

# SATURDAY, NOV. 26

**8:30 a.m.**  
**NICA Board Meeting**

**12:00 noon-5:00 p.m.**  
**IAFE Board of Directors Meeting & Lunch**  
*Bally's Directors' Room*

**4:00 p.m.**  
**Mass**  
*Paris Bordeaux*

# SUNDAY, NOV. 27

**7:15 a.m.**  
**Haas & Wilkerson Insurance Golf Tournament**  
*Revere Golf Club*

Golf Tournament Awards Cocktail Party will follow the conclusion of the tournament at the golf course. Rick Frenette, CFE — Chair. Buses depart at 7:15 a.m. from Bally's Flamingo street entrance. Shotgun start at 9:00 a.m.

*Co-Sponsored by Televac Computer Company and McKinney Food Services*

**8:00 a.m.**  
**Bringing Home the Bacon Fun Run & Walk**  
*Paris Convention Entrance*

Awards Presentation and Continental Breakfast will follow the conclusion of the run located in Paris Champagne 1. Judy Sinclair — Chair.

*Sponsored by Robinson's Racing Pigs*

**8:00 a.m.-6:00 p.m.**  
**Registration**  
**Trade Show Exhibitor Credentials**  
*Paris Ballroom Hallway*

**IAFE Office**  
*Paris Convention Entrance*



**8:30 a.m.-10:30 a.m.**  
**Event Management**  
*Paris Champagne 3 & 4*

This is an optional course, offered as part of the Year-Round Facilities Usage Core. This course will provide a broad overview of the professional management of the facilities for year-round usage by others — determining inventory, amenities and capabilities; staff structure, internal and external communications, calendar management and planning; and food/beverage management and rate structures. Some of these aspects will be covered in greater detail in the follow-up courses, "Facility Marketing & Sales" and "Event Operations/Facility Management" to be offered later in 2012 and 2013.

*Presented by Adam Heffron, CFE, Wisconsin State Fair*  
**This is a for-credit course of the Institute of Fair Management.**

**9:30 a.m.-10:30 a.m.**  
**Federation of State and Provincial Associations of Fairs Board Meeting**  
*Paris Versailles 1 & 2*

**10:00 a.m.**  
**Interdenominational Service**  
*Paris Bordeaux*  
Conducted by Charles Atkinson



**10:45 a.m.-12:15 p.m.**  
**Insurance**

*Paris Champagne 3 & 4*

“Per incident, errors and omissions, excluded, D&O, property damage, general liability, per claim” — if you’re fuzzy on the terms, this workshop on insurance basics will help you sort through it all. Course is especially designed for new board or staff members to help them understand the particular insurance needs and terms related to fair business, also a good refresher course for anyone working with today’s fairs.

*Presented by Ryan Wilkerson*

**This is a for-credit course of the Institute of Fair Management.**

**1:00 p.m.-2:00 p.m.**

**Fair Payment Processing Powered by UMS Banking (Product Showcase)**

*Pairs Loire*

Provide customized credit card processing services for fairs (large & small), Commercial Exhibitors, Food & Beverage Concessionaires, Service Suppliers, Entertainers, Carnivals and Festivals as well as fair-related businesses with off-grounds locations. We are the IAFE and WFA’s fair payment processor of choice.

**1:00 p.m.-4:30 p.m.**

**WFA Planning Meeting**

*Bally’s Directors’ Room*

**1:00 p.m.-5:00 p.m.**

**Professional Development Symposium — Emergency Preparedness**

*Paris Champagne 3 & 4*

The uniqueness of fairs and fair facilities, combined with the heavy concentration of people within a relatively confined space and subject to the likely occurrence of numerous emergency situations means that all fairs should create and maintain a well-thought out emergency plan.

This course will help attendees understand what an emergency plan is, the key components it should contain, and what it takes to create and maintain one. The methodology taught at the AVSS — Prepare, Prevent, Respond, and Recover — is emphasized throughout. Templates and checklists, which will help attendees design, refine, and/or finalize their own emergency plan, are included in the extensive course handbook each person receives.

If your fair already has an established emergency plan, you are encouraged to bring a copy with you to the symposium.

**SPECIAL REGISTRATION REQUIRED — INQUIRE AT THE IAFE REGISTRATION DESK**

*Presented by Harold Hansen, CFE, and Frank Poe from the International Association of Venue Managers*

**Federation of State and Provincial Associations of Fairs Workshop**

*Paris Versailles 1 & 2*

Do not miss this opportunity to learn procedures and ideas to help you do the best job possible to improve the quality of membership services for your association.

**Sponsored by the Outdoor Amusement Business Association**

Emily Pitcock, Tennessee Association of Fairs, Presiding Welcome and Introductions — Jayme Buttke, Wisconsin Association of Fairs, Program Chair

Roll Call — Jayme Buttke

**“Simple Truths in the Workplace & in Life”**

*Presented by Gary Berg, G.L. Berg Entertainment Performing Artists & Speakers*

**Federation Fishing**

*Presented by Bill Fugate, Illinois Association of Agricultural Fairs*

**“What does or should a state association offer as ‘benefits’ or reasons for an associate to join”**

*Presented by Lisa Hinton, CFE, Florida Association of Fairs & Livestock Shows Inc.*

**“How does a state organization get more younger participants with fair leadership at all levels from local fairs to the association level?”**

*Presented by Howard Call, CFE, Ohio Fair Managers Association*

**“Looking at Fairs Inside & Out”**

*Presented by Bob Williams, Wisconsin Department of Agriculture Trade Consumer Protection*

Comments & Closing — Emily Pitcock

**1:00 p.m.-6:00 p.m.**

**IAFE Education Center**

*Paris Concorde A*

View displays of educational resources and see materials from the Agricultural, Communications, and Competitive Exhibits Contests. Visit the IAFE booth for ways to get more from your IAFE membership and information on the 2012 Spring Seminar and Management Conference.

**Education Center Sponsored by Allied Specialty Insurance**

**Cyber Café**

*Paris Concorde A*

**Sponsored by Bullock Smith & Partners**

**2:30 p.m.-3:30 p.m.**

**GrowUms™ (Product Showcase)**

*Paris Loire*

GrowUms™ provides a unique and exciting option with specially-themed garden kits for kids that combine learning and fun with a unique and exciting online educational experience to grow vegetables and herbs from seed to harvest; all with a little help from an animated cast of herb and vegetable characters. This session will provide more information about the kits and how they can be used, including the new Blue Ribbon Experience program which incorporates a school fund-raising project opportunity.

# SUNDAY, NOV. 27

**4:45 p.m.-5:45 p.m.**

**The New Crew Reception**

*Paris Champagne 2*

Reception for the first time attendees and their mentors.

Reception will be followed by an optional tour of the hotel's meeting facilities.

*Sponsored by The Coca-Cola Company*

**5:00 p.m.**

**Mass**

*Paris Bordeaux*

**5:00 p.m.-7:00 p.m.**

**Women in NICA (WIN) Wine and Cheese Meeting/Reception**

*NICA Hospitality Suite*

**6:00 p.m.-8:00 p.m.**

**Let's Ride! Wine and Dine 2011**

*Bally's Windows Room (South Tower 2nd Floor)*

Proceeds benefit the IAFE Education Foundation

*Decorations Provided by dfest (Dixie Flag Event Services Team)*

*Drinkware Sponsored by Funtastic Traveling Shows*

**SPECIAL REGISTRATION REQUIRED — INQUIRE AT THE IAFE REGISTRATION DESK**

# MONDAY, NOV. 28

**6:00 a.m.-7:30 a.m.**

**Cardio Wake Up**

*Paris Loire*

Open to all fitness levels. Join us for a morning workout.

*Sponsored by Americraft Cookware*

**7:00 a.m.-6:30 p.m.**

**Registration**

*Paris Ballroom Hallway*

**IAFE Office**

*Paris Convention Area Entrance*

**7:30 a.m.-8:15 a.m.**

**2011 & 2012 IAFE Committee Chairs Meeting**

*Paris Chablis*

**7:30 a.m.-8:30 a.m.**

**Continental Breakfast**

If attending workshops, pick up your breakfast in *Paris Hall of Mirrors* and proceed to your selected workshop.

If attending round table discussions, pick up your breakfast in *Bally's Pacific Ballroom* and proceed to your selected round table.

Coffee — Juice — Pastries — Soda

**TICKETS REQUIRED — DELEGATES ONLY**

*Sponsored by Allied Specialty Insurance*

**8:00 a.m.-12:00 noon**

**WORKSHOP**

**Nuts and Bolts of Grant Writing**

*Bally's Skyview 2 (North Tower 26th Floor)*

Continental Breakfast for Participants at 7:30 a.m.

