



Western Fairs Association Convention & Trade Show

January 19 – 22, 2020 | Grand Sierra Resort | Reno, Nevada

Program Schedule

The Western Fairs Association is excited to share our **2020 VISION** programming with you! From training programs, educational sessions, guest speakers, showcase to the trade show, there is something for every member to see! Take a look at our programming, sign up today, and join us in January as we look forward with **2020 VISION!**

SUNDAY, JANUARY 19TH

9:30am – 6pm

Registration Open

Pick up your badge, tote, and Date List - everything you need for a successful **2020 VISION!**

Achievement Awards Center Open

Come see the best in the West with binders, displays, and videos showcasing the 2018 Achievement Award winners. Vote for the photo that will go on the cover of the Spring Fair Dealer magazine!

9:00am – 12:30pm

State Specific Training

CDFA 9:00-12:30
All Other TBD

10:30am – 4pm

Consumer Protection Program (Ticket Required)

Dr. Stephen Neel and Joe Yedklik, CVFM

The Consumer Protection Program workshop helps fairs understand enteric pathogens such as E.Coli and to provide information on controlling traffic flow in all animal areas (not just petting zoos), creating proper signage, installing hand-wash areas and establishing specific cleaning protocols. This is an intensive, seven part, workshop.

1. Introduction to enteric pathogens: what they are, the impact to fairs, what's at stake
2. Understanding enteric pathogens: some microbiology!
3. Analyzing your facility (everyone brings maps, diagrams of their own fair and time is spent analyzing flow)
4. Improving Operational Procedures: signage, hand-washing, waste management, etc.
5. Site evaluation exercises: each attendee works with the expert presenters to examine their

own facilities and work on ideas/plans

6. Record-keeping

7. Creating the Consumer Protection Plan

Each attendee receives a 3 ring binder with all the details from the PowerPoint presentation, templates and tools to go home and work out a plan that is best for their fair.

10:30am – 12:30pm

IAFE - IFM #102:

Be Wise Financial Management

Dennis Magruder, Executive Director, WesBanco Arena

This course, a required, for-credit course of the Institute of Fair Management and is ideal for new board members, staff members who may not work in the finance department, or even volunteers who want to gain knowledge about financial workings of fairs.

Topics to be covered include: What is a financial statement; Developing a Chart of Accounts; Using the P&L for planning; Budgets - defining, creating, understanding - and making them work for you.

1 – 4pm

CEO & Director Workshop (Ticket Required)

Tammy Dennee, CMP, CAE

There are so many opportunities for leaders to say Yes, but are we attracting the best leaders and once we have the leaders in place, are we giving them a proper orientation and setting them up to not just go through the motions of attending meetings? As staff leaders, are we communicating our expectations before the new potential board members say Yes? As leaders, we bring our "A" Game?

This Session on Governance will break down some of the roles and responsibilities of both the staff and the board. We will evaluate best management practices for learning to set goals, speak with one voice and understanding strategies for setting the table for effective meetings.

We will have some fun and set expectations you have when we start the Session. This Session is for every Board Member and Senior Staff. Don't miss your opportunity to learn and engage.

4-5 pm

CFA Board Meeting

5:15-6:15 pm

Service Members Welcome

Come together for the first meeting of 2020. Hear from each of the Division Representatives, discuss the 2019 fair season, and plan for the year ahead. Special Service Member convention programming will be covered, along with a walkthrough of the can't-miss 2020 **VISION** experiences!

Young Professionals Initiative Ment-A-Minute

Young Professionals Initiative

A unique opportunity for young professionals to network with industry greats, the 'Ment-A-Minute' provides a round-robin meet-and-greet that will help prepare the next generation of fair industry leaders for their careers - and a successful convention! Making connections at this event will ensure you have friendly faces to connect with again and again throughout 2020 **VISION**.

6:30-7:30 pm

First Time Attendee Welcome

Cal Poly Reception (Invitation Only)

Cal Poly alumni gather to celebrate the unique relationship between the Western Fairs Association and the only university with a Fair Management class.

Board & Sponsors Reception (Invitation Only)

WFA Leadership and Convention Sponsors will come together to celebrate the 2019 fair season and kick-off 2020 **VISION** in style! It's not too late to join the party; see page 16 for details and contact the WFA office for sponsorship opportunities.

8-11 pm

WFA Bowling Tournament (Ticket Required to Bowl)

Sponsored by NICA

The WFA Bowling Tournament is often referred to as the "unofficial kick-off" of our Reno Convention, and you'll definitely want to be part of the fun! This event sells out every year so register your team of 4 today! Trophy presentations and door-prize drawings will take place after all participants have completed their second game; must be present to win. Enjoy meeting new friends, seeing old friends, a no-host bar, and lots of laughter and fun at this must-attend event at the Grand Sierra Bowling Lanes.

