

SATURDAY

November 25, 2023

IFM COURSE/TRACK

TIME

SESSION/LOCATION/DESCRIPTION

3:00pm-5:00pm

Registration – Convention Center, Hall A



INSPIRATION HUB

Visit the IAFE Inspiration Hub at the 2023 Convention for exciting activities every day. Take selfies, relax in the lounge, enjoy refreshments, or join a contest. You can also pick up your badge at the registration desk located in the Hub. See you there!

Sunday, November 26

12 pm - 1 pm: Badge Ribbon Relay: This ain't your grandma's relay - venture through Inspiration Hub to collect badge ribbons indicating which IAFE committee(s) you are serving on. This is also an excellent opportunity to sign up for committees you wish to join in 2024.

Monday, November 27

7:30 am: Polaroid Cameras: For fun, locate our Polaroid camera and snap a picture of yourself enjoying Inspiration Hub and the IAFE Convention. Limited supplies available; first-come, first-served.

7:45 am: First Timers' Meetings: Specifically designed for those attending the IAFE Convention for the first time, take this opportunity to meet with your convention coach/mentor to plan your day. If this time does not work best for your team, no worries! Connect whenever possible

Tuesday, November 28

8:00 am: Jenga Tournament: Hosted by the IAFE Ambassadors, partake in this fun networking opportunity to earn Fair Game Points. The tournament will be self-led, encouraging you to find your opponent by connecting with them in the IAFE App or simply tracking them down the 'old fashioned' way. Each time you advance, you will earn your zone Fair Game points. The winner will be recognized on Wednesday during the Contest Awards Presentation.

8:00 am: First Timers' Meetings: Specifically designed for those attending the IAFE Convention for the first time, take this opportunity to meet with your convention coach/mentor to plan your day. If this time does not work best for your team, no worries! Connect whenever possible.

Wednesday, November 29


7:45 am: First Timers' Meetings: Specifically designed for those attending the IAFE Convention for the first time, take this opportunity to meet with your convention coach/mentor to plan your day. If this time does not work best for your team, no worries! Connect whenever possible.

8:00 am: Giveaway Alert! Be one of the first 20 fairs in Inspiration Hub to receive 100 FREE agriculture activity books! Pickup at the Information Desk.

12 pm - 1 pm: Contest Award Ceremony: If your organization won an overall contest award, now is the time to shine.

Daily Activities

Convention Registration • Committee tables with activities • Selfie photo op stations • Official IAFE Photo Backdrop
Where Are You From map • Pick up your Attend Star tote and convention programs • Refreshments served daily
Visit Phoenix to discuss opportunities within the 2024 Convention Host City • Historical IAFE photos available
SLA Representatives • OABA Representatives • NICA Representatives • Inspiration Hub Stage
Relax in the Recharge lounge sponsored by McGowan Allied Specialty Insurance

IFM COURSE/TRACK	TIME	SESSION/LOCATION/DESCRIPTION
	7:30am-7:30pm	Registration – Convention Center, Hall A
	7:30am-2:30pm	Coffee Bar & AiFi Convenience Store – Salt Palace Convention Center The Coffee Bar and the AiFi Convenience Store are both open during this time period. The Coffee Bar includes some breakfast and lunch items in addition to various coffees. The AiFi store is an autonomous (unstaffed, credit card only) convenience store that offers a wide variety of hot & cold food options, from rice bowls, quesadillas, and pizza to snacks, treats, and pastries to beverages, sodas, and coffee.
Prof. Dev.	8:00am-9:00am	NETWORKING CIRCLES
Technology		State or Provincial Association – Room 151 C <i>Hosted by Barry Norris (Maine Association of Agriculture Fairs) and Trevor Beckingham (Queensland Ag Shows)</i>
		Technology/Web – Room 151 D/E <i>Hosted by Alec Shapiro (Carroll County 4-H & FFA Fair, MD)</i>
Agriculture Safety & Security	8:00am-9:00am	WORKSHOPS – ALL ATTENDEES WELCOME
Prof. Dev.		Human & Animal Evacuation Plans for Your Facility with EMA Partnerships – Room 155 E/F Is your facility prepared to respond effectively during a natural disaster to assist both animals and people? Have you established a well-thought-out plan? Do you maintain a good working relationship with organizations like EMA and Red Cross? Do you have a veterinarian contact on standby? What does your command structure entail? Join us to explore a comprehensive response strategy encompassing a wide range of creatures, from livestock to furry, feathery, and slithery critters, as well as service animals and people. This workshop features a concise presentation followed by a Q&A session where you can delve into these critical preparedness topics. <i>Presented by Taylor Haley (Albany County Fair, WY) and Kate Allred (Albany County EMS)</i>
		Life Still Happens, Even During the Fair – When You Have Another Job/Business – Room 251 A/B/C Don't you just love the thrill and chaos of fair season? But hey, life doesn't stop just because it is fair time! Join us for a session that will show you how to handle the rollercoaster ride of balancing another job or business during the fair. Our panel will spill the beans on their experiences, sharing valuable tips and tricks that will make you a master juggler. From managing your time to maximizing your energy, we've got you covered. Life still happens, even during the fair, so let's learn how to make it work in our favor! <i>Moderated by Jenn Dunn, CVFM, IFMG (Linn County Fair, IA)</i> <i>Panelists to include Kurt Palmer, CVFM, IFMG (Delaware County Fair, IA), Jo Reynolds, CFE, IFMG (Warren County Fair, IA), and Jackie Kumm (St. Croix County Fair, WI)</i>

A NOTE ABOUT NETWORKING CIRCLES

During registration, you were asked for your primary job/role in your organization. This information was used to assign you to a Network Circle. Your "circle" will be made up of people with similar job duties, and you will have the opportunity to meet on **Sunday** and **Wednesday** during the convention. This is a time to meet new people and build your network for the future. This time will **not** include any presentations, workshops, or organized discussions, so be sure to bring your business cards; it is time for one-on-one networking! We want to provide you with a circle of friends you can call on in the future whenever you need fair advice. Forgot which circle you selected? A number on your badge corresponds with the number next to the Networking Circles listed below, although you can select a new circle if you would like.






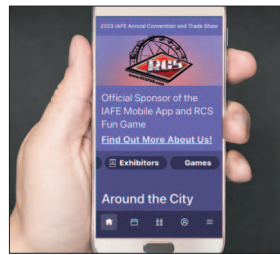
Networking Circles:

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| 1. Agriculture Manager/Director | 7. Commercial Exhibits & Concessions Manager/Director | 13. Manager Volunteer/Part Time |
| 2. Assistant Manager | 8. Competitive Exhibits Manager/Director | 14. Non-Fair Events-Sales & Service |
| 3. Associate Member/Trade Show Exhibitor | 9. Entertainment Manager/Director | 15. Safety & Security |
| 4. Board Member | 10. Facilities Manager/Director | 16. Sponsorship & Marketing |
| 5. Board President/Secretary | 11. Fair CEO/Manager | 17. State & Provincial Association |
| 6. Accounting/CFO/Treasurer/Accounting | 12. Human Resources | 18. Technology |
| | | 19. Ticketing Manager/Director |

IFM COURSE/TRACK	TIME	SESSION/LOCATION/DESCRIPTION
	8:00am-9:00am	WORKSHOPS <i>Continued</i>
Com'l Exhibits/Concess.		Maintaining the Value of Your Commercial Exhibitor Portfolio – Room 251 D/E/F Learn how to enhance the value of your commercial exhibitor portfolio through effective collaboration with your sponsorship department. Gain practical insights into aligning goals, fostering positive relationships, and implementing innovative strategies to achieve mutual success while observing each other's boundaries. <i>Presented by Amanda Schlatre (Houston Livestock Show & Rodeo, TX) and Tawnia Linde, CFE, IFMG (Clark County Fair, WA)</i>
IFM #300 Non-Fair Facility Usage	8:00am-9:30am	Event Management at Its Best – Room 155 B/C This course provides a broad overview of the professional management of 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. <i>Presented by Matt Daly, CFE, IFMG (Sonoma County Fair & Exposition, CA)</i> <i>This is a for-credit course of the Institute of Fair Management.</i> <i>All attendees are welcome, even if not enrolled in the Institute.</i>
	9:00am-9:20am	Champions Circle – Beyond the Show Ring – Inspiration Hub Stage – Hall A <i>Presented by Keaton Irwin (Nebraska State Fair)</i>
	9:30am-9:50am	Champions Circle – Hyper Cars & Wishes – Inspiration Hub Stage – Hall A <i>Presented by Rachael Lough (Ohio State Fair)</i>
	9:30am-10:30am	NETWORKING CIRCLES
Prof. Dev.		Board Members – Room 151 G <i>Hosted by VerDon Schmidt, Deb Zumbach, IFMG & Tennie Carlson (Iowa State Fair)</i>
Compet. Exhibits		Competitive Exhibits Manager/Director – Room 151 C <i>Hosted by Jessie McLaughlin, CFE, IFMG (Spokane County Interstate Fair, WA) and Kourtney Lingeman (Nebraska State Fair)</i>
Entertainment		Entertainment Manager/Director – Room 151 A/B <i>Hosted by Mark Sparks, IFMG (Triangle Talent)</i>
Safety & Security		Safety & Security – Room 151 D/E <i>Hosted by Carolan Ferreria, IFMG (Professional Event Services Security & Event Staffing) and Michael Legorreta (Oregon State Fair & Exposition Center)</i>
	9:30am-10:30am	WORKSHOPS – ALL ATTENDEES WELCOME
Marketing Sponsorship Technology		Artificial Intelligence for the F[AI]r Industry – What It Is, What It Isn't, and 3 Practical Applications To Use Now! – Room 155 E/F From marketing to communications, from sponsorship to entertainment, attendees will learn how AI can amplify efficiency in the fair industry, not by replacing but by augmenting the human touch. P.S. – This description was written by AI. <i>Presented by Steve Richo & Mark O'Shea (Noise New Media)</i> <i>Sponsored by the WME Agency</i>
Fair Oper./Facilities		Does Your Future Include Construction? – Things You Need To Know – Room 250 D/E/F Construction projects are complex endeavors that require meticulous planning, coordination, and execution. This session will provide you with a comprehensive overview of the construction process, enabling you to better understand the various stages and their interdependencies. From initial concept and design to procurement, construction, and project completion, we will explore each step in detail, shedding light on the critical considerations and challenges that arise along the way. <i>Presented by Ray Allison, CFE (Indiana State Fair)</i>

