9:00 AM GRAND BUFFET BREAKFAST**  
*Main Buffet*

**7:00-9:00 AM GRAND BUFFET BREAKFAST**  
*Upper Dells*

**8:00 AM-4:00 PM REGISTRATION DESK OPEN**

**8:30 AM ASSOCIATION BUSINESS MEETING**  
*Grand Ballroom*

All Fair and Associate Members are invited to attend our Annual Business Meeting. We'll share highlights from this past year and plans for 2020.

- Call to order  
President, Matt Immel, CFE
- America the Beautiful
- President's Report  
President, Matt Immel, CFE
- Roll Call of Fairs/Financial Report  
Sec/Treas Jayme Buttke, CFE
- Wisconsin State Fair Report  
Kathleen O'Leary, CFE  
CEO/Exec Director
- DATCP Report of 2019 Fairs  
Debbie Gegare, Fairs Coordinator
- Zone 4 Update, Matt Immel, CFE
- Committee Reports by Chairperson
  - Fairest of the Fairs  
Tonya Dvorak & Meghan Buechel
  - Auction – Bill Thompson
  - Audit – Bill Marohl
  - Credentials – Amy Olson
  - Educ./Spec. Projects – Jill Albanese
  - Legislative – Jessica Klumpp, CFE
  - Premium – Mary Check
  - Resolutions/Awards – Ann Webb
  - Showcase – Deb Gotlibson
- Old Business
- New Business
- Adjournment
  
- Photo & Media Winners Announced
- Bob William Ag Fair Grants Winners Announced



## **10:30-11:30 AM    WORKSHOPS**

### **WORKSHOP #1— STAY CALM: YOUR FAIR IS UNDER ATTACK**

#### ***Riverview North***

Kevin C. Ress, will have you look at your fair like it's under attack, but not in the usual places. What if we have a lost person, an active shooter threat, severe weather coming, lose a major sponsor, board member quits, or internal theft? With your top risks known, we can explore the tools to reduce the likelihood and impact for your 2020 Fair.

### **ROUND TABLE #1 — AUCTIONS AT YOUR FAIR**

#### ***Grand Ballroom***

Let's talk auctions at your fair. Animal or non animal, who runs them, who carries the insurance, what structures you have in place, etc. Let's talk about what's successful and what areas you could use some help from other fairs. Rhonda Klement, Langlade County Fair to lead round table discussion.

### **ROUND TABLE #2— DATA ENTRY PROGRAMS FOR FAIR EXHIBITORS AND ENTRIES**

#### ***Riverview South, Santa Fe' Rooms***

Bring your own laptop and join a networking session with other fairs using the same data entry programs for your fair exhibits. We will have a room for ShoWorks, Blue Ribbon and Fair Entry programs. Each session will be led by a fair representative, or two, to discuss tips to be more efficient with the program. Please send the primary person using your program to this hands on session.

- ◆ ShoWorks—Riverview South
- ◆ Fair Entry—Santa Fe' 3016
- ◆ Blue Ribbon—Santa Fe' 3010

### **ROUND TABLE #3 —FAIREST COORDINATORS**

#### ***Laguna Vista***

Q&A with the WAF fairest committee and local fairest coordinators.

## **11:30-12:00 PM    REFRESHMENT BREAK**

### ***Grand Lobby and Riverview***

Cookies and Milk

**12:00-1:30 PM    WORKSHOP**

**WORKSHOP — ACTIVE THREATS AT YOUR EVENT**

***Grand Ballroom***

Deputy Dandoy opened our eyes last year to active shooters and the threat they can cause. This year he'll dig deeper and look at the infrastructure of your fair grounds, vehicle born attacks, protecting main entrances to your grounds, and the criminal element and employee training. Back by popular demand, it is once again a stand alone event.

**12:00-4:00 PM    FAIREST SCRAPBOOKS ON DISPLAY**

***Aztec***

**2:00-2:30 PM    DISTRICT MEETINGS**

District 1 — *Grand Ballroom*

Randy Meyer & Chris Engebretsen

District 2—*Laguna Vista*

Deb Gotlibson & Kevin Roske

District 3—*Riverview South*

Marla Stello & Amy Olson

District 4—*Riverview North*

Amy Listle & Mary Check

**2:45-3:45 PM    NETWORKING SESSION**

***Riverview North***

One last chance at convention to bring your ideas and learn from other fairs on topics not yet covered at the convention.

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

***Ballrooms A-I***

**HOSPITALITY FOLLOWING BANQUET-10:30 PM**

***Grand Ballroom***