In this special workshop you will:

- Be introduced to effective strategies to help develop a compelling needs statement
- Learn what a goal is and how to develop goals into good outcome objectives
- Develop a comprehensive methodology plan to help you reach your program goals
- Get the nuts and bolts of budgeting in order to develop a clear budget and concise budget narrative

*Presented by Pamela Kahn Van Pelt, University of Nevada Cooperative Extension*

**ADVANCE REGISTRATION REQUIRED**

**8:00 a.m.-1:00 p.m.**

**IAFE Education Center**

*Paris Concorde A*

View displays of educational resources and see materials from the Agricultural, Communication and Competitive Exhibits Contests. Visit the IAFE booth for ways to get more from your IAFE membership and information on the 2012 Spring Seminar and Management Conference.

*Education Center Sponsored by Allied Specialty Insurance*

**Cyber Café**

*Paris Concorde A*

*Sponsored by Bullock Smith & Partners*

# MONDAY, NOV. 28

8:30 a.m.-9:45 a.m.

## **WORKSHOPS — ALL DELEGATES WELCOME** **Humane Society of the United States — Our** **Message and Working with Them?**

*Paris Versailles 3 & 4*

Are the Humane Society of the United States (HSUS) and PETA friends or foes? Are you or do you know if you are renting booth space to HSUS or an affiliated group? Who is your “expert” that will talk to the media about animal topics? Do you have an animal welfare policy in place? How do you educate your livestock exhibitors on the best way to handle tough questions?

Learn from these experts the difference between Animal Welfare and Animal Rights and why it is important and related to the questions above. This session is geared towards ALL fair members, not just agriculture folks.

*Moderated by Heidi Herriott, Heidi Herriott Presents*  
*Content Leaders to include Kay Johnson Smith, Animal*  
*Agriculture Alliance, and Dr. Thomas Hartssock, DVM*

## **Social Media 2.0 and QR Codes**

*Paris Champagne 1*

If you think it's just a fad, think back to the first time you heard about that “inter-web-net-thingy.” Just as the Internet changed everything, social media, networks and marketing are here to stay. Bill Geist presents the opportunities being missed in an engaging, easy-to-understand style. He can explain the opportunities to the uninitiated. He can engage a group of active users just as easily.

Bill has been on the cutting edge of the online revolution and enthusiastically shares trend data and tactics with audiences around the nation. From platforms such as Facebook and Myspace (it's not dead yet) to mobile phone marketing, media sharing, Twitter and Foursquare, audiences get the real story on how others are utilizing these strategies and others to engage their target markets.

*Presented by Bill Geist, Zeitgeist Consulting, returning by request*  
*to the IAFE Convention. [www.zeitgeistconsulting.com](http://www.zeitgeistconsulting.com).*

## **Solutions to the Fair/Carnival/Concessionaire** **Labor Issue**

*Paris Versailles 1 & 2*

The human resources struggle facing carnival and concession contractors related to both foreign and domestic employees has received considerable attention and discussion in the past 18 months. It has the potential to have various and far reaching impacts on the fair industry. This workshop will be a discussion by fair, carnival, and concession industry professionals that explores the specific best practices and solutions fairs and their outdoor amusement business partners can implement to address the issue and ameliorate the foreign and domestic labor problems being experienced.

*Moderated by IAFE Chair Jim Sinclair, CFE, Minnesota State*  
*Fair*

*Content Leaders to include Michael Wood, Wood*  
*Entertainment Co; Russ Harrison, Rudy's Inc.; Rick*  
*Vymlatil, CFE, South Florida Fair and Palm Beach County*  
*Expositions; and Jay Strates, Strates Shows*

## **Guest Hospitality Experience Programs — Get** **Strategic in Your Approach**

*Paris Champagne 4*

What can you add to your guests' experience that will keep them coming back again and again? How do you get buy-in from all employees and volunteers who are your first line of contact with your guests? These panelists will discuss their programs, why they were implemented, how, and the results.

*Moderated by Noreen Tassinari, CFE, Eastern States*  
*Exposition, Mass.*

*Content Leaders to include Doug Lofstrom, Orange County*  
*Fair & Event Center, Calif., and James Laurendeau,*  
*Calgary Exhibition & Stampede, Alberta*

## **Portable Stages: Understanding the Standards**

*Paris Champagne 2*

There are technical standards, accredited by the American National Standards Institute (ANSI), which exist for the portable stages, trusses and towers often used at outdoor events.

\*ANSI E1.21-2006 covers the design, manufacture, and use of all the portable structures used to support scenery, lighting and sound equipment, and cover the stages in the production outdoor entertainment events. It was written specifically to avoid portable stage roof collapses and also contains requirements for a management plan for dealing with violent weather.

\*ANSI E1.2-2006 addresses the design, manufacture and use of aluminum trusses and towers often used in portable stage covers.

This workshop will introduce you to the standards and provide an opportunity to understand how they were developed and are used in today's outdoor entertainment events.

*Presented by Karl Ruling of PLASA*

*Content leaders to include Richard Nix, Entertainment*  
*Structures Group, and Gary Justesen, Oasis Stage Werks*

## **Using True Colors for Enhanced Effectiveness**

*Paris Chablis*

True Colors offers a research-based approach to understanding human behavior and motivation. True Colors uses a metaphor of colors (gold, orange, blue, and green) to identify four distinct perspectives or personality preferences. This hands-on, interactive seminar will help participants better understand themselves as well as others. Practical and useful activities apply the True Colors concepts to your personal and professional life which becomes the springboard for developing improved communication skills, greater understanding of self and others and more meaningful relationships. Key benefits include: understanding your natural strengths and talents; creating a positive, clear self-image; enhancing self-esteem; creating your “ideal” learning and working environment; matching your personality to your career; communicating more effectively with customers, co-workers, friends, and family; identifying and coping with stressors and frustrations; and realizing that differences are “gifts,” not faults.

*Presented by Lisa Lynn, MA, LP, Lynn & Associates*

*Sponsored by Thomas Carnival*

# MONDAY, NOV. 28

**8:30 a.m.-10:00 a.m.**

**Spouse Breakfast/Spouse Mingle Time with Your New and Old Friends**

*Bally's Skyview 3 & 4 (North Tower 26th Floor)*

**SPOUSE BADGE REQUIRED**

**8:30 a.m.-11:30 a.m.**

**Western Fairs Association Board of Directors Meeting**

*Bally's Directors' Room*

**8:45 a.m.-9:45 a.m.**

**ROUND TABLE DISCUSSIONS — FIRST SESSION  
All Delegates Welcome**

*Bally's Las Vegas Ballrooms (South Tower 3rd Floor)*

John Leamer, Erie County Fair, N.Y., Presiding

The moderator of each table is responsible for starting the discussion, not making a presentation. An individual at the table should be appointed to complete the report form and turn it in to the person presiding. The table moderator should encourage everyone at the table to participate, not letting anyone dominate the discussion and keeping the discussion on the assigned topic.

- 1. Agriculture: Crops and Commodities**  
First Session — Cindi Jaques, CFE  
Second Session — Vina Jean Banks
- 2. Birthing Centers — The Ultimate Reality Show**  
First Session — Ellen Sietmann, CFE  
Second Session — Melinda Parsons
- 3. Building Attendance and Company Days**  
First Session — Paul Novitzke  
Second Session — Jen Puente
- 4. Creating Happy Flash Mobs**  
First Session — Becky Brashear, CFE  
Second Session — Mark Campbell
- 5. Economic Impact Studies**  
First Session — Wynn McLean  
Second Session — Shari Black
- 6. First Amendment Issues (Right to Protest, Booth, Allocation, Dress Codes)**  
First Session — Jerry Hammer, CFE  
Second Session — Ray Ritari
- 7. Grounds Mapping i.e. Identifying Buildings, Water, Sewer**  
First Session — Chris Leach  
Second Session — Andrew Carlino, CFE
- 8. Interns at the Fair**  
First Session — Matt Ferris  
Second Session — James O'Brien
- 9. Making New Events/Revenue Streams**  
First Session — Carey Harveycutter  
Second Session — Claudine Davis
- 10. Mobile Apps for Fairs/Events**  
First Session — Wally LeVesseur  
Second Session — Sarah Thompson
- 11. Money Security & Banking on Your Grounds**  
First Session — Gene Cassidy, CFE  
Second Session — Tom Hodson

**12. New Awards Ideas**

First Session — Lonnie Steele

Second Session — Diane Baumann, CFE

**13. Online Marketing Best Practices**

First Session — Kendra Wright

Second Session — Joe Kustelski

**14. What Should Go into Vendor Packets**

First Session — Elizabeth Greer

Second Session — Margaret Thornburg

**9:30 a.m.-10:30 a.m.**

**The New ShoWorks 2012 Launch! (Product Showcase)**

*Paris Loire*

Participate in the release of the latest version of the most popular fair management software, which now includes iPad integration for judging and check-in, online photo uploading and judging, and lots of time saving benefits for your fair office!