IFM COURSE/TRACK TIME SESSION/LOCATION/DESCRIPTION

<p>Prof. Dev.</p>	<p>9:30am-10:30am</p>	<p>WORKSHOPS <i>Continued</i></p>
<p>Human Resources Fair Oper./Facilities</p>		<p>Life Still Happens, Even During the Fair – Elder & Family Care – Room 251 A/B/C Explore the delicate art of balancing elder and family care while keeping the fairgrounds running smoothly in this engaging session! Learn how to gracefully navigate the busiest season of the year without neglecting your family's needs. Discover practical tips and tricks for handling the ups and downs of fair time while ensuring our loved ones receive the care they deserve – from flexible scheduling to building a strong support system, we'll equip you with the tools to conquer this juggling act. Unleash the power of empathy and efficiency in this inspiring session, proving that we can be fair superheroes both on and off the fairgrounds. Remember, family always comes first. Buckle up and get ready to conquer the fair while caring for your elders and family like the true champions you are! <i>Moderated by Cindy Hoye, CFE (Indiana State Fair)</i> <i>Panelists to include Marlene Jolliffe, CFE (State Fair of Virginia), Becky Brashear, CFE, IFMG (South Florida Fair & Palm Beach County Expositions, Inc.), and Pam Shultz, IFMG (IG Presents)</i></p> <p>Recruitment and Training of Fair-Time Employees and Volunteers – Room 251 D/E/F Perhaps the top driver of great guest experiences is their interaction with your seasonal employees and volunteers. Getting the best out of these front-line representatives may seem a daunting task, but actually can be achieved through a series of simple yet very important steps. This session will provide strategies and tactics that you can implement right away and that will also offer greater retention and long-term commitment of your seasonal event team! <i>Presented by Barry Feil & Frank Pappas (Foundation Events ECC)</i></p>
	<p>10:00am-10:20am</p>	<p>Champions Circle – Engaging Company Outings – Inspiration Hub Stage – Hall A <i>Presented by Maggie Lane & Erin Flournoy (Georgia National Fair & Agricenter)</i></p>
<p>IFM #142 Com'l Exhibits/Concess.</p>	<p>10:00am-12:00pm</p>	<p>Principles of Food & Beverage – Room 155 B/C An introduction to the principles and role of food and beverage service at fairs and fairground facilities that suggests ways to create a successful environment for the fair and the concessionaires. Learn to work together for a high level of guest satisfaction and financial return. Other key points covered will include:</p> <ul style="list-style-type: none"> • Contract models • Vendor selection, placement, menus, and layout • Business needs of successful mobile food operators • Pricing • New technologies and trends • The "front line" role of concessions <p><i>Presented by Rey O'Day (Wings of Fame Productions)</i> <i>This is a for-credit course of the Institute of Fair Management.</i> <i>All attendees are welcome, even if not enrolled in the Institute.</i></p>
	<p>10:00am-4:00pm</p>	<p>Century Club Member Lounge – Room 150 G As a member of the IAFE Foundation Century Club, do you need a break, a place to sit and catch up on email, phone calls, and texts? The Century Club Member Lounge will provide an area for members of the Century Club to sit and chat, get some work done and enjoy a light refreshment. Not a member? Stop by to find out how you can join the Century Club!</p>
	<p>10:30am-10:45am</p>	<p>#FairsRISE – Steele County Free Fair – Inspiration Hub Stage – Hall A We began 2023 talking about our theme: Fairs RISE. Fairs can Reunite, Inspire, Support, and Educate their communities. Hear from our presenter how their fair has risen in 2023. <i>Presented by Jon DeMars (Steele County Free Fair, MN)</i></p>
	<p>11:00am-11:15am</p>	<p>#FairsRISE – Carolina Classic Fair – Inspiration Hub Stage – Hall A We began 2023 talking about our theme: Fairs RISE. Fairs can Reunite, Inspire, Support, and Educate their communities. Hear from our presenter how their fair has risen in 2023. <i>Presented by Cary Hester (Carolina Classic Fair, NC)</i></p>





THERE'S AN APP FOR THAT – THE IAFE CONVENTION APP!

Navigate our Annual Convention on this mobile app. Available in the Apple and Android stores, this app contains all the Convention information you'll need. (search "IAFE" to find the app)

The IAFE Convention App includes: Personalized Scheduling, Attendees, Exhibitors, Sponsors, Speakers, Social Media (use #fairstrong, #iafe2023, and #fairsrise), and RCS Fun Game (Sponsored by Ray Cammack Shows)



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<p>Agriculture</p> <p>Prof. Dev.</p> <p>Prof. Dev.</p> <p>Human Resources</p> <p>Non-Fair Facility Usage Fair Oper./Facilities</p>	<p>11:00am-12:00pm</p> 	<p>NETWORKING CIRCLES</p> <p>Agriculture Manager/Director – Room 151 A/B <i>Hosted by Clay Crosby (Florida State Fair) and Jen Cannon, IFMG (Iowa State Fair)</i></p> <p>Board President/Secretary – Room 151 G</p> <p>Fair CEO/Manager, Paid Full Time – Refer to email received <i>Hosted by Jeremy Parsons, CFE, IFMG (Iowa State Fair) and Rebecca Clark (Illinois State Fair)</i></p> <p>Human Resources – Room 151 C <i>Hosted by Patrick Schoen (Minnesota State Fair) and Margaret Hannah (State Fair of Texas)</i></p> <p>Non-Fair Events Sales & Services – Room 151 D/E <i>Hosted by Tonya Cook, CFE, IFMG, and Liz Ley, IFMG (Iowa State Fair)</i></p>
<p>Ticketing</p> <p>Prof. Dev.</p> <p>Prof. Dev.</p> <p>Safety & Security</p>	<p>11:00am-12:00pm</p>	<p>WORKSHOPS – ALL ATTENDEES WELCOME</p> <p>Make Event Reporting Fast & Easy! (Exhibitor-Led Session) – Room 155 A Apex Ceph vendor reporting and Clover allow you to view financial sales and item sales in real-time, avoiding human error and letting you get back more of your time. Discover these useful tools and how to best implement them at your fair. <i>Presented by Angela Ray (Fiserv)</i></p> <p>Group and Corporate Sale Packages That Work – Room 250 A/B/C This is an interactive workshop, so bring your ideas and be ready to share! We will attempt to get through 30 packages in 30 minutes. The audience will submit their fair’s corporate or group sales packages and when called on by the moderator, they will have 1 minute to explain their package. Packages submitted will be compiled and shared with all members after the convention. <i>Moderated by Jodi Buresh, CFE, IFMG (Saffire), and David Phelps (San Antonio Stock Show & Rodeo, TX)</i></p> <p>Growth Through Transition – Succession Planning Essentials for Fairs & Expositions – Room 250 D/E/F In the dynamic realm of fairs and expositions, where roles range from full-time professionals to dedicated volunteers, effective succession planning is not just a strategy; it’s a necessity. Join us for a transformative session that will equip you with actionable strategies to create robust succession plans, irrespective of the roles within your fair, exposition, or business. Key takeaways in this workshop:</p> <ul style="list-style-type: none"> • Start Strong: Learn the basics of succession planning, including identifying key roles and talents. • Core Elements: Explore talent identification, skill assessment, and tailored mentorship for various roles. • Implementation Insights: Discover practical strategies like training programs and fostering an inclusive environment. • Handling Turnover: Address industry turnover challenges with adaptability. • Building a Lasting Legacy: Instill a culture of excellence for continuous organizational success. <p><i>Presented by Courtney Conkle, CFE, IFMG (Wyoming State Fair and Rodeo)</i></p> <p>Life Still Happens, Even During the Fair – Parenting Active Teens – Room 251 A/B/C Join us for a session designed exclusively for you, the hardworking fair staff, volunteers, and board members. We understand that while you’re busy making magic happen, your active teens are also on the move. But fear not, we’ve got your back! Discover the secrets to balancing your teen’s whirlwind of activities with your jam-packed fair schedule. Together, we’ll navigate this balancing act with finesse and maybe even a few circus-inspired tricks. So, grab your popcorn and join us for a lighthearted session that proves life doesn’t have to be a roller coaster when you’ve got an active teen! <i>Moderated by Jeannine Domeyer, CFE, IFMG (Delaware County Fair, IA)</i> <i>Panelists to include Shari Black, CFE, IFMG (Wisconsin State Fair), Brianna Brower, IFMG (Sublette County Fair, WY), and Cindy Boggess (Northern Wisconsin State Fair)</i></p> <p>Safety & Security Incident Reviews – Room 251 D/E/F Join us for an exclusive workshop on Safety & Security Incident Reviews, designed specifically for fair staff. This session offers a remarkable opportunity to collaborate with the esteemed IAFE Safety & Security committee. During this workshop, the committee will provide a comprehensive debrief of select incident reports, offering invaluable insights and expert recommendations. <i>Panelists to include Jeff Cotner (State Fair of Texas), Randy Crone (Southwest Florida and Lee County Fair), Buzz Buske (Coastal Carolina Fair, SC), Brady Ragland (Tri-State Fair & Rodeo, TX), and Scott Munz and Kirk Slaughter (Oklahoma State Fair)</i></p>

