

California Fairs Alliance Fall Managers' Conference

In partnership with the California Fair Services Authority and the Department of Food & Agriculture Fairs & Expositions Division



November 6-8, 2018

Courtyard Marriott Sacramento Cal Expo

Noon-1:30 p.m.
CFSA Conference Room
200

CFSA ANNUAL MEETING

The California Fair Services Authority (CFSA) Risk Sharing Pools for California fairs, created more than 30 years ago, is a member driven organization that shares in covering potential risks and costs of claims for its members. Risk pooling means that the members who participate 'pool' their money collectively to pay for claims filed against participating fairs in the areas of Workers' Compensation and General Liability. Because California fairs are participating members, they have a voice and a responsibility to learn and do all they can to keep the risk pooling function and funds of CFSA safe and available to cover claims that we know about and those in the future.

Join the CFSA board of directors and staff in an annual meeting for participating members, Tuesday, November 6, 2018, noon – 1:30 p.m. at the CFSA offices at 1776 Tribute Road, Conference Room 200, in Sacramento.

Learn about the current financial position of CFSA, trends in risk and claims, measures that reduce risk to the pools and fairs, and provide your feedback on how collectively we can improve our risk pooling and risk sharing programs. This is an opportunity to ask questions, learn more about risk pooling and risk sharing and your role in both, and contribute vital feedback to the CFSA board and staff.

Lunch is provided. Please **RSVP to Melissa Thurber**, mthurber@cfsa.org, or 916-263-6163.

We will depart at 1:30 for the Golden 1 Center tour and reception from the CFSA/WFA offices. If you are willing to drive and can take passengers to the Golden 1 Center, please let us know.

2-4 p.m.
Golden 1 Center

Tour of Golden 1 Center – Downtown Sacramento

Join us for an in depth look at the inner workings of the Golden 1 Center in Downtown Sacramento. Visit all six levels of the arena; hear about the Farm to Fork food and beverage program; explore the Sensory Room, Mission Control, Box Office, and artwork within the arena, DOCO (Downtown Commons // surrounding campus), various technological aspects of the arena, and much more! Hear from various department heads leading the tour as well as our Tour Guides whom conduct tours on a daily basis for the public.

4-5 p.m.
G1C Reception

Complete the tour with a networking reception at the Golden 1 Center. Then, dinner with your peers in downtown Sacramento. (A list of restaurants that are within walking distance of the Golden 1 Center will be provided).

California Fairs Alliance

A division of Western Fairs Association

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California Fair Services Authority

We are Better Together!

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<p>8:15-8:30 a.m. Golden State CD</p>	<p>WELCOME <i>CFA Chair, Cliff Munson</i></p>
<p>8:30 a.m.-12:30 p.m. Golden State CD</p>	<p>Drama and Chaos: <i>Understanding the Root Cause and the Solution</i> <i>Beth Wonson, Leadership Consultant & CEO, Beth Wonson & Company</i></p> <p>The toughest management challenges are the ones that cause the most drama and chaos. Before you know it, your entire team is embroiled in the drama. You as the leader are left trying to squelch symptoms and never really have insight into the preventable root cause. That is because the majority of these situations are created before a word is ever spoken or an action is ever taken.</p> <p>More, now than ever before, leaders need to increase their own social and emotional competency so they can speak their truth, with empathy and compassion, while making direct resources to support the good of the whole.</p> <p><i>In this 4-hour interactive session, you will:</i></p> <ul style="list-style-type: none"> • Gain insight into a communication challenge that is nagging at you. • Explore how emotional triggers get in the way of healthy dialogue. • Develop tools to mitigate the impact of your own triggers. • Learn strategies to reduce unhealthy conflict and drama. • Reduce your own burden of stress. • And, understand how to increase team collaboration.
<p>12:30-1:30 p.m. Golden State AB</p>	<p>LUNCH with CDFA Secretary Ross</p>
<p>1:30-2:15 p.m. Golden State CD</p>	<p>CDFA Fairs & Expositions Branch Update <i>John Quiroz, Branch Chief, Fairs & Expositions</i></p> <p>The Fairs & Expositions Branch will give an update on AB1499, SB5, fair reclassifications and board and staff training.</p>
<p>2:15-2:30 p.m.</p>	<p>Break</p>
<p>2:30-4 p.m. Golden State CD</p>	<p>Creating a Projects List for Future Deferred Maintenance Grants <i>Becky Bailey-Findley, Executive Director, CFSA, Bryan Eubanks, Construction Manager, CFFA, Michael Sellens, Project Manager, CFFA</i></p> <p>With the opportunity of grant funds for future deferred maintenance projects at California fairs, there is a need to create an updated, realistic and credible list of deferred maintenance needs at our fairs. California Fairs Financing Authority (CFFA) is working with California Department of Food & Agriculture, Fairs & Expositions Branch, to implement a process that involves local fairs in creating this credible project list.</p> <p>Fairs have a voice and role in creating the projects list. This session will help fairs learn how to conduct a self-assessment of their facilities and grounds and prepare a submittal of projects to be considered for the SB5 bond grants and deferred maintenance project grants. A specific process is planned and you won't want to miss out on learning how to apply for these grants.</p>

4-5 p.m. Golden State CD	CEO Open Forum Fair Executive Staff Only – An Open Forum to discuss challenges, trends, and opportunities facing California Fairs.
	Dinner on your own

Thursday, November 8

8:30-10 a.m. Golden State CD	Meet the Experts – Round Tables Join our roundtable forums with industry experts to address your questions and concerns. Each round table lasts approximately 20 minutes giving you the opportunity to visit more topics! <ul style="list-style-type: none">•PERS•CDFA HR•Cal Fire•CFSA – Risk Transfer•Tax & Fee Administration
10-10:15 a.m.	Break
10:15-12:30 p.m. Golden State CD	Selling for People who Hate to Sell <i>Brigid McGrath Massie, Business Consultant and Author</i> A highly interactive workshop designed to equip you to: <ul style="list-style-type: none">• Identify and respond appropriately to the expectations of internal and external customers, including sales to facility users, sponsorships, recruiting new vendors and more.• Create a Personal Action Plan to create a “sales culture.”• Learn to effortlessly sell the Fair and yourself!
12:30-1:30 p.m. Golden State CD	Lunch by CFA Area and Closing Remarks Join your respective California Fair Area to review 2018 and plan for a great 2019!

AREA	CFA DIRECTOR	WFA DIRECTOR
Cascade Area	Jim Wolcott, Lassen County Fair	John Steffanic, Plumas Sierra County Fair
Central Coast Area	Joe Brengle, Contra Costa County Fair	Mike Bradley, CA Mid-State Fair
Mother Lode Area	Jody Gray, El Dorado County Fair	
North Coast Area	Carlene Moore, Napa County Fair	Jim Brown, Mendocino County Fair
Sacramento Area	Rita Moore, Yolo County Fair	Samantha Brown, California State Fair
San Joaquin Valley Area	Matt Cranford, Stanislaus County Fair	Lauri King, Big Fresno Fair
Southern Area	Jennifer Murad, Antelope Valley Fair	Geoff Hinds, San Bernardino County Fair

Drop off your Wine Donations for the Wine & Cheese Reception and Blue-Ribbon Auction Items and WFA will take them to Reno for you!