**9:45 a.m.-10:15 a.m.**

**Round Table Area Extended Refreshment Break**

*Sponsored by Webster Enterprises*

**Workshop Area Extended Refreshment Break**

*Sponsored by Gist Silversmiths*

**10:15 a.m.-11:15 a.m.**

**ROUND TABLE DISCUSSIONS — SECOND SESSION**

*Bally's Las Vegas Ballrooms (South Tower 3rd Floor)*

Select another table

**10:15 a.m.-11:30 a.m.**

**WORKSHOPS — ALL DELEGATES WELCOME  
Trained Crowd Manager — Who, What, When, Why**

*Paris Champagne 2*

The National Fire Protection Association Life Safety Code 101 requires one trained crowd manager (TCM) for every 250 guests at nearly all types of public assembly venues, ranging from stadiums, arenas, and shopping malls to clubs, banquet halls, and restaurants. Many states and municipalities have adopted this code. TCMs are responsible for ensuring safe crowd movement during daily activities and special events. The TCM is expected to inspect means of egress, assist venue services and configuration, fire protection and emergency response equipment, and venue specific policies and procedures. This session will provide an overview of the Trained Crowd Manager program offered by IAVM, implementing a TCM program at your venue, and a review of the curriculum for the venue based training that is the second phase of the earning a "Trained Crowd Manager" certificate of training. *Presented by Harold Hansen, CFE, International Association of Venue Managers*

# MONDAY, NOV. 28

## **11 Trends for 2012 — What Is Driving Attendees and Non Attendees**

*Paris Champagne 1*

Instead of whining about how things have changed, Bill Geist exhorts audiences to identify the trends behind those changes... and take advantage of them. Changes in the way consumers choose the products they crave, how experience is becoming a hotter commodity than possessions, the time poverty that drives us all... and more.

In Today's Trends, Bill suggests ways to capitalize on these and other changes in lifestyle to increase sales, appreciation, buzz, and brand awareness. From traditional media to the Internet, from customer service to facility design, audiences will come away with ideas that they can begin to implement within the week, such as:

- Matching media messages and vehicles with the generations that use them
- Developing experiences, products, and marketing messages that are relevant
- How to integrate new communications strategies into your marketing mix

For every change, there is an emerging opportunity. Seize the day... and the dollars!

*Presented by Bill Geist, Zeitgeist Consulting, returning by request to the IAFE Convention. [www.zeitgeistconsulting.com](http://www.zeitgeistconsulting.com).*

## **10 Creative Sponsorship Ideas**

*Paris Champagne 4*

Need to freshen up your sponsorship program? The IAFE Sponsorship Committee has put together the 10 most creative ideas from this past year and they are here to share them with you. Ideas will come from all size fairs and even some from allied industries.

*Moderated by Dianne LaBissoniere, Central Washington State Fair*

*Content Leaders to include Kristy Ambrosen, Elkhart County 4-H Fair and Agricultural Exposition, Inc., Ind., and Kathleen O'Leary, CFE, Wisconsin State Fair*

## **Partnering with Your Concessionaires**

*Paris Versailles 1 & 2*

By working together we can make a better overall event.

This peer panel will discuss a variety of topics to include: license agreement responsibilities; too many or too few vendors; vendor quality; product balance; managing, enforcing, and adhering to contracts; promotions that work, and the best examples for fairs and fair partners.

*Moderated by Frank Parnell, National Independent Concessionaires Association*

*Content Leaders to include Mark St. Jacques, CFE, Washington County Fair, N.Y.; Tim O'Brien, CCE, O'Briens Food Service Enterprises, Inc.; and Dominic Palmieri, Odyssey Foods, LLC.*

*Sponsored by The Best Around*

## **Future of Livestock Shows & Exhibits**

*Paris Versailles 3 & 4*

The livestock shows of 50 years ago are not the same livestock shows of today. Where will we be 10 years from now and what changes do we see. We need to make changes to stay relevant not only to the agriculture industry but to our audiences. What are those changes? The following points will be discussed in this interactive workshop.

1. How are we using technology in livestock shows?
2. Are we offering opportunities to the right breeds and/or species?
3. Are we working with the breed organizations to learn more about their percentage programs?
4. How are we marketing our livestock shows to our exhibitors and the general public?
5. Are judging contests part of the future because of lower capital investment?
6. What are fairs offering to keep young people (and their parents) involved?

*Moderated by Donna Woolam, Eastern States Exposition, Mass., and Joel Cowley, Houston Livestock Show and Rodeo, Texas*

*Content Leaders to include Michael Lambert, Royal Agricultural Society of the Commonwealth, Scotland, and Kasey Woolam, National Junior Limousin Show & Congress*

## **Beer 101**

*Paris Chablis*

For five generations, the Leinenkugel family has guided beer lovers to a place outside the usual. Jake Leinenkugel will discuss the beer industry and peek into its future in the United States with interesting data about the beer drinking audience. He will touch on interesting developments in sponsorships by brewers, including the sponsorship of events that have an audience with visitors under 21 years of age. He will give you tips on how to bring a sponsorship to life and how to serve Leinenkugel beer for increased profitability. Don't miss this informative workshop featuring a proud sponsor of the IAFE.

*Presented by Jake Leinenkugel, the family member leading Jacob Leinenkugel Brewing Company since 1989*

**10:30 a.m.-12:30 p.m.**

## **Spouse Suite**

*Paris Napoleon's*

Place to meet your friends or wait until your delegate finishes a workshop

**SPOUSE BADGE REQUIRED**

# MONDAY, NOV. 28

**11:00 a.m.-12:00 noon**

**The Future of Exhibits Is Here: Digital Photography, Video, and Multimedia Uploading and Judging by ShoWorks (Product Showcase)**

*Paris Loire*

With cameras and video devices in the hands of almost everyone, fairs are seeing a huge surge in photography and media exhibits. Come see first-hand how to easily accommodate this latest trend in entries. Watch as the combination of ShoWorks and FairJudge streamline the process from exhibitors uploading their entries online, to the judges who place or record their comments online, to the downloading and processing of the information by ShoWorks.

**11:00 a.m.-4:00 p.m.**

**SLA Exhibitor's Lounge**

*Bally's Skyview 5 & 6 (North Tower 26th Floor)*

**11:30 a.m.-1:00 p.m.**

**IAFE Board Lunch**

*Paris Bordeaux*

**12:30 p.m.**

**Doors Open for General Session**

*Paris Theatre*

**1:00 p.m.-1:25 p.m.**

**Entertainment — Larry Gatlin and the Gatlin Brothers**

*Paris Theatre*

*Presented by WME*

**1:00 p.m.-3:15 p.m.**

**Opening General Session**

*Paris Theatre*

National Anthem: Larry Gatlin and the Gatlin Brothers

Introductions: Tim Stevens, G.L. Berg Entertainment

Performing Artists & Speakers

Presentation of IAFE Hall of Fame Award: Greg Stewart, CFE

Introduction of IAFE Chair of the Board Jim Sinclair, CFE

Introduction of President and CEO Jim Tucker



**Larry Gatlin and the Gatlin Brothers**

**Cheryl Salley & Amy Allen from John Deere will conduct a drawing for a John Deere Gator to an attending fair. At least one member from that fair must be present to win.**

Introduction of Keynote Address: Ryan Wilkerson, Haas & Wilkerson Insurance

Keynote Speaker: Mark Scharenbroich

Mark Scharenbroich has built his speaking career by working in both business and education fields. He used that experience to discover how some of the best organizations and leaders create a culture that encourages people to perform at a higher level. His messages improve employee engagement, help people to embrace change, enhance team collaboration, fuel the passion to serve others, and create meaningful connections. In 2010, he finished his first book titled *Nice Bike: Making Meaningful Connections on the Road of Life*. Its goals are to transform business relationships, improve productivity, develop higher levels of customer engagement, increase retention, and improve profitability. Through a collection of relevant stories, Scharenbroich imparts insights on how to acknowledge, honor, and connect in the workplace.

Scharenbroich attend St. Cloud State University in Minnesota to earn a degree in mass communications. During that time, he wrote, directed, and performed in a comedy troupe called "Mom's Apple Pie." They won the state talent competition after sharing the stage with a huge butter sculpture of Princess Kaye's face and a prize Holstein named Elise. The group performed throughout the Midwest in the 70s and when it disbanded, Mark went solo and combined his comedy training with motivational speaking.

He was then employed by Jostens, which manufactures class rings, yearbooks, and graduation products. He spoke to their customers throughout North America. In 1981, Scharenbroich was featured in a film titled *The Greatest Days of Your Life... (So Far)*. It earned him the Golden Apple and Silver Screen film awards. He became known as a leading expert in leadership and student engagement.

He then founded Scharenbroich & Associates, Inc., with his wife Susan. After 30 years, they continued to partner in the company, which serves business and education audiences internationally. They reside in Minnesota and have three children and one bulldog.

*Sponsored by Haas & Wilkerson Insurance  
Stage Production Sponsored by Freestyle Productions*

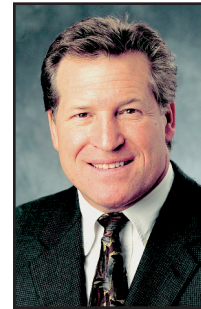
**3:00 p.m.**

**Trade Show Grand Opening**

**3:00 p.m.-6:30 p.m.**

**IAFE Trade Show**

*Paris Ballroom*



**Mark Scharenbroich**

# MONDAY, NOV. 28

**3:15 p.m.-6:00 p.m.**

## **IAFE Education Center**

*Paris Concorde A*

View displays of educational resources and see materials from the Agricultural, Communications and Competitive Exhibits Contests. Visit the IAFE booth for ways to get more from your IAFE membership and information on the 2012 Spring Seminar and Management Conference.