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	11:00am-1:30pm	Lunch Options in the Center – Convention Center Lobby There are both Mexican (Chito's Tacos) and Asian (Rice Bowls) lunch options available during this time period in addition to the AiFi Convenience Store and the Coffee Bar.
	11:30am-11:50am	Champions Circle – Grand Champion Floral Challenge – Inspiration Hub Stage – Hall A <i>Presented by Jill Albanese, CFE, IFMG (Wisconsin State Fair)</i>
	12:00pm-1:00pm	Badge Ribbon Relay – Inspiration Hub – Hall A Join us for a Badge Ribbon Relay! "Sport" your IAFE involvement with a committee ribbon. From 12:00pm-1:00pm, if you are a member of any of IAFE's educational committees, stop by that committee's table in the Inspiration Hub to pick up your ribbon. How many ribbons will you wear?
	1:00pm-1:20pm	Champions Circle – Bob & Gary Texting Campaign – Inspiration Hub Stage – Hall A <i>Presented by Tasha Hyder, IFMG (Clay County Agricultural Fair, FL)</i>
	1:00pm-2:00pm	NETWORKING CIRCLES
Prof. Dev.		Assistant Manager – Room 151 A/B <i>Hosted by Michael Rogalsky (Florida State Fair) and Brianna Brower, IFMG (Sublette County Fair, WY)</i>
Prof. Dev.		CFO/Treasurer/Accounting – Room 151 F <i>Hosted by Jaime Navarro (State Fair of Texas)</i>
Com'l Exhibits/Concess.		Commercial Exhibits & Concessions Manager/Director/Operator – Room 151 G <i>Hosted by Beth Pomije, IFMG (Wisconsin State Fair), and Jamie Burns (Utah State Fair)</i>
Prof. Dev.		Manager-Volunteer, Part-Time – Room 151 C
	1:00pm-2:00pm	WORKSHOPS – ALL ATTENDEES WELCOME
		Impact for Success – How to Create a Winning Fair Experience (Exhibitor-Led Session) – Room 155 A Get the details on a better option for ticketing & marketing your fair. <i>Presented by Shane E. Burkett & Lynn Cooley (Agile Ticketing Solutions)</i>
Technology		Connectivity Across Your Grounds – Room 250 A/B/C Are you ready to revolutionize connectivity at your fairgrounds? Join us for "Connectivity Across Your Grounds," where you'll discover the diverse range of options available to provide seamless internet connectivity throughout your event. Designed specifically for fair management professionals, this one-of-a-kind event aims to equip you with the knowledge and tools needed to enhance the digital experience for both vendors and attendees. During this informative gathering, you'll have the opportunity to explore the myriad ways to establish internet connectivity across your fairgrounds. Whether you're hosting a small local fair or a large-scale international event, our expert speakers will guide you through the different options available, ensuring you find the perfect fit for your specific needs. With a focus on practical solutions, "Connectivity Across Your Grounds" will highlight the importance of reliable and efficient internet access in today's digital age. From wireless networks and mobile hotspots to advanced infrastructure installations, you'll gain invaluable insights into the latest trends and technologies shaping the world of fair-ground connectivity. Don't miss this chance to stay ahead of the curve and revolutionize connectivity at your events! <i>Moderated by Steve Graustein, IFMG (Fryeburg Fair, ME)</i> <i>Panelists to include Alec Schapiro (Carroll County 4-H & FFA Fair, MD), and Kevin Wittnebert (Extreme Networks)</i>
Sponsorship		Difficult Conversations in Sponsorship – Room 250 D/E/F Sponsorships can be hard to navigate, even for seasoned professionals. Learn how to gracefully handle the challenging aspects of sponsorship, from "breaking up" with a sponsor to asking for more money. Don't miss this opportunity to boost your sponsorship management skills and approach difficult conversations with confidence! <i>Moderated by Kristen Bright, IFMG (Tennessee Valley Fair)</i> <i>Panelists to include Charlene Reynoso (San Antonio Stock Show & Rodeo, TX), Cheryl Burnside (Williamson County Fair, TN), and Amber Burda (Houston Livestock Show & Rodeo, TX)</i>

IFM COURSE/TRACK	TIME	SESSION/LOCATION/DESCRIPTION
	1:00pm-2:00pm	WORKSHOPS <i>Continued</i>
Prof. Dev.		<p>A World Where Cash Isn't King – Best Practices for Managing Products & Payments – Room 251 D/E/F It may seem like a simpler time when the majority of fair patrons transacted with your event using cash. While cash comes with its own issues, navigating the world of online and in-person credit card payments can be challenging too! You have to deal with payment processors, chips vs. swipes, alternative payment methods, resells and not to mention fraud, which feels like it's completely out of your control! So, what do you need to know to successfully take credit card payments in 2024 and beyond? How do you manage your products to get the most revenue? What do you do about fee-sensitive customers? Join us as we discuss these topics and more for a can't-miss session on earning and keeping more of your revenue! <i>Presented by Cassie Roberts Dispenza (Saffire)</i></p>
Prof. Dev.	1:00pm-2:30pm	<p>Awkward to Awesome – How To Boost Engagement, Diversity, and Collaboration with Cultural Intelligence – Room 155 E/F Does having different opinions in your workplace seem more like drama and less like productivity? Why? Because it's harder to get things done when people don't see eye-to-eye. What makes sense to you might not make sense to others. Cultural intelligence is what enables us to successfully navigate a conversation with a person who has a different perspective or background. Dr. Amy Narishkin teaches leaders how to use cultural intelligence to create an environment of safety, appreciation, and belonging so that colleagues and clients all feel valued, heard, seen, and engaged. In this interactive workshop, we will . . .</p> <ul style="list-style-type: none"> • Develop common vocabulary about culture, diversity, and belonging • Discover what trips us up when we talk with people who have different perspectives • Learn three tools you can use today to feel free to talk and work with just about anyone <p><i>Presented by Dr. Amy Narishkin (Empowering Partners, LLC)</i></p>
IFM #112 Safety & Security	1:00pm-4:00pm	<p>Emergency Planning – Room 155 B/C ADDITIONAL FEE REQUIRED** Public events, such as fairs and the venues that host them, are at risk to a wide spectrum of threats. Planning for a timely and appropriate response to these threats greatly mitigates the level of risk they may pose to your guests, organization, and facility. This course provides an overview of the planning process through an all-hazards perspective. Key components of emergency plans will be taught, and discussions held regarding a sample emergency operations plan that can be used as a template for those just beginning the planning process or those looking to update and refine their current plan. This course will assist venues with developing a plan that is usable, easy to understand and follow, and provides a basis for training staff. A short team-based planning exercise will be included as part of the course and each attendee will receive a book containing comprehensive written training materials that can be used as a reference for future plan development. <i>Presented by Matt Bruskotter (Indiana State Fair) & Cliff Hedges (Eastern States Exposition, MA)</i> ** \$125 on-site. Please note that seating is limited, and on-site registration may not be available. <i>This is a required for-credit course of the Institute of Fair Management.</i> <i>All attendees are welcome, even if not enrolled in the Institute.</i></p>
	1:30pm-1:50pm	<p>Champions Circle – Happy Hiller at the Fair – Inspiration Hub Stage – Hall A <i>Presented by Shari Bazydola (Wilson County Fair – Tennessee State Fair)</i></p>
	2:00pm-2:20pm	<p>Champions Circle – Scavenger Hunt – Inspiration Hub Stage – Hall A <i>Presented by Steven Patterson, CFE, IFMG (Hendricks County 4-H Fair, IN)</i></p>
	2:30pm-2:50pm	<p>Champions Circle – Intel Inside the Ohio State Fair – Inspiration Hub Stage – Hall A <i>Presented by Maggie Ellison (Event Marketing Strategies)</i></p>
	2:30pm-3:30pm	<p>IAFE Benefits Overview – Room 155 D Don't miss out on this golden opportunity to gain a comprehensive understanding of the benefits that come with your IAFE membership. Unleash the power of our extensive network and industry-leading resources. Discover how the IAFE can help you enhance your professional growth, elevate your organization to new heights, and amplify your impact within the community. <i>Presented by the IAFE Ambassadors</i></p>



IFM COURSE/TRACK	TIME	SESSION/LOCATION/DESCRIPTION
Fair Oper./Facilities Sponsorship Marketing Ticketing	2:30pm-3:30pm	<p>NETWORKING CIRCLES</p> <p>Associate Members – Room 151 D/E <i>Hosted by Mike Bradley (MHB Productions)</i></p> <p>Facilities Manager/Director – Room 151 A/B <i>Hosted by Andy Imperati (Dutchess County Fair, NY)</i></p> <p>Sponsorship & Marketing – Room 151 G <i>Hosted by Erica Deluna (Buc Days, TX), Alicia Shoults, CFE (Ohio State Fair), and Tawnia Linde, CFE, IFMG (Clark County Fair, WA)</i></p> <p>Ticketing Manager/Director – Room 151 C <i>Hosted by Amy Deshazer (Clark County Fair, WA) & Julian Schadeck (Minnesota State Fair)</i></p>
	2:30pm-3:30pm	<p>WORKSHOPS – ALL ATTENDEES WELCOME</p> <p>MagicMoney's Evolution (Exhibitor-Led Session) – Room 155 A Learn how digital ticketing is evolving into carnival and event management software and taking on a bigger role in fair management. <i>Presented by Zack Enright (MagicMoney)</i></p> <p>Looking Back To Move Your Fair Forward – Room 250 A/B/C Are you ready to set the bar high for your next fair? Join us to explore goal setting for your fair and learn how to take your fair to new heights! In this session, we'll dive into the post-fair review and critique process, giving you the tools to review your fair and turn that information into actionable goals for the next one. Fair staff and boards, get ready to be inspired and motivated to make your fair the best one yet! Let's aim high and make your fair dreams a reality! <i>Presented by Jeremy Parsons, CFE, IFMG (Iowa State Fair)</i></p> <p>Rise Above – Stay Inspired, Even Through Tough Times – Room 250 D/E/F How do you handle a bad day? Difficult conversations? Unexpected trouble? Huge change? Our panelists will talk about how they personally get through situations that are just downright tough. You will leave this session feeling inspired and knowing you aren't alone. You may also learn some new personal coping techniques to help you stay motivated. Come, be vulnerable with us. <i>Moderated by the YP Steering Committee</i> <i>Panelists to include Alicia Shoults, CFE (Ohio State Fair), Jaime Parr, CFE, IFMG (Nebraska State Fair), Beth Pomije, IFMG (Wisconsin State Fair), and Aaron Pederson (Saffire)</i></p> <p>Collaborating With Youth for a Successful Fair – Room 251 D/E/F Join us for an enlightening session on how to effectively collaborate with the youth to ensure the success of your county fair. In this session, we will explore the key strategies of flexibility and communication that contribute to empowering the younger generation. Witness the impact of youth involvement through short videos featuring junior advisors, as they share their motivations for participating and their enduring commitment. We will introduce ways to involve youth through other non-fair oriented organizations and reveal how fairs give back to the community through the unwavering support of youth organizations. So, if you're ready to ignite the spark of collaboration with our vibrant youth and create a fair that's bursting with energy, this is the session you can't afford to miss! Join us and become a driving force in the future of county fairs. Let's make magic happen, together! <i>Presented by Dawn Reha (Shiawassee County Fair, MI) and Terri Kimbel (Williamson County Fair, TN)</i></p>
	4:00pm-5:00pm	<p>First Friends Reception for First-Timers – Room 254 Welcome to the First Friends Reception for First-Timers! Are you new to our Convention or simply curious about what we have in store for you? Well, you're in for a treat! Join us for a fun and interactive reception where we'll answer all your burning questions about the Convention and the IAFE. But that's not all - this is also a fantastic opportunity to connect with fellow fair folk! You'll meet tons of friendly faces who share your passion for fairs and events. Who knows, you might even meet your new best friend or future business partner! And guess what? We've got something extra special lined up for you! After the reception, you'll have the option to embark on a guided tour of our amazing meeting facilities. Get a behind-the-scenes look at where all the magic happens and discover the nooks and crannies that make our Convention a truly unforgettable experience. So, whether you're a first-time attendee or just want to learn more, this reception is the place to be. We can't wait to meet you and make sure your Convention experience is nothing short of incredible! See you there! <i>Sponsored by The Coca-Cola Company</i></p>