MONDAY, JANUARY 20TH

8-9 am

Convention Kick-off Coffee

Come kick-off the Convention with coffee and entertainment! Complimentary coffee for all registered attendees in the Grand Salon. Meet with friends, check out the video showcases and enjoy entertainment from strolling acts. Coffee and fun begins at 8 a.m.

9 - 11:30am

Opening General Assembly and Keynote

Tami Evans

Employee Engagement & Levity Leadership Expert
Lighten Up and Lead: Leverage Levity to boost client confidence and employee engagement.

A happy workplace is imperative to success, but how do you remain positive AND professional? Laugh and learn key characteristics to create levity in the worker, workforce and workplace, with tools that help you reach your personal and professional potential through the power of fun. Connection creates culture and culture creates employee engagement — and the fastest way to connect is through levity. Engagement empowers employees to collaborate through challenges, create innovative solutions and communicate confidently. Not to mention the bump to your bottom line!

11:30-3:30 pm

WFA Trade Show

New time, new exhibitors, new showcases. Come shop for your next fair at the WFA Trade Show-lot's of new with the favorites sprinkled in. And, Variety Showcases every half-hour!

3:45 – 5pm

ShowBUSINESS; Crafting connection to engage and delight

Tami Evans, Author and Engagement Expert

When it comes to audience engagement, the experience we create is critical, and can be a defining factor in the growth of your event. Customize your current content with experiential techniques that will leave your guests delighted. You will learn easy tools that will instantly elevate your event from words to WOW. Whether you are involved on the front line or behind the scenes of the event, let Tami help you prep and polish your skills for maximum POWER! By attending this session, participants will:

- Create and customize Memorable
1. Create and customize Memorable Moments that audiences will love
 2. Learn the steps to turn droning into drama
 3. Understand how to make attendees the Star of the Show, and why that is crucial for engagement

Connecting the Dots: Interactive Planning for Sustainability

Leadership Development Committee

More than ever, fair leadership depends on useful tools to refine and build organizational and fiscal sustainability. Learn how to connect the dots between a variety of planning modes (long-range, strategic, master plan and business development) and focus attention on related success factors to ensure market value and fiscal sustainability.

Promotions That Have a Positive Impact

Moderated by NICA

We all have slow days at our fairs ... let's talk about promotions that make a positive impact, increase attendance, increase revenue, increase quality of life in the community AND are proven to work. This positive promotion workshop has a summary handout of ideas to share!

Emergency Plan & Evacuation Procedures

Carolan Ferreira, Professional Event Services; Joe Ganino, Blackhawk Protection, Inc.

Do you know how to evacuate your fairgrounds in case of an emergency? Do you have an emergency or evacuation plan? This session will teach you how to prepare for any type of emergency during your fair or interim event and tips on developing an Emergency and Evacuation Plan so that you are prepared when the worst happens.

Staffing Solutions - Foreign Labor - Temporary & Permanent Options

James Judkins and Cathy Mize , JKJ Workforce & Leon Sequeira, Employment Attorney

Moderated by: Corey Oakly, Industry Standards Committee Chair

This presentation/discussion of the H-2B Visa Program for seasonal employees will highlight the pros, cons & compliance in the current political and regulatory environment. This session is intended for mobile operators as well as fair management that may be looking for employee options.

5:15 – 6:15pm

Perception is Reality...Turning a Fair Around

Miguel Santana, President & CEO, Fairplex

Miguel Santana, President and CEO of Fairplex, came on-board the LA County Fair Association during some tumultuous times...bad press, angry neighbors, declining revenues. Learn how Miguel regained the trust of the Fair's stakeholders...its community, Board members, and employees. By listening, being involved, restructuring, and implementing a sound plan, the LA County Fair is once again a well-respected, revenue-generating convener, and community assets.

Achievement Awards Featured Program Winners

Hear from selected entries of our 2019 Featured Program: Fairtime Innovative Marketing Strategy or Concept

How to Make Changes in Exhibits without upsetting everyone

Patricia Conklin, CEO, Dixon May Fair

Everyone who has designed and laid out a fairtime exhibit hall wants to be creative and do exciting things but what happens is we stick to what we know and how things have always been. This session will explore the possibilities when designing your building layout and suggest changes that can renew the interest in your competitive exhibit hall. Ways to get others to embrace the changes will be discussed. From design tweaks to complete relocation, it all will be discussed to help enhance the competitive exhibits at your fair.

get hAPPy. – Apps & Tools for a Better You!