*Education Center Sponsored by Allied Specialty Insurance*

## **Cyber Café**

*Paris Concorde A*

*Sponsored by Bullock Smith & Partners*

**3:30 p.m.-4:30 p.m.**

## **GrowUms™ (Product Showcase)**

*Paris Loire*

GrowUms™ provides a unique and exciting option with specially-themed garden kits for kids that combine learning and fun with a unique and exciting online educational experience to grow vegetables and herbs from seed to harvest; all with a little help from an animated cast of herb and vegetable characters. This session will provide more information about the kits and how they can be used, including the new Blue Ribbon Experience program which incorporates a school fund-raising project opportunity.

**3:45 p.m.-4:30 p.m.**

## **Zone Business Meetings**

- Zone 1 — Paris Versailles 1 & 2 — Greg Chiecko, CFE
- Zone 2 — Paris Champagne 1 — Becky Brashear, CFE
- Zone 3 — Paris Versailles 3 & 4 — Christian Miller, CFE
- Zone 4 — Paris Champagne 2 — Renae Korslien, CFE
- Zone 5 — Paris Champagne 3 — Jennifer Giesike, CFE
- Zone 6 — Paris Champagne 4 — Hale Moss
- Zone 7 — Paris Bordeaux — Marv Witt, CFE
- Zone 8 — Paris Chablis — Kent Hojem, CFE

**4:15 p.m.**

## **SLA Memorial Service**

*Bally's Skyview 1 (North Tower 26th Floor)*

**4:30 p.m.-6:00 p.m.**

## **Ment-a-Minute YPI/Mentor Social Mixer**

*Paris Champagne 2*

For those members under 40 and the invited mentors

**5:30 p.m.-6:30 p.m.**

## **IAFE Chairs' Reception in the Trade Show**

*Paris Ballroom*

Light Hors d'oeuvres, Beer and Cash Bar

## **IAFE BADGE REQUIRED**

*Sponsored by Jacob Leinenkugel Brewing Company*

All registered spouses are encouraged to attend the Trade Show and deposit special tickets found in their packet for a chance to win a **Gourmet Slow Cooker** *Sponsored by Kitchen Craft*. The same tickets will qualify them for drawings on Tuesday and Wednesday.

**Qualifying Drawing for Grand Prize** — *Sponsored by Ray Cammack Shows*. Three tickets will be drawn each day (Monday, Tuesday, and Wednesday), and qualifiers must be present. At 1:45 p.m. on Wednesday, Nov. 30, a drawing from the nine qualifiers will determine the winner.

Trade Show exhibitors are not eligible. On Monday, the three qualifying tickets for the grand prize will be drawn during the Chair's Reception.

**Drawing for a Set of Golf Clubs** — *Sponsored by Populus*. Drawing will take place in the Trade Show at

6:15 p.m.

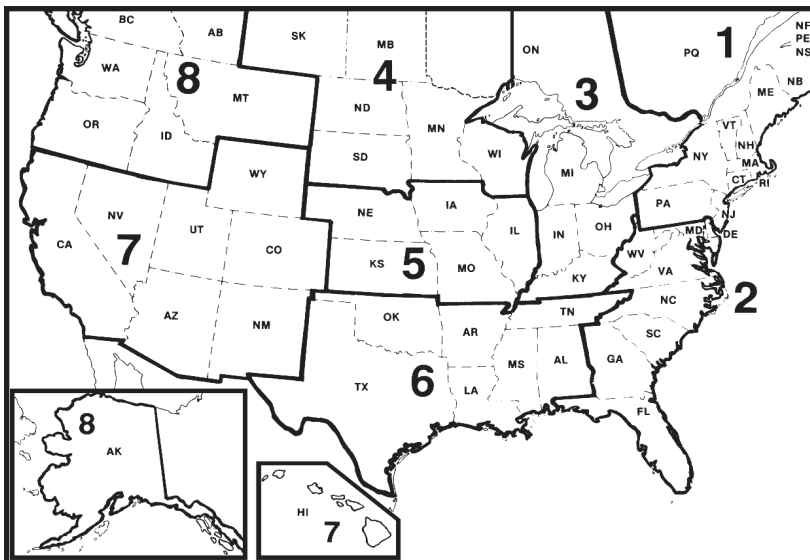
To be eligible for these drawings, deposit the tickets provided in your delegate packets in the Trade Show Lounge area.

The winning registered delegates must be present for all prize drawings.

**7:00 p.m.-8:00 p.m.**

## **NICA Membership Appreciation Meeting and Chair Elect Reception**

*NICA Hospitality Suite*



# TUESDAY, NOV. 29

**8:00 a.m.-9:00 a.m.**

**SLA Meet and Greet**

*Bally's Skyview 1 (North Tower 26th Floor)*

**8:00 a.m.-9:15 a.m.**

**John Deere Excellence in Agriculture Breakfast**

*Paris Champagne 3 & 4*

IAFE Chair Jim Sinclair, CFE, Presiding; Invocation by John Sykes, CFE; Presentation of Awards by Cheryl Salley and Amy Allen, John Deere, and Jessica Underberg, CFE, Erie County Fair, N.Y., IAFE Agriculture Committee Chair.

**TICKET REQUIRED**

*Sponsored by John Deere*

**9:00 a.m.-10:00 a.m.**

**My American Farm (Product Showcase)**

*Paris Loire*

The American Farm Bureau Foundation for Agriculture's My American Farm is a free website designed to teach agricultural literacy to consumers and the public in a fun and innovative way. The site features several interactive games, activities, and educator resources to teach elementary students (and their parents) where food comes from and how those products get from the farm to their dinner plate. The games can be easily implemented into a kiosk format to engage attendees at various venues such as fairs, rodeos, and expositions. All the download resources are free. This session will provide a more detailed demonstration of the innovative software and how fairs can utilize it in their agricultural education programs.

**9:00 a.m.-11:00 a.m.**

**SLA Annual Meeting**

*Bally's Skyview 1 (North Tower 26th Floor)*

**9:00 a.m.-5:00 p.m.**

**Registration**

*Paris Ballroom Hallway*

**IAFE Office**

*Paris Convention Area Entrance*

**9:00 a.m.-6:00 p.m.**

**IAFE Education Center**

*Paris Concorde A*

View displays of Educational Resources and see materials from the Agricultural, Communications and Competitive Exhibits Contests. Visit the IAFE booth for ways to get more from your IAFE membership and information on the 2012 Spring Seminar and Management Conference.

*Education Center Sponsored by Allied Specialty Insurance*

**Cyber Café**

*Paris Concorde A*

*Sponsored by Bullock Smith & Partners*

**9:30 a.m.-10:45 a.m.**

**WORKSHOPS — ALL DELEGATES WELCOME**

**Entertainment — Who, What, How Many for Your Size/Grounds/Attendance/Budget**

*Paris Versailles 1 & 2*

Entertainment can be a huge draw to your grounds but it can also be a large expense. How are the decisions made about what entertainment, when, where? The Entertainment Committee has put together this panel presentation to answer questions about the entertainment buy.

*Moderated by Entertainment Committee Chair Theresa Weinfurtner, CFE, Minnesota State Fair*

*Content Leaders to include R.J. Romeo, Romeo*

*Entertainment Group; Gary Berg, G.L. Berg Entertainment Performing Artists & Speakers; and R.J. Kaltenbach, Klein's Entertainment LLC*

*Sponsored by WME*

**Make Your Image Your Competitive Advantage**

*Paris Champagne 1*

Upon completion of this presentation, participants will recognize how nonverbal messages strongly influence how others perceive you. Participants will learn how and why appearance and body language play a large role in non-verbal communication and make positive first impressions that last, while learning what "image breakers" can sabotage credibility and communication. You will discover the importance of color, proper fit, clothing care, and grooming principles that fine-tune a casual, yet professional image. Learn to understand how your communication can positively reflect your professionalism and impact interactions with colleagues and clients, and understand how manners and behavior (handshakes, introductions, eye contact, body language, posture and facial expressions) can positively reflect credibility.

*Presented by Marion Gellatly, Powerful Presence*

*Thank you to the Young Professionals Initiative (Y.P.I.) for suggesting this program.*

**Crisis Communications**

*Paris Champagne 2*

Your reputation is everything. You've spent hours, days, years building a respected brand in your community. When crisis strikes, you have the opportunity, the obligation, to protect and even promote the brand you look forward to sharing with generations to come. This session covers crisis communications from preparedness to execution.

*Presented by Debbie Evans, hospitality industry veteran*

# TUESDAY, NOV. 29

## **Fairgrounds as Partners in Food and Economic Development**

*Paris Versailles 3 & 4*

Despite recent good years, long-term trends in agriculture show challenges for farmers. However, for the U.S. to achieve economic recovery, we must build strong community food systems. State and county fairs may engage youth and others in innovative ways to produce local foods and the fairgrounds itself could serve as a venue for food activities during the off-season.