County Fairs

IFM COURSE/TRACK	TIME	SESSION/LOCATION/DESCRIPTION
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5:00pm-7:30pm

Raisin' for a Reason: Wagons & Whiskey VIP Event & Foundation Fundraiser – Utah State Fairpark

***Special Admission Required (includes food and drinks) – Purchase at the IAFE Registration Desk.*

Support the IAFE Education Foundation by joining in the fun at the 2023 Raisin' for a Reason Wagons & Whiskey Fundraiser at the Utah State Fairpark!

Sponsored by Kissel Entertainment

Entertainment Provided by Adam Calvert

Get ready for a fun-filled evening networking with your fair friends and mingling with the Board members while sipping on delicious drinks and munching on delectable hors d'oeuvres! But that's not all . . . we've got exciting activities lined up just for you!

Sample premium and local whiskey and bourbon at our exclusive Whiskey Tasting sponsored by #KisselFun and bid on live and virtual auction items to raise funds for the Foundation. It's your chance to score amazing goodies while supporting a great cause. The live auction takes place during the event, followed by an online auction for those who can't make it in person. The virtual auction item bidding runs until Wednesday, Nov. 29, at 5:00pm So, mark your calendars for Sunday, Nov. 26, and get ready to snag some incredible deals!

And don't forget to check out our virtual Tribute Tree, where you can buy an ornament to honor your loved ones or celebrate the achievements of those near and dear to your heart.

Individual tickets are only \$135 and selling quickly, so don't delay. Proceeds from this event will go towards funding educational speakers and workshop presenters for the IAFE Institute of Fair Management. So, not only will you be having a blast, but you'll also be helping to empower and educate fair enthusiasts like yourself.

Don't miss out on this amazing opportunity! Grab your tickets now and let's make a difference together. We can't wait to see you there! Transportation to the Utah State Fairpark will leave and return to the Salt Palace Convention Center on a shuttle basis. Catch the shuttle at the South Entrance near the Hyatt.



ADAM CALVERT

7:30pm-9:30pm

S'more Fair Fun – Utah State Fairpark

Hey there, fair people! Are you ready for a night of unforgettable fun at the IAFE S'more Fair Fun? We're bringing the experience to you, exclusively for all you amazing convention attendees.

Join us at the Utah State Fairpark for an evening packed with excitement and amusement. Get ready to enjoy fun and games. And of course, what's a fair without delicious food? Indulge in treats that will satisfy your cravings, themed after different cities – including Salt Lake City, where past Olympics have been held.

But wait, there's more! So grab your IAFE friends (and your coat) and come together for a night to share stories, make memories, and forge new connections. Get ready for an evening that will fill your heart with warmth and your belly with s'more deliciousness. Some events, including the making of s'mores, will be outside, so be sure to dress appropriately for the temperature. We look forward to seeing you there!

Transportation to the Utah State Fairpark will leave and return to the Salt Palace Convention Center on a shuttle basis. Catch the shuttle at the South Entrance near the Hyatt.

Presented by OABA – Outdoor Amusement Business Association, Saffire, and Lux Hospitality Group

Supporting Sponsors: Deggeller Attractions, Strates Shows, Powers Great American Midways, Charisma Event Productions, and Thomas Carnival

Hosted by the Utah State Fairpark





Increase the Safety and Security of Your Event!

YOU'LL GAIN NEW TOOLS, RESOURCES, AND ENGAGE WITH SAFETY & SECURITY EXPERTS!

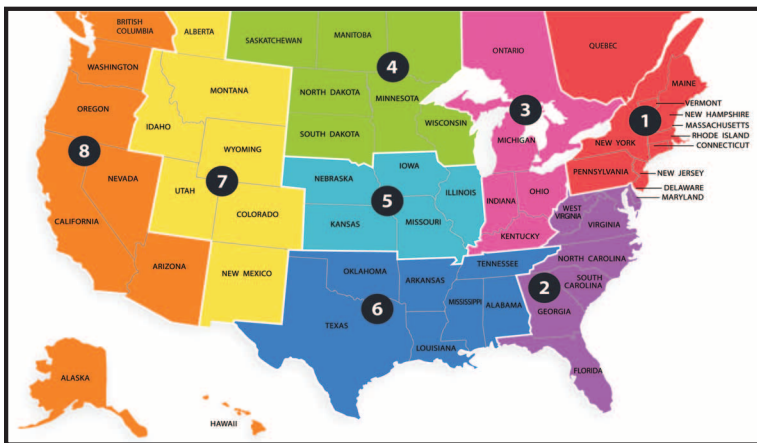
Consists of six virtual workshops and the option to join in a field trip to the State Fair of Texas

For more information and to register visit www.fairsandexpos.com

IT'S TIME TO SHAPE UP YOUR SAFETY AND SECURITY SKILLS!

IFM COURSE/TRACK	TIME	SESSION/LOCATION/DESCRIPTION
	7:30am	Polaroid Selfie Photo Op – Inspiration Hub – Hall A Just for fun, locate our polaroid camera and snap a picture of yourself enjoying the Inspiration Hub and the IAFE Convention. Limited supplies available; first-come, first-served.
	7:30am-2:00pm	Coffee Bar & AiFi Convenience Store – Salt Palace Convention Center The Coffee Bar and the AiFi Convenience Store are both open during this time period. The Coffee Bar includes some breakfast and lunch items in addition to various coffees. The AiFi store is an autonomous (unstaffed, credit card only) convenience store that offers a wide variety of hot & cold food options, from rice bowls, quesadillas, and pizza to snacks, treats, and pastries to beverages, sodas, and coffee.
	7:30am-5:30pm	Registration – Convention Center, Hall A
	7:45am-8:00am	First-Timer Team Meetings – Inspiration Hub – Hall A If you are a first-time attendee and participated in the First Friends reception on Sunday, take this opportunity to meet with your coach to debrief about your day.
	8:00am-8:30am	Opening Ceremonies – Inspiration Hub Stage – Hall A Be inspired! Join us as we kick off the event with a parade of members and the introduction of the 2023 IAFE Board of Directors. Then prepare to be moved by Dylan Evans and Paula Lindoll-Smith from the Kansas State Fair as they perform the National Anthem. Next, we're thrilled to introduce Kelly Collins, CFE, the Convention program chair from the State Fair of West Virginia, who will provide an overview of some of the exciting activities we have planned for the 2023 convention. After that, you'll have the opportunity to engage with your fellow attendees in the Zone Meetings, where you can connect with like-minded individuals, share ideas, and build meaningful relationships.
	8:45am-9:45am	ZONE MEETINGS The IAFE has eight geographic Zones established for board governance reasons – each Zone elects a director to serve a 3-year term (elections happen in different Zones in different years). The Zone meeting held during Convention is considered the Annual Business Meeting of the Zone. Members of any type are welcome to attend but business items, including voting, can only be done by a designated individual representing a member fair or state/provincial association. In addition to the official business to be conducted, Zone meetings are great opportunities to network with fairs from the same region. Zones 5 and 8 will be conducting elections for a new Director in 2023.

- Zone 1** – Room 250 A/B/C
Director – Andy Imperati (Dutchess County Fair, NY)
- Zone 2** – Room 250 D/E/F
Director – Kelly Collins, CFE, IFMG (State Fair of West Virginia)
- Zone 3** – Room 251 D/E/F
Director – LC Scramlin, CFE (Oakland County Fair, MI)
- Zone 4** – Room 155 E/F
Director – Scott Kozelka, IFMG (Steele County Free Fair, MN)
- Zone 5** – Room 155 B/C
Director – Aaron Owen, CFE, IFMG (Ozark Empire Fair, MO)
- Zone 6** – Room 251 A/B/C
Director – Mitchell Glieber (State Fair of Texas)
- Zone 7** – Room 155 D
Director – Brandon Bird, CFE, IFMG (Eastern Idaho State Fair)
- Zone 8** – Room 155 A
Director – Geoff Hinds, CFE (Deschutes County Fair & Expo, OR)



IAFE ZONES

- ZONE 1:** Connecticut (CT), Maine (ME), Massachusetts (MA), New Brunswick (NB), New Hampshire (NH), Newfoundland (NF), New Jersey (NJ), New York (NY), Nova Scotia (NS), Pennsylvania (PA), Prince Edward Island (PE), Quebec (PQ), Rhode Island (RI), Vermont (VT)
- ZONE 2:** Delaware (DE), Florida (FL), Georgia (GA), Maryland (MD), North Carolina (NC), South Carolina (SC), Virginia (VA), West Virginia (WV)
- ZONE 3:** Indiana (IN), Kentucky (KY), Michigan (MI), Ohio (OH), that portion of Ontario (ON) less than 85° longitude west of Greenwich
- ZONE 4:** Manitoba (MB), Minnesota (MN), North Dakota (ND), Saskatchewan (SK), South Dakota (SD), Wisconsin (WI), that portion of Ontario (ON) more than 85° longitude west of Greenwich
- ZONE 5:** Illinois (IL), Iowa (IA), Kansas (KS), Missouri (MO), Nebraska (NE)
- ZONE 6:** Alabama (AL), Arkansas (AR), Louisiana (LA), Mississippi (MS), Oklahoma (OK), Tennessee (TN), Texas (TX)
- ZONE 7:** Alberta (AB), Colorado (CO), Idaho (ID), Montana (MT), New Mexico (NM), Utah (UT), Wyoming (WY)
- ZONE 8:** Alaska (AK), Arizona (AZ), British Columbia (BC), California (CA), Hawaii (HI), Nevada (NV), Oregon (OR), Washington (WA)

*Active members outside the U.S. and Canada may participate in any one of the eight zones.

