

**INTERNATIONAL
ASSOCIATION OF
FAIRS AND
EXPOSITIONS**

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**THE
NETWORK!**

CERTIFIED FAIR EXECUTIVE

C F E

**CRITERIA AND
APPLICATION FOR THE
IAFE CERTIFIED FAIR
EXECUTIVE PROGRAM**

A PROGRAM OF DISTINCTION



International Association of Fairs and Expositions

TO: All Fair Executives

FROM: James D. Tucker
President and CEO

SUBJECT: Certification of IAFE Full-Time Fair Executives

Thank you for your interest in the CFE Program! This brochure contains the official application form along with the certification criteria and the policies governing the program as adopted by the IAFE Board of Directors on April 17, 2009.

Information on the application and any attachments must be typewritten. If additional space is required, attach extra 8½" x 11" sheets to the application. Make certain your name appears at the top of all supplemental sheets and supporting materials. All items submitted should be stapled together with the application form on top.

In order for the application to be considered the following requirements must be met:

1. An applicant's fair must be a current member in good standing of the IAFE, and the applicant must have a minimum of five years experience as a full-time chief executive officer of a fair or five years as a full-time staff executive. Full-time status is defined as when one is employed in a compensated non-volunteer capacity for more than 1,000 hours per year by a member fair.
2. The applicant shall also attach to the application a brief statement of not less than 150 words indicating his/her management philosophy of fairs, as well as any other support documentation requested.
3. A check in the amount of \$75 (U.S. funds) payable to the International Association of Fairs and Expositions must accompany the application.

IMPORTANT: In order to be considered for certification by the Board of Directors at the spring management conference, the application and all supporting materials must be submitted no later than **February 1st** of the year applying.

INTERNATIONAL ASSOCIATION OF FAIRS AND EXPOSITIONS

CERTIFICATION PROGRAM

POLICIES

1. PURPOSES

The purposes of the certification program are: a) to provide incentive for professional improvement in fair management; b) to recognize those who achieve the specific standards; and c) to develop professional status in the field of fair management. Certification also honors those members who have demonstrated their abilities through years of service to their fairs, communities, and the Association.

It is not the purpose of the certification program to determine who shall or shall not engage in the management of fairs. The Board of Directors of the Association encourages all active in the field of fair management to apply for certification and those entering fair management to strive for certification.

2. DESIGNATION

Accreditation as a Certified Fair Executive is an individual accomplishment. Reference by a certified executive to his or her certification and use of it shall indicate that such certification is an individual accomplishment.

The Association shall honor a certified executive by presenting the successful applicant with a plaque designating him or her as a Certified Fair Executive.

3. QUALIFICATIONS AND REQUIREMENTS

A. Membership — An applicant must be employed full-time in an executive position by a fair that is an active member in good standing of the IAFE. Full-time status is defined as when one is employed in a compensated non-volunteer capacity for more than 1,000 hours per year by a member fair.

B. Chief Executive Officer — Applicant must have been employed full-time for five or more years as the chief executive officer of a fair. Full-time status is defined as when one is employed in a compensated non-volunteer capacity for more than 1,000 hours per year by a member fair.

Executive Staff Personnel — Applicant must have been employed full-time for five or more years in an executive staff position of a fair(s). The position(s) held must be verified by the Chief Executive Officer of the fair(s). Full-time status is defined as when one is employed in a compensated non-volunteer capacity for more than 1,000 hours per year by a member fair.

** Points in all sections will be given only for experience, participation, and contributions that occur during the time when an applicant holds a full-time staff position. Points will not be awarded for forthcoming activities and event participation. Points will only be awarded for **individual accomplishments**, not those of the exposition at which the applicant is employed.

C. Education — A record of formal education including high school, college, post-graduate courses, or equivalent educational work from an accredited business or vocational school.