*Presented by Ken Meter, Crossroads Resource Center. He created pioneering analysis of regional farm and food economies; facilitated innovative business development in inner-city neighborhoods, including Latino Mercado with 35 startup businesses; and is a global leader in planning and evaluation for systems initiatives.*

## **Back of the House Trade Show Service Contractor Tour and Workshop**

*Paris Bordeaux*

The workshop is designed for those who work with exhibit service contractors. Eric Hoffend of Freeman will share the perspective of the contractor when working with your facility, do's and don'ts, what services are provided, why they may ask for a contract exclusive, and what you should look for before hiring an in-house contractor. The presentation will consist of "back of the house" tour of the Paris facilities in addition to "classroom" time and Q & A. Do not miss this first-time opportunity to get behind the scenes and ask your questions.

## **LIMITED FOR THE FIRST 30 PEOPLE TO REGISTER**

*Presented by Eric Hoffend, Vice President, Business Development, Freeman*

## **Agricultural Development & Promotion: Insight from Korea**

*Paris Chablis*

Mayor Lee Gun Sik of Gimje-City in the Republic of Korea will discuss the exciting re-development project underway in Gimje, the "breadbasket" of the country, which will make this small community the center of agriculture technology, learning and production. The Gimje Horizon Festival, launched by the city less than a dozen years ago to help urbanites understand rice and the harvest, is also the site of an interactive agricultural museum operated year round. Gimje was named a "World Festival City Award" from the International Festivals and Events Association for 2011. Also in this presentation, Professor Gang-Hoan Jeong, the leading authority on festivals in Korea and Asia will share results of recent research into festival attendee demographics.



**9:30 a.m.-11:30 a.m.**

## **Food and Beverage**

*Bally's Skyview 3 (North Tower 26th Floor)*

This course covers the role of food and beverage for fairs and fairgrounds facilities, understanding the needs of food & beverage vendors, as well as balancing the quality, quantity and diversity of food offered in order to meet the desires of guests and improve the fair's bottom line.

*Presented by Rey O'Day, NICA West*

**This is a for-credit course of the Institute of Fair Management.**

**9:45 a.m.-10:45 a.m.**

## **ROUND TABLE DISCUSSIONS — FIRST SESSION**

### **All Delegates Welcome**

*Bally's Las Vegas Ballrooms (South Tower 3rd Floor)*

Bill Fugate, Presiding

The moderator of each table is responsible for starting the discussion, not making a presentation. An individual at the table should be appointed to complete the report form and turn it into the person presiding. The table moderator should encourage everyone at the table to participate, not letting anyone dominate the discussion and keep the discussion on the assigned subject.

- 1. Business Models for Handling Sponsorships from an Accounting Perspective**  
V-S — Shaun Morin  
M-L — Tammie Nichols
- 2. Communications Committee for Concessionaires & Commercial Vendors**  
V-S — Frank Parnell  
M-L — Gary Tweedie
- 3. Dealing with Resale Ticket Outlets**  
V-S — Linda Haack  
M-L — Becky Brashear, CFE
- 4. Green Efforts of Concession & Commercial Exhibits**  
V-S — Billy Huish  
M-L — Virginia Ludy, CFE
- 5. How To Make It Without State/Provincial Funding**  
V-S — Leon Meyer, CFE  
M-L — Dennis Miller
- 6. Involving/Using FFA & 4-H at Your Fair**  
V-S — Ron Snover  
M-L — Nancy Smith, CFE
- 7. Low Cost Promotions That Work**  
V-S — Chris Holloway, CFE  
M-L — Ken Karns
- 8. Follow Up Discussion — HSUS Workshop**  
Moderator: Dr. Thomas Hartsock

# TUESDAY, NOV. 29

**10:30 a.m.-11:30 a.m.**

**North Pole Productions: TIS THE REASON . . . To Think Outside of Fair Season (Product Showcase)**

*Paris Loire*

Those beautiful fairgrounds have another use during the off season. With the weather so unpredictable during the few days of the fair, it is now more important than ever to explore other opportunities to make the fairgrounds more profitable. North Pole Productions, producers of memorable experiences, has been producing holiday drive-through parks since 2001. They will share how holiday lights can bring another season of life to your fair. It will bring your community together and begin a new Family Tradition. Tammy Peters, president of North Pole Productions, and Jessica Underberg, assistant fair manager, Erie County Fair, Hamburg, N.Y., beginning their 7th Season with Fairgrounds Lights Festival will discuss how the event will come together.

**10:30 a.m.-3:00 p.m.**

**Spouse Suite**

*Paris Napoleon's*

Place to meet your friends or wait until your delegate finishes a workshop.

**SPOUSE BADGE REQUIRED**

**10:45 a.m.-11:15 a.m.**

**Round Table Area Extended Refreshment Break**

*Sponsored by UMS Banking*

**Workshop Area Extended Refreshment Break**

*Sponsored by Populous*

**11:00 a.m.-4:00 p.m.**

**SLA Exhibitors Lounge**

*Bally's Skyview 5 & 6 (North Tower 26th Floor)*

**11:00 a.m.-5:00 p.m.**

**Trade Show**

*Paris Ballroom*

**11:15 a.m.-12:15 p.m.**

**ROUND TABLE DISCUSSIONS — SECOND SESSION**

**All Delegates Welcome**

*Bally's Las Vegas Ballrooms (South Tower 3rd Floor)*

The moderator of each table is responsible for starting the discussion, not making a presentation. An individual at the table should be appointed to complete the report form and turn it into the person presiding. The table moderator should encourage everyone at the table to participate, not letting anyone dominate the discussion and keep the discussion on the assigned subject.

**1. How To Use & Recruit Local Entertainment**

V-S — Julie Burton

M-L — Alan Sands

**2. Introducing Local/Regional Craft Beer & Wine to Your Event**

V-S — Jim McGuire

M-L — Lori Chappell

**3. Maintaining & Upgrading the Electrical Grid**

V-S — John Pitz, CFE

M-L — Tommie Tyler

**4. Microsoft Tags & QR Codes Used at Fairs**

V-S — Greg Flakus

M-L — Amanda Blair

**5. Premiums and Handbooks**

V-S — Bob Campbell

M-L — Pat Wallace

**6. Safety Training for Your Staff/Volunteers**

V-S — John Hanschen

M-L — Priscilla Gerrard

**7. Sharing Ideas for Educational & Interactive Exhibits**

V-S — Jennifer Giesike, CFE

M-L — David Bednar

**8. Follow Up Discussion — HSUS Workshop**

Moderator: Dr. Thomas Hartsock

**WORKSHOPS — ALL DELEGATES WELCOME**

**Lightning Safety Workshop — Preparation Toolkit for Outdoor Venues**

*Paris Champagne 2*

This workshop will educate fair management on developing plans for lightning delays at their local venues. The process involves following guidelines in a toolkit, which can be utilized by the site as a template for creating their plan. This workshop will take attendees step-by-step through the toolkit and address the hazards and challenges that thunderstorms bring to outdoor venues. With lightning injuries and fatalities related to outdoor activities a continued concern, this safety plan is available to inform staff and patrons of the threats of lightning and reduce the risk of injury and death. The toolkit is intended to increase awareness of lightning hazards and enhance relationships with fair managers and the National Weather Service.

*Presented by Charlie Woodrum, Meteorologist, NOAA/NWS Weather Forecast Office*

**Traffic Ebb and Flow: What Layout Can Do for Commercial Exhibits**

*Paris Versailles 1 & 2*

The layout and traffic flow of your commercial exhibits throughout the fairgrounds is an art in itself. What can you do to increase traffic to other areas? Do you use the same layout to help people find their old favorites or change it up every year? The Commercial Exhibits Committee will discuss the different theories and their successes and failures.

*Moderated by Commercial Exhibits & Concessions Committee Chair Rollie McCubbin, CFE, Iowa State Fair Content Leaders to include Robin Temares, Kitchen Craft, and Pam Daneker, State Fair of Virginia*

*Sponsored by Webster Enterprises*

# TUESDAY, NOV. 29

## **“What Happens Here, Stays Here” “Vegas Means Business” — Advertising the Image of Las Vegas**

*Paris Bordeaux*

Ever think about the different Las Vegas advertising slogans, what is behind them, who is the target audience? Hear from the people working with their advertising and image. Wondering how this applies to your fair? You have different audiences that you market to fairgoers, non-fair attendees, non-fair related customers.

*Presented by Kevin Bagger, Las Vegas Convention and Visitors Bureau*

### **Ticketing Now and In the Future**

*Paris Versailles 3 & 4*

Ticketing can always cause headaches. Change is hard to make and technology is advancing very quickly.