IFM COURSE/TRACK

TIME

SESSION/LOCATION/DESCRIPTION



10:00am-10:15am

#FairsRISE – Waukesha County Fair – Inspiration Hub Stage – Hall A

We began 2023 talking about our theme: Fairs RISE. Fairs can **R**eunite, **I**nspire, **S**upport, and **E**ducate their communities. Hear from our presenter how their fair has risen in 2023.

Presented by Chrissy Gluege (Waukesha County Fair, WI)



10:00am-5:00pm

Century Club Member Lounge – Room 150 G

As a member of the IAFE Foundation Century Club, do you need a break, a place to sit and catch up on email, phone calls, and texts? The Century Club Member Lounge will provide an area for members of the Century Club to sit and chat, get some work done and enjoy a light refreshment. Not a member? Stop by to find out how you can join the Century Club!

10:15am-11:15am

COMMITTEE MEETINGS

Agriculture

Agriculture Committee – Room 151 G

Hosted by Committee Chair Diana Sinner, IFMG (Canyon County Fair, ID)

Fair Oper./Facilities

Strategic Planning for Fair Operations & Facilities Committee – Room 151 F

Hosted by Committee Chair Kurt Palmer, CVFM, IFMG (Delaware County Fair, IA)

Sponsorship

Sponsorship Committee – Room 151 A/B

Hosted by Committee Chair Scott Suchomski, CFE, IFMG (Tennessee Valley Fair)

Ticketing



10:15am-11:15am

NETWORKING CIRCLE

Ticketing Manager/Director – Room 151 D/E

Hosted by David Phelps (San Antonio Stock Show & Rodeo, TX) and Julian Schadeck (Minnesota State Fair)

10:15am-11:15am

WORKSHOPS – ALL ATTENDEES WELCOME

Prof. Dev.

Everyone Is Welcome at the Fair – Including Political Candidates – Room 155 B/C

When we say that everyone is welcome to attend our fairs, that sometimes means political candidates – especially during election years! Learn from the staff of the Iowa State Fair how to successfully manage political candidate visits during your fair. Gather tips and tricks on how to remain politically neutral, capitalize on the increased media exposure that the candidate brings, and protect the fair from potential disruptions to normal fair programming.

Presented by Jeremy Parsons, CFE, IFMG, and Mindy Williamson, IFMG (Iowa State Fair)

Human Resources
Safety & Security

De-Escalation: What Is It and How Do We Train Our Fair-Time Staff and Volunteers To Deal With It?

– Room 155 D

Angry and out-of-control guests. Staff and volunteers caught up in a heated exchange. It may all be captured on a cell phone video and goes viral in seconds. Or worse. How can we identify and deal with these situations, but more importantly, train our staff and volunteers to understand and deal with it? This session will introduce the topic of de-escalation, and then drill down into scalable tactics for training staff and volunteers so that everyone can remain safe during the fair.

Presented by Jeff Cotner (State Fair of Texas)

Prof. Dev.

Advocating for a Reliable and Legal Workforce for America's Fairs and Carnivals – Room 250 A/B/C

This workshop, led by John Ariale, part of OABA's Federal Government Affairs Team in Washington, is designed to provide attendees with the knowledge and skills necessary to advocate for a reliable and legal workforce for America's fairs and carnivals in Congress. Participants will learn about the current state of play impacting the industry, with a specific focus on how the Carnivals Are Real Entertainment (CARE) Act can help our workforce concerns through a permanent change in the law. They will also gain an understanding of the legislative process and how to effectively communicate with elected officials and their staff. The workshop will cover strategies for building relationships with members of Congress, crafting persuasive messages, and making a compelling case for the importance of a reliable and legal workforce. By the end of the workshop, participants will be equipped with the tools they need to become effective advocates for the fair and carnival industry in Washington, D.C.

Presented by John Ariale (Husch Blackwell Strategies)

IFM COURSE/TRACK	TIME	SESSION/LOCATION/DESCRIPTION
	10:15am-11:15am	WORKSHOPS <i>Continued</i>
Com'l Exhibits/Concess.		<p>How to Do More – Interactive Marketing of Vendors – Room 250 D/E/F</p> <p>Discover the impact interactive marketing of commercial exhibitors and concessionaires can have on your fair in our enlightening session, “How to Do More – Interactive Marketing of Vendors.” Food and shopping have always been the cornerstones of a successful fair, but the benefits derived from these programs are expanding. As savvy organizations continue to explore new and innovative ways to leverage these programs, the potential for building excitement and generating press for the fair and its vendors has never been greater. Join us as we delve into the strategies employed by our panelists who are elevating their programs’ visibility and generating greater value for their stakeholders.</p> <p>Moderated by Jeffrey Thornberry (Pristine Systems Inc.)</p> <p>Panelists to include Ashley Warner (Calgary Exhibition & Stampede, AB), Rachael Lough (Ohio State Fair), and Chris Pickering, IFMG (Pickering Events LLC)</p>
Prof. Dev.		<p>Life Still Happens, Even During the Fair – Parents of Young Children – Room 251 A/B/C</p> <p>Are you a fair staff member, board member, or fair supplier who’s constantly juggling work and home life, with young children in the mix? Don’t worry, you’re not alone! Balancing work and home can be challenging, especially during busy event seasons. Join us and discover the secrets to finding balance amidst the chaos. We’ll navigate the bumpy fairground of parenting, providing tips on managing childcare and staying sane while being busy during the fair. Don’t let the fair frenzy overwhelm you; empower yourself with practical solutions and expert advice. This session is sure to inspire and encourage you as you navigate the ups and downs of parenthood.</p> <p>Moderated by Jen Cannon, IFMG (Iowa State Fair)</p> <p>Panelists to include Andrew Vandepopulier, IFMG (Haas & Wilkerson Insurance), Karen Nicklas, IFMG (The Great Frederick Fair, MD), and Kaitlyn Findley-Thorn, IFMG (San Diego County Fair, CA)</p>
Compet. Exhibits		<p>Trending Competitive Exhibits – Room 251 D/E/F</p> <p>Discover the latest trends in competitive exhibits that are specifically curated to captivate the younger demographics. This workshop will empower you with valuable insights and fresh ideas that will help you stay ahead of the curve, ensuring your fair remains a sought-after destination for participants and attendees alike.</p> <p>Moderated by Steven Patterson, CFE, IFMG (Hendricks County 4-H Fair, IN)</p> <p>Panelists to include Michaela Woempner (North Idaho State Fair), Kourtney Lingeman (Nebraska State Fair), Traci Dunn (Ozark Empire Fair, MO), and Angela Miller, IFMG (Roosevelt County Fair, MT)</p>
	10:30am-10:50am	<p>Champions Circle – Draw Your Fair – Inspiration Hub Stage – Hall A</p> <p>Presented by Barbara Roadcap (Rockingham County Fair, VA)</p>
	11:00am-11:20am	<p>Champions Circle – Printed Plastic Cups at Businesses – Inspiration Hub Stage – Hall A</p> <p>Presented by Rachel Reichert (Mercer County Fair, OH)</p>
	11:30am-11:50am	<p>Champions Circle – Pickin’ Porch – Inspiration Hub Stage – Hall A</p> <p>Presented by Cheryl Burnside (Williamson County Fair, TN)</p>
	11:30am-2:00pm	<p>Lunch Options Inside the Trade Show – Hall B/C</p> <p>Lunch options to include Chicago Dog, Salt City BBQ, and Chile Verde. They will open at 11:00am for exhibitors before attendees enter the Trade Show at 11:30am</p>
	11:30am-5:00pm	<p>IAFE TRADE SHOW – Hall B/C</p> <p>Join us at the IAFE Trade Show, where nearly 200 exhibitors await to cater to all your fair needs. From insurance to entertainment, website/ticketing, and beyond, find the perfect partner to enhance your event. Take a well-deserved break in the IAFE Education Foundation Lounge and enjoy a complimentary beer, courtesy of ConnectFun by Etix. Don’t miss this unrivaled opportunity to connect and elevate your fair to new heights.</p>
	12:00pm-12:20pm	<p>Champions Circle – City & Country Raising Buck\$ – Inspiration Hub Stage – Hall A</p> <p>Presented by Brendan Christou (Royal National Agricultural and Industrial Association)</p>

IAFE EDUCATION FOUNDATION LOUNGE/FREE DRINKS AVAILABLE

Visit the IAFE Trade Show, and while you’re there, be sure to also visit the IAFE Education Foundation Lounge. Located in the center of the IAFE Trade Show, the IAFE Education Foundation Lounge is a great place for attendees to network. **Stop by and learn about the important work and mission of the IAFE Education Foundation.**

In addition, each Convention attendee will be given a card, **sponsored by ConnectFun by Etix**, with their registration badge. The card is good for two free drinks in the IAFE Education Foundation Lounge. Visit the ConnectFun by Etix booth in the Trade Show to add a drink to your card or for more information.