- D. Participation in IAFE Activities — Attendance at and participation in annual conventions, spring management conferences, zone meetings, or seminars at non-convention/conferences, and IAFE sponsored meetings, special symposiums, CyberSeminars, Institute of Fair Management Retreats, and judging assignments.
- E. Contributions to the Fair Sector — Committee activity, conference program participation, papers presented, offices held, and other service to the fair sector. Participation in other fair-related activities.
- F. Evidence of Management Skills — Evidence indicating management skills of the individual applicant, i.e., advertising brochures, special promotions and programs planned and executed, sector-related reports and presentations, financial statements, etc.
- G. Community Activities — Evidence of participation in significant community leadership activities outside the fair management field, i.e., Chamber of Commerce, United Way, 4-H, Boy/Girl Scouts, church, service clubs, fraternal organizations, etc.
- H. Management Philosophy — Write a statement of **not less than 150 words** on his/her personal philosophy of management as it relates to the production and presentation of fairs.
- I. References — Each candidate for certification will be requested to provide at least three letters of recommendation addressed to the Certification Committee relative to association with and management of the applicant's fair and his/her community's attitude with regard for his/her management skills. At least one must be from a person involved in fair management (but not with the applicant's fair).

4. CERTIFICATION APPLICATION

Applicants should contact the IAFE office for the necessary forms and instructions. After the applicant is satisfied he/she can meet the minimum requirements, he/she shall then return the completed application by February 1 to the IAFE office along with a check in the amount of \$75.00 (U.S. funds). Once the application is forwarded to the IAFE it shall become the property thereof and will not be returned to the applicant. Material misrepresentations in the application will result in it not being considered. The application fee shall be returned should certification be denied for any reason.

5. REAPPLICATION FOR CERTIFICATION

Should an applicant fail to qualify, reapplication may be made at any time he/she feels the certification standards can be met.

6. ADMINISTRATION OF CERTIFICATION

Certification shall be administered by the IAFE through its Board of Directors. The IAFE Chair shall appoint a Certification Panel consisting of four members serving staggered terms not exceeding four years each, subject to approval by the Board of Directors. Panel members must be Certified Fair Executives.

The Panel may develop its own internal operating procedures, subject to approval of the Board of Directors. The Panel shall report, at least annually, any recommendations for changes to the program. Such suggested changes shall be presented to the Board of Directors for review.

7. CERTIFICATION PROCESSING

The IAFE staff will check the application form to assure that all information is complete and that there is evidence of participation and experience to meet the basic criteria and minimum point standards. After the application has been reviewed, the President of the IAFE shall turn the application over to the Certification Panel for review.

The Panel will then be responsible for recommending certification of candidates to the IAFE Board of Directors which shall have the right of final review and approval before granting certification. Announcement of the members approved by the Board for certification shall be made at the spring management conference.

8. RIGHT OF APPEAL

If the Panel does not approve an applicant for certification, it shall provide the applicant with an explanation of the categories in which additional points are necessary to meet certification requirements. Applicants may appeal the decision of the Panel by appealing the decision in writing to the IAFE Board of Directors. The written appeal shall be submitted to the IAFE Board of Directors by sending said appeal to the executive offices of the IAFE within thirty (30) days after the applicant has been notified of the Panel's decision. The appeal shall specifically state what portion of the Panel's decision is considered to be in error by the applicant. The applicant may submit any supporting documents with his or her appeal which he or she believes appropriate. The Board of Directors shall consider the appeal at a regular or special meeting of the Board of Directors. If any member of the Board of Directors is also a member of the Panel, then such member shall excuse himself or herself from deliberation of the appeal. The Board's decision regarding the appeal shall be communicated in writing to the applicant within ten (10) days of the Board's decision.

9. EQUIVALENCIES

The Certification Panel, with the approval of the Board of Directors, shall have the right to assign a relative number of points in any category for what it judges to be equivalent combinations of training, experience, Association, fair sector, or community participation to those outlined in the criteria. These points shall not be indiscriminately granted but shall be reserved for those special circumstances which could not be covered or anticipated in the general guidelines.

10. CONFIDENTIAL INFORMATION

All information relative to an applicant's scoring shall be kept confidential. The existence of an application shall be considered confidential except to those directly concerned. Only approvals for certification shall be publicly announced.

The IAFE office, the Certification Panel, and the IAFE Board of Directors shall exercise all due care to avoid any possible embarrassment to the applicant in connection with his/her efforts to become certified.