1. What is currently being used
2. What you wish you could do
3. What technology is available
4. What is the break even point for technology and when you should upgrade

*Presented by Dan DeMato, FutureTix, Inc.*

*Sponsored by Etix.com*

### **How To Cancel a State Fair**

*Paris Champagne 1*

Everyone's worst nightmare. It is so bad most events probably do not have a contingency plan for a complete cancellation. The North Dakota State Fair tried everything they could, even cutting all competitive exhibits to be able to hold at least an abbreviated event, but it was not to happen. The water would not subside. Learn how they made the decision, how they proceeded, and where they are today.

*Presented by Renae Korslien, CFE, and Craig Rudland, CFE, North Dakota State Fair*

### **Using GrowUms™ at Your Fair**

*Paris Chablis*

This workshop will provide a snapshot view from three fairs that are utilizing the GrowUms™ program at their fair to give children a hands-on experience with agriculture and raising their own food. The South Florida Fair is the first fair to participate in the “Blue Ribbon Experience at the Fair” program, which combines elements of a school fundraising program with kids bringing their plants to a competition at the Fair. The Topsfield Fair used GrowUms™ in cooperation with their existing “Read and Win” program, with demos and GrowUms™ giveaways at area libraries. The Eastern States Exposition snagged a major sponsor for their GrowUms™ giveaway.

GrowUms™ will also be a part of this program to share more about the countless ways fairs can utilize

GrowUms™ to expand their agriculture education activities.

*Moderated by Mark Schilling, Corn Palace Festival, S.D.*

*Content Leaders to include Frank Ferraro, CFE, GrowUms™; James O'Brien, Topsfield Fair, Mass.; Vicki Chouris, CFE, South Florida Fair and Palm Beach County Expositions; and Greg Chiecko, CFE, Eastern States Exposition, Mass.*

**12:00 noon-2:00 p.m.**

### **Cal-Pro/OABA Meeting**

*Bally's Skyview 2 (North Tower 26th Floor)*

**12:30 p.m.-12:45 p.m.**

### **IAFE & You Mini Session**

#### **“Using the On-Line Library”**

*Education Center (Paris Concorde A)*

**12:30 p.m.-2:30 p.m.**

### **NICA Advisory Committee Meeting**

*Bally's Directors' Room*



### **Media Relations**

*Bally's Skyview 3 (North Tower 26th Floor)*

This course will focus on identifying your media, developing a media list, tips on developing relations with media so that when crisis comes you are ready. Tips on preparing for and responding to media interviews will also be covered.

*Presented by Debbie Evans, hospitality industry veteran*

**This is a for-credit course of the Institute of Fair Management.**

**1:15 p.m.-2:30 p.m.**

### **WORKSHOPS — ALL DELEGATES WELCOME**

#### **Spice Up Your Competitive Exhibits**

*Paris Versailles 1 & 2*

Competitive exhibits make our fairs unique from other events. How do you make your competitive exhibits unique every year? Learn the best ideas from 2011 from the Competitive Exhibits Committee.

*Moderated by Competitive Exhibits Committee Chair Chris Giordano, CFE, State Fair of Louisiana*

*Content Leaders to include Katie Phillips, San Diego County Fair, Calif.; Jessica McLaughlin, CFE, Spokane County Interstate Fair, Wash.; and Barney Cosner, CFE, Fremont County Fair & Rodeo, Wyo.*

#### **People Management**

*Paris Champagne 1*

Learn what it takes to satisfy everyone from someone who is adept at juggling multiple clients and events. Each event you book into your facility has its own personality and set of criteria, much like events at a hotel. How do you switch gears to meet their needs? You also need to be flexible enough to work with your board of directors, community leaders, employees, and volunteers. Cindy O'Keefe, Vice President of Hotel Operations at the Cosmopolitan Hotel in Las Vegas, works with a wide range of clients, customers, and employees everyday. Hear the philosophy, examples and experiences that have enabled her to remain on the cutting edge of people management and customer service and in high demand as manager of hotel operations.

*Presented by Cindy O'Keefe, Cosmopolitan Hotel, Las Vegas*

# TUESDAY, NOV. 29

## **It's All About the Dirt — Multi-Purpose Arenas**

*Paris Champagne 2*

This panel will discuss the various uses, which can be accommodated in multiuse arenas and why livestock and rodeo events are an important part of the mix for year-round performance of the multipurpose arena. The panel will address move-in and move-out costs, rental rates and other details involved in the design and operation of the multipurpose arena on fairgrounds.

*Moderated by Charlie Smith, Populous*

*Content Leaders to include Leroy Shafer, Houston Livestock Show & Rodeo, Texas; Bill Dutcher, CFE, MontanaFair; Todd Gralla, Populous; and Wayne McCary, CFE, Eastern States Exposition, Mass.*

## **Festivals & Events Moving Forward in a Changing World**

*Paris Versailles 3 & 4*

What can we learn from festivals? This festival expert will share what have been the hottest, most innovative trends in 2011. Discuss what they see coming and what has gone by the wayside. Adapt it to your event and it might be your best new idea for 2012.

*Presented by Steve Schmader, CEO, International Festivals and Events Association*

## **Free Tools from the Department of Homeland Security**

*Paris Bordeaux Room*

Presenters will highlight the free resources and training programs available to members of the outdoor venues industry, including Outdoor Venues Protective Measures Guide, the Check It! video and the Risk Self Assessment Tool (RSAT) for Theme Parks. Many of the tools were designed to provide valuable insights you can use to better protect your facilities, guests, and employees.

*Presenters to include Lynn Enos and Susan Barisas, Department of Homeland Security*

## **Up All Night Room**

Submit your ideas and come here to discuss.

*Paris Chablis*

**1:30 p.m.-2:30 p.m.**

## **GrowUms™ (Product Showcase)**

*Paris Loire*

GrowUms™ provides a unique and exciting option with specially-themed garden kits for kids that combine learning and fun with a unique and exciting online educational experience to grow vegetables and herbs from seed to harvest; all with a little help from an animated cast of herb and vegetable characters. This session will provide more information about the kits and how they can be used, including the new Blue Ribbon Experience program which incorporates a school fund-raising project opportunity.

**3:00 p.m.-4:00 p.m.**

## **2012 Committee Round Tables/Meetings**

*Bally's Pacific Ballroom & Las Vegas Ballroom (South Tower 2nd & 3rd Floors)*

All administrative, activity, and educational program committees will meet to outline projects for 2012.

Committee participation is encouraged. If you have not been assigned a committee, please join an Educational Program Committee of your choice. A list of all Committee Chairs are listed on page 47.

## **Saffire Events — The Next Steps in Online Marketing: Increasing Your Event Revenue (Product Showcase)**

*Paris Loire*

Is your event's website all cotton candy and no funnel cake? Come learn what's new in marketing your event online. The Saffire Events team has helped Nike, KEEN, Intel, Jeep, Chrysler and more, and now we want to help you get the most bang for your marketing buck with Saffire event software! We'll cover social networking, mobile and lots more and even show you a FREE new way to market your event online with Fairs Everywhere!

**4:00 p.m.**

## **Young Professionals Initiative (Y.P.I.) Meeting**

*Bally's Pacific Ballroom (South Tower 2nd Floor)*

All Delegates/Trade Show Exhibitors under the age of 40 are invited.

**4:30 p.m.**

## **Trade Show Drawings**

*Paris Ballroom*

All registered spouses are encouraged to attend the Trade Show and deposit special tickets found in their packet for a chance to win a **10-inch Electric Skillet** *Sponsored by Kitchen Craft* or **1-quart, 3.5-quart, and 4-quart Sauce Pans with covers from the Americraft 360 Cookware line** *Sponsored by Americraft Cookware*. The same tickets will qualify them for drawings on Monday and Wednesday.

**Drawing for a 42-inch Flat Screen** — *Sponsored by Zambelli Fireworks.*

**Qualifying Drawing for Grand Prize** — *Sponsored by Ray Cammack Shows.* Three tickets will be drawn each

day (Monday, Tuesday, and Wednesday), and qualifiers must be present. At 1:45 p.m. on Wednesday, Nov. 30, a drawing from the nine qualifiers will determine the winner. Trade Show exhibitors are not eligible.

To be eligible for these drawings, deposit the tickets provided in your delegate packets in the Trade Show Lounge Area. The winning registered delegates must be present for all prize drawings.

# TUESDAY, NOV. 29

**5:00 p.m.**

**IAFE Associates Board Selection Credentialing Meeting**

*Paris Bordeaux*

Meeting called to order at 5:15 p.m.

IAFE Director at Large Tom Atkins, presiding. All Associate Members are invited to attend. Associate memberships are included in one of four categories. The categories are: Entertainment, Commercial Exhibits and Concessions, Carnivals/ Ride Owners/Ride Manufacturers, and Suppliers and Services. Each Associate membership shall be entitled to cast one vote for a nominee for Associate Director. The name of the person who is not a member of the Commercial Exhibits and Concessions category who receives the most votes shall be submitted to the IAFE Nominating Committee for consideration for the nominating report during the Thursday Business Meeting.

**5:15 p.m.-6:15 p.m.**

**Federation of State and Provincial Associations of Fairs & NAAFA Business Session & Social**

*Paris Versailles 1 & 2*

For Officers and Directors of State and Provincial Associations of Agricultural Fairs and Members of the National Association of Agricultural Fair Agencies ONLY.