IFM COURSE/TRACK	TIME	SESSION/LOCATION/DESCRIPTION
	12:00pm-5:00pm	BEYOND THE BOOTH SHOWCASES – Showcase Areas 1 & 2 – Hall B/C <i>Production Services Sponsored by Freestyle Productions</i>
	12:00pm-12:15pm	Leapin’ Louie Cowboy Comedy Show – Showcase Area 1 <i>Presented by Leapfrog Entertainment</i>
	12:15pm-12:30pm	Country Entertainer Cale Moon – Showcase Area 2
	12:45pm-1:00pm	BOOM! Percussion Entertainment – Showcase Area 1 <i>Presented by Star Attractions</i>
	1:00pm-1:15pm	Violin on Fire – Showcase Area 2 <i>Presented by Mason Entertainment</i>
	1:30pm-1:45pm	Catherine Hickland’s Comedy Hypnosis & Other Mind Amazements – Showcase Area 1 <i>Presented by Capitol International Productions</i>
	1:45pm-2:00pm	Buckets N Boards: Comedy Percussion Show – Showcase Area 2 <i>Presented by Creative Community Promotions</i>
	2:15pm-2:30pm	Ukrainian Olympic Acrobat Maria Margiyeva – Showcase Area 1 <i>Presented by Alan Sands Entertainment</i>
	2:30pm-2:45pm	Mad Chad the Chainsaw Juggler – Showcase Area 2 <i>Presented by Star Attractions</i>
	3:00pm-3:15pm	Twinkle Time – Showcase Area 1 <i>Presented by Harmony Artists</i>
	3:45pm-4:00pm	Professor Smart’s Science Show – Showcase Area 2 <i>Presented by Harmony Artists</i>
	4:00pm-4:15pm	POWERHOUSE!!! Percussive Dance – Showcase Area 1 <i>Presented by Harmony Artists</i>
	4:15pm-4:30pm	The Silent Comedy Magic of Ron Pearson – Showcase Area 2 <i>Presented by Alan Sands Entertainment</i>
	4:45pm-5:00pm	Dialed Action Sports – Showcase Area 1
	1:00pm-1:20pm	Champions Circle – The Power of Maintaining Sponsor Relationships – Inspiration Hub Stage – Hall A <i>Presented by Kari Mergen, CFE (Missouri State Fair)</i>
	1:30pm-1:50pm	Champions Circle – Lil’ Lumberjacks at the Fair – Inspiration Hub Stage – Hall A <i>Presented by Shawn Bugbee (Northern Maine Fair)</i>
	2:00pm-2:20pm	Champions Circle – Spicer Pavilion – Inspiration Hub Stage – Hall A <i>Presented by Erika Koshar & Kandi Pendleton (Wyoming’s Big Show - The Sweetwater County Fair)</i>
	2:00pm-3:30pm	Young Professionals (YP) Ment-A-Minute/Mentor Social Mixer – Room 254 Don’t miss out on the exclusive opportunity to engage with established industry professionals at the Young Professionals (YP) Ment-A-Minute/Mentor Social Mixer. Facilitated by the YP Steering Committee, this format-driven session is designed to connect convention attendees under the age of 40 with seasoned mentors who have valuable insights to share. During this event, you will have the chance to interact with industry leaders and gain invaluable knowledge from their years of experience. Whether you’re seeking career guidance, industry trends, or simply looking to expand your professional network, this session is tailor-made for you.
	2:30pm-2:50pm	Champions Circle – Farm to Fashion: How Agriculture Can Shape a Sustainable Future in Apparel – Inspiration Hub Stage – Hall A <i>Presented by Allen Mesick (OC Fair & Event Center, CA)</i>



IFM COURSE/TRACK	TIME	SESSION/LOCATION/DESCRIPTION
Prof. Dev.	3:30pm-4:30pm	<p>Certified Volunteer Fair Manager (CVFM), Certified Fair Executive (CFE), and Institute of Fair Management (IFM) Overview – Room 251 D/E/F</p> <p>IFM: Have you heard about the IAFE Institute of Fair Management (IFM)? A review of the Institute will include how to get started, course overview, and available scholarships. <i>Presented by Lori Hart, CFE (IAFE Director of Education and Member Services)</i></p> <p>CVFM/CFE: This session provides an overview of the requirements and process of the Certified Volunteer Fair Manager and Certified Fair Executive designations. If you are interested in either of these certifications, join us! Beginning in 2024, graduation from the Institute of Fair Management will be required to apply for the CVFM and CFE designations. <i>Presented by Shari Black, CFE, IFMG (Wisconsin State Fair)</i></p>
	5:00pm-6:00pm	<p>IAFE Associates Board Selection Credentialing Meeting & IAFE Update – Room 155 A Meeting called to order at 5:15pm <i>Presiding: IAFE Director at Large Jay Strates (Strates Shows Inc.)</i> All Associate Members are invited to attend. Associate memberships are identified in one of four categories. The categories are: Entertainment; Commercial Exhibits & Concessions; Carnivals/Ride Owners/Ride Manufacturers; and Suppliers & 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 & Concessions category who receives the most votes shall be submitted to the IAFE Nominating Committee for consideration for the nominating report during the Business Meeting on Wednesday afternoon.</p>
	5:15pm-6:15pm	<p>CFE & CVFM Reception – Room 254 Open only to those who have obtained IAFE’s CFE or CVFM certification. <i>Sponsored by Populous</i></p>
	7:00pm	<p>Fair Swag Swap – Open to All – Games Room – Hall 1 Join the IAFE Ambassador Team for a competitive and fun fair swag swap! Bring your own fair’s swag to participate and walk away with cool merchandise from other fairs within The Network. No pre-registration required.</p>
	7:00pm-10:00pm	<p>Game Night – Hall 1 Join us for “Game Night” at the IAFE Convention! After a day of education and grabbing a bite to eat, are you looking to continue the IAFE Experience? If so, join us back at the Convention Center for Game Night! Get ready for a lighthearted evening filled with exciting activities, including Dart Ball (Hosted by Underhanded Events – Don’t know how to play? Neither does anyone! Come learn and have fun with new friends!), Cornhole, and giant versions of the classics Simon, Lite-Brite, and Operation (Provided by IG Presents). Don’t worry about fueling your fun – refreshments and a cash bar will be available throughout the event. Don’t miss out on this unique opportunity to connect with fellow convention attendees in a fun and interactive way. See you there! <i>Sponsored by North American Midway Entertainment</i></p>



iafe[®] THE NETWORK!


2024 MANAGEMENT CONFERENCE

HYATT REGENCY SARASOTA




April 29 – May 1

HOSTED BY FLORIDA STATE FAIR

OPEN TO PAID MANAGEMENT STAFF OR CVFMS OF CURRENT IAFE MEMBER FAIRS WWW.FAIRSANDEXPOS.COM

IFM COURSE/TRACK	TIME	SESSION/LOCATION/DESCRIPTION
	7:00am-8:00am	<p>Soul Fusion Class – Room 253 A</p> <p>Soul Fusion is a creative blend of yoga-inspired flows, short cardio bursts, balance sequences, and bodyweight strength training exercises all set to crazy fun music. It offers modifications for all levels in the group exercise environment.</p> <p><i>Led by Andrea Peachey, IFMG (Buffalo County Fair, NE)</i></p>
	7:30am-2:00pm	<p>Coffee Bar & AiFi Convenience Store – Salt Palace Convention Center</p> <p>The Coffee Bar and the AiFi Convenience Store are both open during this time period. The Coffee Bar includes some breakfast and lunch items in addition to various coffees. The AiFi store is an autonomous (unstaffed, credit card only) convenience store that offers a wide variety of hot & cold food options, from rice bowls, quesadillas, and pizza to snacks, treats, and pastries to beverages, sodas, and coffee.</p>
	7:30am-10:30am	<p>EXPERIENCE OPTION: Utah State Fairgrounds Tour – <i>Pre-Registration Required</i> <i>Limited to 90 people – Additional \$35 Fee Required</i></p> <p>Buses will depart from the Convention Center’s south entrance (near the Hyatt Hotel and Hall E) at 8:00am and will return to the Convention Center at 10:30am</p> <p>Come along for an insightful morning at the Utah State Fairgrounds and explore its versatile offerings. Experience the arena’s adaptability for dirt events and concerts, and learn about recent successful improvements like VIP platforms and an enhanced sound system that has revolutionized the fair experience. You’re also invited to take a guided tour of our state-of-the-art hospitality building. We hope you can be a part of this unique fair opportunity! <i>To ensure a valuable educational experience for all, this tour is limited to 90 people.</i></p> <p><i>Transportation Sponsored by The Oak View Group</i></p>
	8:00am	<p>IAFE Jenga Tournament – Inspiration Hub – Hall A</p> <p>Hosted by the IAFE Ambassadors, partake in this fun networking opportunity for a chance to earn Fair Game Points! The tournament will be self-led, encouraging you to find your opponent by connecting with them in the IAFE App or simply tracking them down the “old-fashioned” way. Each time you advance, you will earn your zone Fair Game points. The winner will be recognized on Wednesday during the Contest Awards Presentation.</p>
	8:00am-8:15am	<p>First-Timer Team Meetings – Inspiration Hub – Hall A</p> <p>If you are a first-time attendee and participated in the First Friends reception on Sunday, take this opportunity to meet with your coach to debrief about your day.</p>
	8:00am-10:30am	<p>Verified Fair Buyer/Exhibitor Breakfast – Room 254</p> <p>Join us for a dynamic and exclusive “speed-dating style” breakfast, tailored to empower exhibitors and buyers with unparalleled networking opportunities. Indulge in breakfast while fostering meaningful connections in a curated setting. Don’t miss out on this extraordinary opportunity to expand your network and elevate your business to new heights.</p> <p><i>Pre-registration is required for both exhibitors and buyers to secure their spot at this highly sought-after event.</i></p> 
	8:00am-10:30am	<p>EXPERIENCE OPTION: The Church of Jesus Christ of Latter-Day Saints Facilities & Operations Tour – <i>Pre-Registration Required</i> <i>Limited to 50 people – Additional \$35 Fee Required</i></p> <p>Buses will depart from the Convention Center’s south entrance (near the Hyatt Hotel and Hall E) at 8:30am and will return to the Convention Center at 10:30am</p> <p>Explore the intricate world of Temple Square facilities and operations in this exclusive tour. Join us as we delve into the construction team’s oversight of seismic construction, witness the audiovisual marvels of in-house production, and gain backstage access to engage with the stage manager on set-up and changeovers. Immerse yourself in the grandeur of the main hall, adorned with majestic organ pipes, and learn from their security team about the measures they take to ensure a safe environment for all. Engage with industry professionals and gain invaluable insights into the workings of this remarkable institution. Don’t miss this opportunity to witness the mastery behind the scenes.</p> <p><i>To ensure a valuable educational experience for all, this tour is limited to 50 people. We will divide into 5 groups of 10 and each group will rotate through the different onsite learning stations and presenters.</i></p> <p><i>Transportation Sponsored by The Oak View Group</i></p>