Cassie Roberts Dispenza, SR Partnership & Marketing Director, Saffire

Ever wonder if you are making the most of available apps for your fair, business, or life? Do you know all the tricks hidden within Instagram for posts that pop? Do you Smiirl? Join us as we discuss top tips for utilizing the tools that are literally at your fingertips, and how to take advantage of others with the click of a button! Bring your smartphone!

Take Care of it Before it Happens

Before you get on the road with your rig, do you complete a pre-trip evaluation? Learn how to check your equipment before you haul it down the road and how to avoid the most common on the fair circuit. Keeping up on maintenance can avoid many major disasters. Make sure you are maintaining your equipment to avoid problems and learn how to diagnose a situation.

NICA Membership Meeting

6:30-10 pm

President's Reception with Fair & Live Entertainment Showcase

Open to all! Everyone at 2020 VISION will come together to celebrate the 2019 fair season while enjoying complimentary refreshments and the exciting performances from the best entertainers in the industry! Sit back and enjoy the tunes, for our premier night of live showcasing. This party's the one to be at!

TUESDAY, JANUARY 21ST

8-10 am

Morning Coffee in AA Room

Get your morning caffeine fix while hearing several short presentations from the fairs with the best ideas in the industry.

8:30-9:30 am

Service Member Division Breakouts

- Carnival
- Commercial & Services/Supplies
- Entertainment
- Food & Beverage

Peer-to-Peer

Fair staff will have the opportunity to meet with others who share their job functions! With breakouts including Exhibits/Livestock, Marketing/Sponsorship, Facility Maintenance, Administration/Finance and more, there's an event for everyone! Share struggles, suggestions, and solutions while you build your network that will continue to support you once you return home.

- Executive Staff
- Marketing/Sponsorship
- Exhibits/Livestock/JLA
- Maintenance
- Accounting/BA's/HR
- Concession/Commercial Managers
- Foundation & Boards

9:45 – 11am

Following the Dots: The Results of Interactive Planning for Sustainability

Moderated by Leadership Development Committee

In a continuation of the Connecting the Dots presentation, learn how connecting the dots between long-range, strategic and master planning and development can focus attention to ensure community value and fiscal sustainability for your organization.

Preparing for Unexpected Spectators

Allyson Jones-Brimmer, Director of Industry Relations, Animal Ag Alliance

What would you do if animal rights activists showed up to disrupt your event? Unfortunately, these groups are using increasingly aggressive tactics to get attention. Some groups are targeting youth. This session will show the tactics activists use at fairs, expos and events and what event organizers can do to prepare for that type of activity. Get background information on anti-animal use activist organizations and their missions. Hear examples of recent protests and disruptions, along with lessons learned.

Insurance 101

Phil Teague & Tom Brenner, Business Risk Advisors, Hummel Group

Designed for businesses of all types. Insurance can be an ambiguous topic, so our goal is to clarify the purpose of insurance as it relates to business exposures. In this presentation, we cover the standard lines of business including general liability, property, business auto, inland marine, employment practices liability, workers' compensation, umbrella coverage, etc. This is our most comprehensive presentation and is tailored to the amusement industry.

How I Stayed Sane...Mostly

Pat Conklin, CEO, Dixon May Fair; Cliff Munson, CEO, Siskiyou Golden Fair; Carlene Moore, Deputy General Manager, San Diego County Fair; Charlie Barboni, Fair Manager, Marin County Fair

Come hear from titans in the Fair industry tell their stories. Hear how their personal management style developed and how they balance everything. Learn what their routines are, what still affects them to this day, and what they would do differently knowing everything they know now.

Mission Ready: Optimizing Individual & Team Preparedness & Resilience for today's Uncertain World

Peter Ashwin, Event Risk Management Solutions & Anthony Verner, Blerter

Is your fair or carnival "mission ready" and resilient to manage uncertainty and adverse events? During this session, Peter and Anthony will share proven strategies to optimize individual and team performance through preparedness for the "knowns" (familiar and consistent) and enhance resilience for the "unknowns" (uncontrollables) within uncertain, complex environments based on proven operational readiness models from the Olympic Games and military combat readiness programs.