*Sponsored by Outdoor Amusement Business Association*

**5:45 p.m.-6:45 p.m.**

**CFE Reception & Toast**

*Paris Versailles 3 & 4*

For Certified Fair Executives and Spouses

Chair Jim Sinclair, CFE, Host

*Co-Sponsored by Populous and Markin Consulting*

**6:30 p.m.**

**SLA Cocktail Party**

*Paris Champagne Ballroom*

**7:30 p.m.**

**SLA Banquet**

*Paris Champagne Ballroom*

*Convention Survey Sponsored by EventCorp Services*

*Staff Radios Sponsored by Communications Direct*

*Tickets Provided by National Ticket Company*

*Pocket Program Sponsored by Sho Works*

*Badge Holders Provided by K & K Insurance*

*Contest Entry USB Drives Provided by North Carolina State Fair*

*Special Convention ENewsletter Sponsored by Event Marketing Corporation*

*Water Bottles Provided by Staats*

# WEDNESDAY, NOV. 30

**6:00 a.m.-7:30 a.m.**

**Cardio Wake Up**

Open to all fitness levels. Join us for a morning workout.

*Paris Loire*

*Sponsored by Americraft Cookware*

**8:00 a.m.**

**Doors Open for General Session**

**8:30 a.m.-10:30 a.m.**

**Mingling with the Stars General Session**

*Paris Theatre*

Introductions: Jim Sinclair, CFE

Presentation of IAFE Membership Awards: Kent Hojem, CFE and Yvette Bertran from Coca-Cola.

Presentation of the Federation of Fairs' Executive of the Year: Emily Pitcock, Federation of Fairs President

Presentation of Institute of Fair Management Scholarships: Jessie McLaughlin, CFE, and Bob Williams

Presentation of Heritage Award Winners: Carol Porter

*Sponsored by Haas & Wilkerson Insurance*

Introduction of Keynote Speaker: Jeff Blomsness, North American Midway Entertainment

Keynote Speaker: Joel Manby

Joel Manby is the president and CEO of

Herschend Family Entertainment Corporation (HFE). HFE develops and operates entertainment, tourism, and hospitality properties that currently span 26 locations in 10 states. This includes Silver Dollar City in Branson, Mo.; Adventure Aquarium in Camden, N.J.; Dollywood in Pigeon Forge, Tenn.; and more. HFE was recently ranked 10th largest themed attractions company in the world following after Disney, Universal, Six Flags, Cedar Fair, and five other firms.

In March 2010, Manby was featured on the CBS television show "Undercover Boss." His episode was seen by 18 million views across the U.S. and was the show's second highest rated episode.

Manby was a valedictorian graduate of Albion College and a Rhodes scholarship finalist. He began his career at General Motors and attended Harvard Business School on a GM scholarship. Upon graduation from Harvard, he was asked to join the start-up team for Saturn Corporation where he was instrumental in launching Saturn's marketing and distribution strategy. After seven years with Saturn and a two-year term with GM's International Division, he was promoted to CEO of Saab Automobile USA.

In 1998, Manby was invited to serve on the HFE Board of Directors. He later became non-executive chair of the board and then accepted the role of CEO in 2003.

Manby was elected to the Albion College Athletic Hall of Fame in 1991 and has served on the Albion College Board of Trustees. He is a member of the National



**Joel Manby**

Advisory Board of the Salvation Army. In his community, Manby serves as chair of reThink, a non-profit company whose mission is to provide effective tools that enable families to learn biblical virtues in the home, school, and church.

He and his wife Marki have four daughters and reside in suburban Atlanta.

*Sponsored by Outdoor Amusement Business Association*

**9:00 a.m.-4:00 p.m.**

**Registration**

*Paris Ballroom Hallway*

**10:30 a.m.-2:30 p.m.**

**Trade Show**

*Paris Ballroom*

**10:30 a.m.-3:00 p.m.**

**Spouse Suite**

*Paris Napoleon's*

Place to meet your friends or wait until your delegate finishes a workshop.

**SPOUSE BADGE REQUIRED**

**10:30 a.m.-3:30 p.m.**

**IAFE Office**

*Paris Convention Area Entrance*

**IAFE Education Center**

*Paris Concorde A*

View displays of educational resources and see materials from the Agricultural, Communications and Competitive Exhibits Contests. Visit the IAFE booth for ways to get more from your IAFE membership and information on the 2012 Spring Seminar and Management Conference.

*Education Center Sponsored by Allied Specialty Insurance*

**Cyber Café**

*Paris Concorde A*

*Sponsored by Bullock Smith & Partners*

**11:00 a.m.-12:00 noon**

**GrowUms™ (Product Showcase)**

*Paris Loire*

GrowUms™ provides a unique and exciting option with specially-themed garden kits for kids that combine learning and fun with a unique and exciting online educational experience to grow vegetables and herbs from seed to harvest; all with a little help from an animated cast of herb and vegetable characters. This session will provide more information about the kits and how they can be used, including the new Blue Ribbon Experience program which incorporates a school fund-raising project opportunity.

# WEDNESDAY, NOV. 30

**11:00 a.m.-12:00 noon**

**Mid-West Fairs Association Meeting  
MEMBERS ONLY**

*Paris Chablis*

**New Director's Orientation**

*Bally's Directors' Room*

**Pin Trading**

*Paris Hall of Mirrors*

*Sponsored by Plano Pin Company, Inc.*

**NAAFA Meeting**

*IAFE Education Center (Paris Concorde A)*

**11:30 a.m.-12:30 p.m.**

**CFE Overview**

*Paris Bordeaux*

Find the answers to your questions about the IAFE Certification Program.

**12:30 p.m.-1:30 p.m.**

**Trade Show Treats**

*Paris Ballroom*

*Sponsored by Powers Great American Midways and Wade Shows, Inc.*

**TICKET REQUIRED — INCLUDED IN YOUR DELEGATE OR SPOUSE PACKET**

**Institute of Fair Management Overview**

*Paris Bordeaux*

Find the answers to your questions about the Institute of Fair Management.

**12:30 p.m.-2:00 p.m.**

**OABA & SLA Luncheon**

*Bally's Skyview 5 & 6 (North Tower 26th Floor)*

OABA Circle of Excellence Awards, OABA highlights for Members and SLA Silent Auction

**INVITATION ONLY**

**2:00 p.m.**

**Trade Show Drawings**

*Paris Ballroom*

All registered spouses are encouraged to attend the Trade Show and deposit special tickets found in their packet for a chance to win a **Cookware Starter Set** *Sponsored by Kitchen Craft* or **5-Piece Bakeware Set** *Sponsored by Americraft Cookware*. The same tickets will qualify them for drawings on Monday and Tuesday.

**Drawing for a 30' Flag Pole — *Sponsored by***

*Uncommon USA*. Deposit your ticket in the correct drawing box prior to 1:30 p.m. on Wednesday.

**Qualifying Drawing for the Grand Prize and Final Drawing for the Grand Prize — *Sponsored by Ray***

*Cammack Shows*. Three tickets will be drawn each day (Monday, Tuesday, and Wednesday), and qualifiers must be present. At 1:45 p.m. on Wednesday, Nov. 30, a drawing from the nine qualifiers will determine the winner. The winning registered delegate must be present. Trade Show exhibitors are not eligible.

To be eligible, the ticket provided to all delegates in their packets is required to be deposited in the Lounge area of the Trade Show.

**3:00 p.m.-4:00 p.m.**

**Nqativ (Product Showcase)**

*Paris Loire*

Accounting Software for Fairs

Make your accounting process "event specific" without having to piecemeal information from multiple sources. Automatically allocate payroll benefits and taxes to the multiple events inside the same payroll. Track unbilled expenses for events, event-specific ledgers of deposits, and produce event financial statements.

**3:15 p.m.-4:15 p.m.**

**ROUND TABLE DISCUSSIONS**

*Bally's Las Vegas Ballroom (South Tower 3rd Floor)*

Mark St. Jacques, CFE, Presiding

The moderator of each table is responsible for starting the discussion, not making a presentation. An individual at the table should be appointed to complete the report form and turn it into the person presiding. The table moderator should encourage everyone at the table to participate, not letting anyone dominate the discussion and keep the discussion on the assigned subject.

- 1. Boosting Attendance During Tough Times**  
Moderator — Pete Sutton, CFE
- 2. Competitive Exhibit Volunteers**  
Moderator — Marty Svrcek
- 3. Entertainment Options**  
Moderator — Ashley Brown, CFE
- 4. Gaming (Casino) Facility Events**  
Moderator — Bill DiMondi
- 5. Increasing Advance Ticket Sales**  
Moderator — Joseph Wettstead
- 6. Integrating Social Media into PR Campaigns LOL**  
Moderator — Barry Feil

# WEDNESDAY, NOV. 30

7. **Should You Change Your Facility Name?**  
Moderator — Mark Regier, CFE
8. **Sponsorship Recap Ideas: Flip Video, Notebooks, Tickets, etc.**  
Moderator — Thom Giordano, CFE
9. **What Does Your Staff Know About Agriculture? Why Milking a Bull Is a Bad Idea.**  
Moderator — Bettye Thompson, CFE
10. **Workers Compensation Insurance**  
Moderator — Ron Norton

3:15 p.m.-4:30 p.m.