IFM COURSE/TRACK	TIME	SESSION/LOCATION/DESCRIPTION
	8:00am-11:00am	Members of State & Provincial Associations of Fairs Workshop – Room 155 D Open to State & Provincial Association Executive Directors/Secretaries and their Association's Board Members. Enjoy an educational session with like-minded individuals to help you improve your association. <i>Sponsored by OABA – Outdoor Amusement Business Association</i>
	8:00am	<i>Continental Breakfast</i>
	8:30am	<i>Networking/Round Table Discussions</i>
	9:30am	<i>"Keeping Your Board Engaged" – A Panel Discussion</i>
	10:30am	<i>Showcase of the IAFE Speaker Program</i> <ul style="list-style-type: none"> • <i>Alicia Shoults, CFE (Ohio State Fair)</i> • <i>Beth Pomije, IFMG (Wisconsin State Fair)</i> • <i>Jessie McLaughlin, CFE, IFMG (Spokane County Interstate Fair, WA)</i>
	8:00am-4:30pm	Registration – Convention Center, Hall A
	8:30am-8:50am	Champions Circle – Best Marketing Campaign – Inspiration Hub Stage – Hall A <i>Presented by Kathy Allen, IFMG (South Carolina State Fair)</i>
	8:30am-9:30am	COMMITTEE MEETINGS
Com'l Exhibits/Concess.		Commercial Exhibits & Concessions Committee – Room 151 G <i>Hosted by Committee Chair Beth Pomije, IFMG (Wisconsin State Fair)</i>
Compet. Exhibits		Competitive Exhibits Committee – Room 151 D/E <i>Hosted by Committee Chair Loretta Meinel, IFMG (Walworth County Fair, WI)</i>
Entertainment		Entertainment Committee – Room 151 A/B <i>Hosted by Committee Chair Bryan Blair, IFMG (York State Fair, PA)</i>
Safety & Security		Safety & Security Committee – Room 151 F <i>Hosted by Committee Chair Jeff Cotner (State Fair of Texas)</i>
	8:30am-9:30am	WORKSHOPS – ALL ATTENDEES WELCOME
		Building Your DATA Vault, Easy as 1-2-3 (Exhibitor-Led Session) – Room 155 A Learn easy, step-by-step methods for building your data vault to create cost-effective marketing strategies that will increase attendance and build revenue for your event. <i>Presented by Bob Kames, Jr., Brian Kames, and Fred Jacob (123iMP)</i>
Fair Oper./Facilities		Parking – Best Practices – Room 155 E/F In the realm of fairgrounds, parking holds the power to shape the entire visitor experience. Join us for an engaging session that explores the critical role of fair parking in setting the tone for a successful event. <i>Moderated by Rob Lumsden (Western Fair, ON)</i> <i>Panelists to include Nathan Gross (State Fair of Texas), Andy Imperati (Dutchess County Fair, NY), and Kent Yelverton (North Carolina State Fair)</i>
Non-Fair Facility Usage		Thinking Outside the "Fair" – Raking in the Dough – Room 250 A/B/C Looking for new revenue streams via unique events throughout the year? Attend this workshop to take a deep dive into 3-4 fairgrounds that utilize their facilities for multiple unique non-fair events and figure out what your fairgrounds can do that can set you apart from the rest! <i>Moderated by Rusty Volk, CFE, IFMG (Northern Wisconsin State Fair)</i> <i>Panelists to include Shannon Dunn (Lake County Fair, FL) and Geoff Hinds, CFE (Deschutes County Fair & Expo Center, OR)</i>
Marketing		Understanding Social Data & Performance – Room 251 A/B/C This workshop will level up your knowledge of key digital metrics and improve your data analysis skills to help sell more tickets for your Fair. Learn how to track, interpret and compare data sources to refine your marketing approaches for better engagement and more sales. Get the dirt on which stats matter, and which ones don't in 2024! <i>Presented by Steve Richo, Mark O'Shea, and Cheyenne Skye (Noise New Media)</i>

IFM COURSE/TRACK	TIME	SESSION/LOCATION/DESCRIPTION
	8:30am-9:30am	WORKSHOPS <i>Continued</i>
Agriculture		<p>Modernizing Ag's Messaging for the Masses – Room 251 D/E/F</p> <p>If you're in the business of producing fairs and events, you're in the Ag marketing business. But sadly, when it comes to messaging, Agriculture oftentimes misses the mark. We implore our customers to "thank a farmer," we tell consumers why we do what we do with little input from them as to whether or not that's what they actually want, and — perhaps worst of all — we focus a great deal of Ag messaging on Ag people in an extreme example of preaching to the choir.</p> <p>Attend this workshop and you'll glean insights on improving and modernizing Ag's messaging to create an emotional connection that sells.</p> <p><i>Presented by Damian Mason (Keynote Speaker, DamianMason.com)</i></p> <p><i>Sponsored by Fare Foods</i></p>
IFM #222 Sponsorship	8:30am-10:30am	<p>Sponsorship II – Room 155 B/C</p> <p>A review at an above-average level of how to make sponsorships & sales happen. Explore sponsorship valuation basics, the "sales process" and the strategy behind it, and how organizations are not only selling sponsorships, but are selling fairs.</p> <p><i>Presented by Chris Derby (San Antonio Stock Show & Rodeo, TX)</i></p> <p><i>This is a for-credit course of the Institute of Fair Management.</i></p> <p><i>All attendees are welcome, even if not enrolled in the Institute.</i></p>
	9:00am-9:20am	 <p>Champions Circle – Sponsor Exposure: Grunt Style – Inspiration Hub Stage – Hall A</p> <p><i>Presented by Charlene Reynoso (San Antonio Stock Show & Rodeo, TX)</i></p>
	9:00am-4:00pm	 <p>Century Club Member Lounge – Room 150 G</p> <p>As a member of the IAFE Foundation Century Club, do you need a break, a place to sit and catch up on email, phone calls, and texts? The Century Club Member Lounge will provide an area for members of the Century Club to sit and chat, get some work done and enjoy a light refreshment. Not a member? Stop by to find out how you can join the Century Club!</p>
	9:30am-9:50am	<p>Champions Circle – Best Marketing Campaign – Inspiration Hub Stage – Hall A</p> <p><i>Presented by Chey Pribel (Lake County Fair Association, IL)</i></p>
	10:00am-10:15am	 <p>#FairsRISE – Washington State Fair – Inspiration Hub Stage – Hall A</p> <p>We began 2023 talking about our theme: Fairs RISE. Fairs can Reunite, Inspire, Support, and Educate their communities. Hear from our presenter how their fair has risen in 2023.</p> <p><i>Presented by Andrea Thayer, CFE, IFMG (Washington State Fair)</i></p>
	10:00am-11:00am	COMMITTEE MEETINGS
County Fairs		<p>County Fairs Committee – Room 151 G</p> <p><i>Hosted by Committee Chair Cara Muhlenkamp, CFE, IFMG (Mercer County Fair, OH)</i></p>
Human Resources		<p>Human Resources Committee – Room 151 F</p> <p><i>Hosted by Committee Chair Kathy Allen, IFMG (South Carolina State Fair)</i></p>
Non-Fair Facility Usage		<p>Non-Fair Facility Usage Committee – Room 151 D/E</p> <p><i>Hosted by Committee Co-Chairs Rusty Volk, CFE, IFMG (Northern Wisconsin State Fair) and Mark Landa (Greater Grand Forks Fair & Exhibition, ND)</i></p>
Marketing		<p>Marketing Committee – Room 151 A/B</p> <p><i>Hosted by Committee Chair Andrea Peachey, IFMG (Buffalo County Fair, NE)</i></p>
Technology		<p>Technology Committee – Room 151 C</p> <p><i>Hosted by Committee Chair Rachael Lough (Ohio State Fair)</i></p>

IFM COURSE/TRACK	TIME	SESSION/LOCATION/DESCRIPTION
	10:00am-11:00am	<p>WORKSHOPS – ALL ATTENDEES WELCOME</p> <p>MagicMoney at a Glance (Exhibitor-Led Session) – Room 155 A Come take a deeper look into some of MagicMoney's key capabilities that can benefit your fair. <i>Presented by Zack Enright (MagicMoney)</i></p>
Agriculture		<p>Agriculture on a Grand Scale – IAFE North American Consumer Study – THE RESULTS ARE IN! – Room 155 E/F <i>Purpose of the IAFE Study: Identify and better understand what the North American Consumer is interested in relative to Food Production, what they want to experience and understand & how fairs can utilize this new information.</i> Be a part of this fascinating and historic one-of-a-kind session in which you will hear the direct results from research of more than 2,000 consumers from coast to coast in North America as to what information about agriculture is important to them. Some details will include what they want to experience, where they get their information, who they trust, what they want to learn, what they want to experience, what fairs are doing or NOT doing to satisfy current customers, and how to improve so we can attract non-fairgoers. <i>Agriculture on a Grand Scale Mission: "To explore and implement innovative opportunities of showcasing food production & food delivery systems at fairs to provide educational opportunities for a wide variety of constituents including our local communities, fair guests, producers, agricultural youth, and industry partners."</i> <i>Introduced and Moderated by Michael Bradley (MHB Productions)</i> <i>Presented by John Huffman (Growth Focused Insights & Research)</i></p>
Entertainment		<p>Unique Spaces for Entertainment & Creative Uses for Grounds Entertainment – Room 250 A/B/C Explore the innovative concept of utilizing strolling acts to transform fairgrounds into captivating and unforgettable spaces for entertainment. Join us in this session to discover the strategic placement techniques that can create immense value for both fair patrons and staff. Learn how to elevate the entertainment experience and maximize the potential of your fairgrounds. <i>Moderated by Alan Sands (Alan Sands Entertainment, LLC)</i> <i>Panelists to include Alexcia Jordan, CFE, IFMG (North Idaho State Fair), Aaron Radatz (Radz Magical Productionz), and Mark Sparks, IFMG (Triangle Talent)</i></p>
Com'l Exhibits/Concess.		<p>What's Happening at the Point of Sale? – Room 250 D/E/F The point-of sale (POS) is the place where customers execute payment for goods or services. Points of sale are the most dynamic "service touch point" for fairs, vendors, and attendees. Historically, the procedures and rules at the point of sale were pretty simple ... but not anymore. Today, topics in flux include cash only, no cash accepted, infrastructure needs, tips, safety, auditing, sales tax, payment methods, breakage, control, charge backs, theft, coin, inflation, rent calculations, hardware, software, ordering kiosks, and fees, which continue to devalue money for everyone. This panel of industry professionals will offer suggestions and solutions to these topics. <i>Moderated by Rey O'Day (NICA – National Independent Concessionaires Association)</i> <i>Panelists to include Gene Cassidy, CFE (Eastern States Exposition, MA), Vincent Nelson (Vinnie's Fine Foods), Daryl Whicheloe (Southern Oregon Food & Beverage), and Steve Wrobel (Fiserv)</i></p>
Safety & Security		<p>Marketing Magic – Using First-Party Data To Sell More Tickets Than Ever Before – Room 251 A/B/C If you think marketing has gotten harder the last couple of years, you're not alone! New privacy standards and state laws have greatly limited how advertising platforms (like Facebook and Google) track and target users. This makes our ads less effective than they were just a few short years ago. This session faces our advertising reality head on and offers up new insights and strategies to greatly increase the number of tickets you can sell each year. <i>Presented by Courtney Barwick (Rockhouse Partners) and Aaron Bare (Etix)</i></p> <p>Unlocking the Secrets to Effective Youth Admission Policies – Insights from Industry Experts – Room 251 D/E/F Join us for an engaging session that delves into the world of crowd management, where youth admission policies emerge as the paramount solution to ensure safer and more secure events. In this workshop, we bring you industry experts who have successfully implemented youth admission policies. Together, we will explore the intricacies of these policies, shedding light on what works and what doesn't. <i>Presented by Matt LaSchuma, IFMG (South Carolina State Fair) and Matt Bruskotter (Indiana State Fair)</i></p>
	10:30am-10:50am	<p>Champions Circle – Farm Animal Pet Rock Adoption – Inspiration Hub Stage – Hall A <i>Presented by Michaela Liebl (Anoka County Fair, MN)</i></p>
	11:00am-11:20am	<p>Champions Circle – Barnyard Bedtime Tales – Inspiration Hub Stage – Hall A <i>Presented by David Gordon (Maryland State Fair)</i></p>