11. CONDITIONS GOVERNING CERTIFICATION DESIGNATION AND USE

- A. The designation “CFE” may be used following the executive’s name on correspondence, letterheads, business cards, and other printed matter where it may appear.
- B. Once an applicant has been certified, said designation shall remain with him/her permanently, providing any re-certification requirements which may be prescribed by the IAFE Board of Directors are met or unless decertified by the IAFE Board of Directors.
- C. The CFE designation should be used only so long as the person is active within the fair sector and any re-certification requirements which may be prescribed by the IAFE Board of Directors have been met. Certified individuals who have not met the re-certification requirements which may be prescribed by the IAFE Board of Directors should respectfully decline using the CFE designation.
- D. Honorary certification may be granted by the IAFE Board of Directors. Honorary members should continue to use the CFE designation, if they desire to, and will not be required to meet any re-certification requirements.

12. APPLICATION PROCEDURE

Application forms and instructions are available to members by contacting the IAFE office. Applications must be submitted by **February 1st** of the year in which certification is to be considered.

INTERNATIONAL ASSOCIATION OF FAIRS AND EXPOSITIONS
P.O. Box 985
Springfield, Missouri 65801

APPLICATION FOR CERTIFICATION

Date _____

Applicant _____ Position _____

Employed by _____
 (Name of Fair)

Address of Fair _____
 (Street - P.O. Box)

 (City) (State or Province) (Zip Code)

Phone _____ Fax _____

I certify that the following information is true and accurate, to the best of my knowledge.

Applicant's signature _____

Chief Executive Officer's signature _____

Applicant must attain the minimum number of points in EACH of the following categories with an overall total of a minimum of 75 points to qualify. Points will not be awarded for forthcoming activities and event participation and points will only be awarded for individual accomplishments, not those of the exposition at which the applicant is employed. Credit for each activity, accomplishment, contribution, etc., will only be given in a single area . . . do not list the same item twice in two separate sections of the application.

I. EXPERIENCE AS AN EXECUTIVE OF AN IAFE MEMBER FAIR

Minimum of 15 points - Maximum of 25 points

Position(s) Held	Fair	Employment Dates	Number of Years	Applicant's use	IAFE use only
_____	_____	_____	_____		
_____	_____	_____	_____		
_____	_____	_____	_____		
_____	_____	_____	_____		
3 points for each of the first five years and 1 point for each additional year.				I. TOTAL	

		Applicant's use	IAFE use only
C.	Fair staff organizational chart and the job description for your current position (Attach copies of each)		
D.	Pertinent fair sector surveys conducted (Attach results)		
E.	Evidence of experience in planning and construction of new or improved fair facilities (Provide supporting documentation)		
F.	Other evidence of management skills (brochures, newsletters, promotions, or reports) (Provide supporting documentation)		
G.	Speeches on fair production and facilities management (Provide topic and specify date and site of presentation)		
V. TOTAL			
VI.	COMMUNITY ACTIVITIES Minimum of 5 points - Maximum of 10 points Name civic or community organizations in which you are a member, number of years of service and those organizations, if any, in which you have held the top office, such as: Chamber of Commerce; Farm Bureau; agricultural councils; service clubs such as Rotary, Kiwanis, Optimist, Lions, Jaycees, or others; Masonic Order, Elks, Knights of Columbus; United Way; church organizations; 4-H; FFA; Boy/Girl Scouts; YMCA/YWCA; or other recognized civic, service, or fraternal organizations. 1 point per organization per year 2 points for President per year		
	Specify Year(s) Served		

VI. TOTAL			
I. through VI. TOTAL			
VII.	MANAGEMENT PHILOSOPHY Points awarded on a 1-10 scale Please attach a written statement of not less than 150 words giving your philosophy of management as it relates to the production and presentation of fairs.		
VII. TOTAL			
TOTAL POINTS			

VIII. REFERENCES

Provide at least three letters of recommendation addressed to the Certification Committee relative to association with and management of the applicant's fair and his/her community's attitude with regard for his/her management skills. At least one must be from a person involved in fair management (but not with the applicant's fair).

VII. STATEMENT OF MANAGEMENT PHILOSOPHY

IAFE USE ONLY

Fee received _____ Check number _____

Total points earned _____

Application approved: Certification Panel _____ Board _____