11:15am – 12:30pm

General Session

Bill Ogg

*CFE Manager Walla Walla Fair & Frontier Days
Corn Dogs and Elephant Ears*

For every staff, board or service member perennially committed as vocation or labor of passion, the fair business is addictive - and can be tiring. To remain effective professionally and relatively sane, we must re-energize our internal personal batteries. Many of us rely on our "Fair Family" for this support and attending state and zone conventions is a great opportunity to reconnect with a vital power source. This keynote or motivational workshop is guaranteed to make you think, laugh a lot and excited to squeal "we, we, we" all the way home - eager to work hard and cooperate to make the upcoming fair your

best fair ever. Bill uses life experiences, quotes and humor to share his contagious enthusiasm and love for fairs to make others feel genuinely good about themselves and their contribution to the success of their fair.

12:30- 3:30 pm

WFA Trade Show

New time, new exhibitors, new showcases. Come shop for your next fair at the WFA Trade Show-lot's of new with the favorites sprinkled in. And, Variety Showcases every half-hour!

3:45 – 5pm

Social Media 2.0

Angel Moore, VP Business Development, Alameda County Fair

This Social Media 2.0 session will have you looking at the trends and direction of the Market, diving a little deeper into your social media content, teaching what tools are at your disposal and the dos & don'ts of the social media game.

Ideas for Creating a Successful Fairgrounds Foundation?

Harry Moos, Friends of the California State Fair; Chris Workman, Shasta District Fair; Jaime Simmons, Friends of the Shasta District Fair, President; Jeannie Kegebein, Executive Director, Santa Cruz County Fairgrounds Foundation

Learn why and how you can create a successful Fairgrounds Foundation and how you can do it in your community. Learn what a 501(c)(3) organization is and some of the steps to make it successful. We will discuss the how Foundations can differ between the type of Fairgrounds (DAA, County, Non-Profit), and how to recruit the right type of board members. We will talk about how Foundations can interact with Fair staff and the Fair Board of Directors.

Guest Services Ideas to Steal

Thane Hollman, Guest Experience Supervisor, OC Fair & Event Center

Thane Hollman OC Fair Guest Experience Supervisor, provides best practices, great new programs and other ideas that will help improve fairgoers' experiences. Real tales from the trenches will demonstrate that venues and events of any size can provide excellent customer service with the right training, support and attitude. Come prepared to share your own guest service ideas with your peers!

The Changing Landscape of Commercial Exhibits

Jeff Thornbery, Pristine Systems, Inc.

Generational shifts in buying habits coupled with direct competition from the internet are altering the way patrons interact with fair commercial

exhibit's programs. These and other influences have prompted at least two industry groups to take a deep look into this segment of our business with the explicit goal of improving it. This session will explore commercial exhibits from a fresh perspective as it delves into the findings and recommendations emerging from these discussions. You won't want to miss this provocative examination of this industry mainstay!

5:15-7 pm

Wine & Cheese Reception featuring the Blue Ribbon Foundation Live & Silent Auctions

Hosted by WFA Service Members

Come enjoy a complimentary glass of award-winning wine while you mix, mingle, and network with the who's who of the fair industry. This year, we've added even more fun to the Wine & Cheese Reception by including the Blue Ribbon Foundation Live & Silent Auctions! The Foundation provides support for our keynote speakers, educational scholarships to the children and grandchildren of our members, and so much more. So grab a glass, peruse the Silent Auction, and gather for the excitement of the Live Auction to bid on once-in-a-lifetime experiences and to support the industry we've chosen to call our home.

Wine & Cheese Reception Host opportunities are available to all WFA Service Members. All Hosts are given the opportunity for one staff member to pour wine and will have their company name embroidered on servers' aprons, plus recognition in the Convention and post-Convention issues of the Fair Dealer magazine. Premier Hosts add an additional pourer and have their company name etched onto take-away wine glasses. Visit westernfairs.org or contact the WFA office for details; space is limited.

7 pm

Open Networking Night

Now's the time to take the team out for a celebratory dinner! We're providing the Open Networking Night so you can have the necessary meetings you come to convention for without missing any of our great programming.

WEDNESDAY, JANUARY 22ND

8-10 am

Morning Coffee in AA Room

8:45-10 am

Fair Area Meetings

- Arizona
- Cascade
- Central Coast
- Mother Lode

- North Coast
- Oregon
- Sacramento Valley
- San Joaquin Valley
- Souther
- States without WFA Board Representation

10-11:15 am

It's a Lawsuit! Now What Happens?

Tom Amberson, Risk Department Manager & Mark Stone, General Liability Claims Manager, California Fair Services Authority

A process server walks into your office, hands you papers and says "You've been served." Your fair is being sued because a patron was hurt while attending your event. Now begins an often confusing, challenging, painful process. Let Tom and Mark help you prevent accidents from happening or minimize the effect when they do. Learn practical ways to minimize confusion, challenge and pain. After all, your Fair should be about everyone having fun!