## WORKSHOPS — ALL DELEGATES WELCOME

### Don't Let Mobs Ruin Your Fair Environment

*Bally's Skyview 1 (North Tower 26th Floor)*

This panel of experts who have dealt with community mob issues and local law enforcement to ensure a safe family environment on the fairgrounds will help give you some new ideas on increasing security and safety and keeping your fair a family friendly event.

*Moderated by John Owens, CFE, OABA*

*Content Leaders to include George Weston, Strates Shows; IAFE First Vice Chair Gary Slater, CFE, Iowa State Fair; Rick Frenette, CFE, Wisconsin State Fair; Ryan Wilkerson, Haas & Wilkerson Insurance; and Jim Baron, Northwest Washington Fair*

### 51 Things To Do with Your Grounds the Other 51 Weeks of the Year

*Bally's Skyview 2 (North Tower 26th Floor)*

What are the things happening between your 2011 and 2012 fairs? The Facility Usage Committee will present a variety of ideas. Maybe that will be the thing that fills your last open week.

*Moderated by Bill Dutcher, CFE, MontanaFair*

*Content leaders to include Randi Nikolas, State Fair of West Virginia; Geoff Hinds, Tulare County Fair, Calif.; and Jay Begg, CFE, Allen County Fair, Ohio*

### Animal Acts and Entertainment Booking

*Bally's Skyview 3 (North Tower 26th Floor)*

While animal acts are still the top attraction from a customer stand point, there are some other aspects to consider when booking an animal act such as what permits are needed, insurance requirements, and local/state/federal regulations (no contact, cats on leash, etc.). Learn how to use the attraction for publicity for your fair and how to work through these details with ease to make this event booking as smooth as possible.

*Moderated by Heidi Herriott, Heidi Herriott Presents*

*Content Leaders to include Mark Sparks, Triangle Talent; Meri Smith, Arkansas State Fair; and Monica Welde, Welde's Big Bear Expedition*

### Introduction to Office 365 — The Cloud

*Paris Bordeaux*

This event helps start the conversation about the cloud.

Office 365 is the much anticipated cloud service that gives businesses the capabilities and efficiencies to grow and target more rapid success. The set of web-enabled tools allows access to e-mail, documents, contacts, and calendars from virtually anywhere, on almost any device.

*Presented by Microsoft Community Connections and Garrett Snyder of Holmans of Nevada Inc.*

### Fair Food Concession Trends

*Bally's Skyview 4 (North Tower 26th Floor)*

During this workshop we will explore and analyze some of the current trends/fads associated with fair food and beverage concession operations; e.g. menus, promotions, pricing, equipment, etc.

*Moderated by IAFE Chair Jim Sinclair, CFE, Minnesota State Fair*

*Content Leaders to include Carey Risinger, State Fair of Texas; Dennis Larson, CFE, Minnesota State Fair; Butch Netterfield, Netterfield's Popcorn & Lemonade, Inc.; and Tom Hodson, The Thomas Hodson Co.*

### Up All Night Room

Submit your ideas and come here to discuss.

*Paris Chablis*

5:00 p.m.-7:00 p.m.

### IAFE Competitive Exhibits and Communications Awards and Reception

*Paris Champagne Ballroom*

#### TICKET REQUIRED

Awards presentation to begin at 5:00 p.m. Reception immediately following. All award winners will be on display during the reception in the Education Center.

Masters of Ceremonies: Chris Derby and Chelsea Rosenberger

Entertainment by Glen Everhart, G.L. Berg Entertainment Performing Artists and Speakers

Presentation of the Institute of Fair Management 2011 Graduates

Chase Rose, Past National FFA Officer to speak

Presentation of the Rising Star Award:  
Jennifer Giesike, CFE, Washington Town & Country Fair, Mo.

Presentation of North American Midway Entertainment Competitive Exhibits Display Contest Awards: Jeff Blomness from North American Midway Entertainment and Chris Giordano, CFE, State Fair of Louisiana, Competitive Exhibits Committee Chair.

Presentation of the K & K Insurance Communications Awards: Joyce Van Zant, K&K Insurance, and Brienna Schuette, CFE, Minnesota State Fair, Advertising, Promotions and Public Relations Committee Chair.

*Reception Sponsored by Ovations Fanfare*



Chase Rose

# THURSDAY, DEC. 1

**7:00 a.m.**

## **Past Chairs' Breakfast**

*Paris Bordeaux*

Hosted by Chair Jim Sinclair, CFE

*Sponsored by Zambelli Fireworks*

**8:00 a.m.-11:30 a.m.**

## **IAFE Office**

*Paris Convention Area Entrance*

## **IAFE Education Center**

*Paris Concorde A*

View displays of educational resources and see materials from the Agricultural, Communications and Competitive Exhibits Contests. Visit the IAFE booth for ways to get more from your IAFE membership and information on the 2012 Spring Seminar and Management Conference.

*Education Center Sponsored by Allied Specialty Insurance*

## **Cyber Café**

*Paris Concorde A*

*Sponsored by Bullock Smith & Partners*

**8:00 a.m.-2:00 p.m.**

## **Boarding Pass Printing Center**

*Paris Concorde A*

**8:30 a.m.-9:00 a.m.**

## **Continental Breakfast**

*Paris Versailles*

*Sponsored by Festival Media Corporation/Festival Transaction Services*

**9:00 a.m.-9:45 a.m.**

## **Business Session**

*Paris Champagne Ballroom*

Chair Jim Sinclair, CFE, Presiding; President's Report, Jim Tucker; Committee Reports, Nomination Committee Reports, Installation of Officers, Introduction of the 2012 IAFE Chair

**9:45 a.m.-10:45 a.m.**

## **Closing Keynote Speaker**

*Paris Champagne Ballroom*

Introduction of Keynote Speaker: IAFE Chair Jim Sinclair, CFE, Minnesota State Fair

Closing Keynote Speaker: Steven Schussler, Schussler Creative, Creator of the Rainforest Café Franchise

Steven Schussler is a world premiere branding expert, consultant, entrepreneur, restaurateur, author, and speaker. He is most notable for creating the Rainforest Café® franchise. He opened the first Rainforest Café at the Mall of America in Bloomington, Minn., in 1994. He and his company



**Steven Schussler**

owned and operated 45 Rainforest Café restaurants in seven years on three continents and won numerous awards including *Fortune Magazine's* Top 100 Fastest Growing Companies in the USA, *Entrepreneur Magazine's* Top 100 entrepreneurs in the country, *Nation Restaurant New's* Hot Concept Award, and *Chicago Tribune's* Best Restaurant for Kids.

In 2000, he founded the Schussler Creative, where he continues to lead the creative vision and overall strategic direction of the organization. Schussler Creative has created, built, and owns Jukebox Saturday Night™, T-REX™, A Prehistoric Adventure™, Yak & Yeti™ Restaurant, Betty & Joe's™ Baker & Coffee Maker™, Hot Dog Hall of Fame™, Galaxy Drive In™, and Backfire BBQ™ Featuring Orange County Choppers®.

Schussler appeared in a commercial for Clemmy's Ice Cream, which won the American Advertising Federation's Gold ADDY® award. He also appeared as a judge on the Food Network series "24 Hour Restaurant Battle." His column in *Minnesota Business Magazine* titled "Backtalk" motivates and educates readers by sharing stories, advice, and experiences from business leaders. His best selling book is titled, *It's a Jungle in There: Inspiring Lessons, Hard-Won Insights, and Other Acts of Entrepreneurial Daring* and all of the author's book profits are donated to the Smile Network International, an organization that surgically repairs cleft lips and palates of impoverished young people around the world. Schussler is a founding member and lifetime advisor of the board of directors of the charitable organization.

Schussler has been involved with a number of charitable and civic organizations including the Leukemia Society, the American Lung Association, Minneapolis Youth Connection, Lifeskills Center for Leadership, Special Olympics, Neighborhood House, and the Animal Humane Society. He is a graduate of the FBI Citizen's Academy, which engages citizens in the process of protecting their communities and country.

**11:15 a.m.-1:15 p.m.**

## **IAFE Board of Directors Meeting & Lunch**

*Bally's Directors' Room*

**1:30 p.m.-8:00 p.m.**

## **Consumer Protection Program**

*Paris Versailles 3 & 4*

Helping fairs identify and address the concerns of fair guests coming in contact with enteric pathogens (i.e. E.Coli O157:H7) in animal settings at the fair. This award-winning workshop has been presented more than 60 times across North America since 2005, but the topic continues to remain critical for fairs.

**This is a required for-credit course of the Institute of Fair Management.**

**ADDITIONAL FEE APPLIES**

*Sponsored by Bioniche Life Safety*