Experience Planning Builds Length of Stay and Loyalty

Experience Planning is the visualization of an entire event from beginning to end that accomplishes a goal. How does it build Length of Stay? Why does it matter? What does Loyalty have to do with Length of Stay? This workshop is about connecting the dots that make a quality guest experience the core of our fair planning. Come learn how to build value for our customers by using Experience Planning to increase Length of Stay and Loyalty. Parking and Admissions and Guest services

How Fairgrounds Make Money

Angel Moore, VP Business Development, Alameda County Fair; Kaitlyn Findley-Thorn, COO, Sonoma County Fair

Every Fairgrounds is looking for new ways to generate revenue, especially year round. Hear from a panel of fair staff about what they are doing in their interim events department to generate additional revenue beyond just the rental rate. Learn how to maximize your revenues in areas like parking, food, and alcohol...even when you don't have a large staff!

Instagram: 101

Brianda Martinez, Marketing Specialist, Arizona State Fair; Mark Young, Managing Partner, My Creative

Learn the clear, simple ins & outs of Digital Marketing. Why Instagram is best for Influencers, and how Fairs can effectively evolve from traditional media into digital. We'll explore creating 'live experiences', engaging content, #hashtags to entice guests, and why it pays to invest in a social media expert who gets it.

Gen Z, A Look Forward

YPI

Gen Z is the newest generation to be named and were born between 1995 and 2015. They are currently between 4 and 24 years old (nearly 74 million in the US). Join us for a "look forward" session where Gen Z panelists will answer questions from our moderator as well as the audience to better understand how we as an industry can engage, market to, and get a headstart on how this generation operates on a daily basis.

11:30-12:45 pm

Leadership Luncheon & Merrill Finalist Presentations (ticket required)

The Leadership Luncheon is the place to be for those who are looking to take on industry leadership roles. WFA President Judy Carrico and President-Elect Cliff Munson will introduce your 2020 WFA Committee Chairs, who will share their vision for the year ahead and offer you a seat on the committee of your choice. The event will conclude with presentations from each of the finalists for the coveted Merrill Award, including lessons they learned from their project and guidance on how to duplicate their success at your fair.

1 – 2:15pm

Round Tables

Join WFA's industry partners for interactive sessions designed to answer the questions you have about your fair or business. Ranging from finance to technology, these small group discussions always lead to "A-ha!" moments.

- Featured Achievement Award Program - Recruiting Documents & Retaining Employees
- Creative Ideas
- Employment Practices for Mobile Businesses

2:30 – 3:45pm

Speak with Confidence and Style

Rey O'Day, Owner, Wings of Fame Productions

Does public speaking make your heart race? Do you break out in a cold sweat? Don't sweat it...be yourself and learn to breathe easy. It's ok to come nervous. When you finish this workshop you will be able to ask for a raise or be the "toast of the town!"

Fairgrounds Security 101

Carolann Ferreira, Professional Event Services; Joe Ganino, Blackhawk Protection, Inc.

Are you covering the basics of Security at your Fairgrounds? Learn the most modern techniques and proven tactics to make your Fairgrounds safe and reduce risk through staffing, signage, prohibited items, crowd control, physical barriers, and other proven policies that work.

Recruiting and Working with Volunteers

Evy Young, Agriculture Education Supervisor, OC Fair and Event Center; Carol Singleton, Heroes Hall Supervisor

This session will give you tips and tricks on how to recruit, train, communicate with and reward your volunteers! Hear an overview of the volunteer docent programs at Centennial Farm and Heroes Hall at OC Fair & Event Center. Come prepared with all of your volunteer questions.

4-5:15 pm

Service Member Gathering

WFA Service Members will come together one last time at 2020 **VISION** to recap their experiences and plan for the year ahead.

2020 Committees Meeting

Join a WFA Committee and start off 2020 working to build better fairs together! Stepping into a leadership role in the industry provides you with unique networking opportunities, an enhanced global view of the industry, and the opportunity to shape our future. Attend to learn more and join!

5:15-6 pm

AA Awards Photo Op

6-8 pm

Industry Awards Dinner (ticket required)

The culmination of our week in Reno, the Industry Awards Dinner features presentations of the Barham Award for outstanding entrepreneurship, the Merrill Award for innovation and vision in fair management, and the WFA Hall of Fame award honoring an individual's commitment and service to the fair industry. The event will conclude with the installation of WFA Board Officers and a message from President-Elect Cliff Munson.

8:30-11 pm

Suite Parties