IFM COURSE/TRACK	TIME	SESSION/LOCATION/DESCRIPTION
	11:00am-1:00pm	Lunch Options Inside the Trade Show – Hall B/C Lunch options to include Chicago Dog, Salt City BBQ, and Chile Verde.
	11:00am-1:00pm	IAFE TRADE SHOW – Hall B/C Join us at the IAFE Trade Show, where nearly 200 exhibitors await to cater to all your fair needs. From insurance to entertainment, website/ticketing, and beyond, find the perfect partner to enhance your event. Take a well-deserved break in the IAFE Education Foundation Lounge and enjoy a complimentary beer, courtesy of ConnectFun by Etix. Don't miss this unrivaled opportunity to connect and elevate your fair to new heights. The Trade Show will re-open again at 3:00pm
	11:15am-12:15pm	2024 Convention Program Committee Meeting – Room 151 G Join the team that is helping to plan the 2024 IAFE Convention!
	11:30am-11:50am	Champions Circle – Balloon & Kite Festival – Inspiration Hub Stage – Hall A <i>Presented by Steven Sims (Missouri State Fair)</i>
	11:30am-12:45pm	BEYOND THE BOOTH SHOWCASES – Showcase Areas 1 & 2 – Hall B/C <i>Production Services Sponsored by Freestyle Productions</i>
	11:30am-11:45am	World's Funnest Photo Booth – Showcase Area 1
	11:45am-12:00pm	Derrick Watkins Hypnosis Show – Showcase Area 2 <i>Presented by Live Hypnosis Events</i>
	12:15pm-12:30pm	Bex in Motion – Showcase Area 1 <i>Presented by Alan Sands Entertainment</i>
	12:30pm-12:45pm	Dialed Action Sports – Showcase Area 2
	12:00pm-12:15pm	#FairsRISE – San Diego County Fair – Inspiration Hub Stage – Hall A We began 2023 talking about our theme: Fairs RISE. Fairs can R eunite, I nspire, S upport, and E ducate their communities. Hear from our presenter how their fair has risen in 2023. <i>Presented by Tristan Hallman (San Diego County Fair, CA)</i>
	12:45pm	Doors Open for General Session – Grand Ballroom
	1:15pm-3:00pm	General Session – Grand Ballroom Gather with fellow industry folk to celebrate the 2023 State & Provincial Executive of the Year (sponsored by Saffire), the 2023 Associate of the Year, the 2023 Coca-Cola Company Membership Contest Awards, the 2023 Rising Star Award (sponsored by Wade Shows, Inc.), and 2023 Haas & Wilkerson Heritage Award Winners. After keynote speaker Damian Mason (sponsored by Haas & Wilkerson Insurance), we will present the 2023 Hall of Fame recipient. <i>General Session Stage & Production Sponsored by Freestyle Productions</i> Keynote Speaker: Damian Mason <i>Sponsored by Haas & Wilkerson Insurance</i>



Keynote Speaker: Damian Mason – Sponsored by Haas & Wilkerson Insurance

Join us for an inspiring keynote by Damian Mason. Imagine a talk show host mixed with an agricultural economist with a healthy dose of comedian. That's Damian Mason.

Damian delivers crisp, current, Ag commentary intersected with humor. His positive, hilarious, straight talk resonates with Ag audiences from across the spectrum.

In addition to speaking at Ag meetings, Damian produces and hosts his own – "The Business of Agriculture" podcast and the "Do Business Better" podcast. He hosts the "Cutting the Curve" podcast with XtremeAG.farm, an informational platform for future-focused farmers.

Damian is the author of multiple books. His two most recent are: "Do Business Better" and "Food Fear." He's also extremely active on social media, Fox News, NewsMax, and Cheddar News spreading information and dispelling misinformation about the world's most important industry: Agriculture.




Damian's clients cover every space on the table – from corn to cranberries, cotton to cattle, canned food to canola. He's spoken in all 50 U.S. states, five Canadian provinces, and seven foreign countries.

Damian was raised on a dairy farm, owns and manages 300 acres of farm and timber land, and has a degree in Agricultural Economics from Purdue University. He also studied comedy writing and improvisation at The Second City–Chicago. When Damian isn't on an airplane or stage, he lives with his wife, Lori, and their dogs, Jack and Rosa. They split time between their Indiana farm and a winter home in Arizona.



November 28, 2023

TUESDAY

IFM COURSE/TRACK	TIME	SESSION/LOCATION/DESCRIPTION
	3:00pm-5:30pm	IAFE TRADE SHOW – Hall B/C Join us at the IAFE Trade Show, where nearly 200 exhibitors await to cater to all your fair needs. From insurance to entertainment, website/ticketing, and beyond, find the perfect partner to enhance your event. Take a well-deserved break in the IAFE Education Foundation Lounge and enjoy a complimentary beer, courtesy of ConnectFun by Etix. Don't miss this unrivaled opportunity to connect and elevate your fair to new heights. We'll also have Trade Show Treats taking place from 4:30-5:30pm!
	3:15pm-4:30pm	Young Professionals (YP) Connect & Cocktail – Room 254 Are you a young professional in the fair industry, aged 40 or under? Join us for an exclusive YP session that goes beyond traditional networking. This event is designed to foster meaningful connections, facilitate industry knowledge exchange, and create a vibrant community of future leaders. Meet like-minded peers both within your zone and beyond. This session will also provide opportunities to earn fair points. <i>Sponsored by Haas & Wilkerson Insurance</i>
	3:30pm-5:15pm	BEYOND THE BOOTH SHOWCASES – Showcase Areas 1 & 2 – Hall B/C <i>Production Services Sponsored by Freestyle Productions</i>
	3:30pm-3:45pm	Nu-Blu – Showcase Area 1 <i>Presented by Harmony Artists</i>
	3:45pm-4:00pm	The Magic of Louie Foxx – Showcase Area 2 <i>Presented by Mason Entertainment</i>
	4:15pm-4:30pm	Carolina the Band – Showcase Area 1 <i>Presented by Creative Community Promotions</i>
	4:30pm-4:45pm	Adam Calvert Music – Showcase Area 2
	6:00pm-7:00pm	IAFE Board of Directors Reunion – Room 151 G BY INVITATION ONLY <i>Sponsored by Rudy's Pizza & Slush</i>
	7:00pm-9:00pm	Game Night – Hall 1 Join us for "Game Night" at the IAFE Convention! After a day of education and grabbing a bite to eat, are you looking to continue the IAFE Experience? If so, join us back at the Convention Center for Game Night! Get ready for a lighthearted evening filled with exciting activities, including Dart Ball (Hosted by Underhanded Events – Don't know how to play? Neither does anyone! Come learn and have fun with new friends!), Cornhole, and giant versions of the classics Simon, Lite-Brite, and Operation (Provided by IG Presents). Don't worry about fueling your fun – refreshments and a cash bar will be available throughout the event. Don't miss out on this unique opportunity to connect with fellow convention attendees in a fun and interactive way. See you there! <i>Sponsored by North American Midway Entertainment</i>
	8:00pm	The Young Professionals (YP) Invite Everyone to Bar X The YP invites you and your fellow fair friends to join them for some late-night food and drinks at Bar X (located at 155 E 200 S)!



Institute of Fair Management Summit



Open to all IFM enrollees and graduates

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IFM COURSE/TRACK	TIME	SESSION/LOCATION/DESCRIPTION
	7:30am-8:30am	<p>Past IAFE Board Chairs Breakfast – Hyatt Regency (Traverse Room, 4th Floor) Open to those who have previously served as the IAFE Board of Directors Chair. <i>Sponsored by Deggeller Attractions</i></p>
	7:30am-1:30pm	<p>Coffee Bar & AiFi Convenience Store – Salt Palace Convention Center The Coffee Bar and the AiFi Convenience Store are both open during this time period. The Coffee Bar includes some breakfast and lunch items in addition to various coffees. The AiFi store is an autonomous (unstaffed, credit card only) convenience store that offers a wide variety of hot & cold food options, from rice bowls, quesadillas, and pizza to snacks, treats, and pastries to beverages, sodas, and coffee.</p>
	7:45am-8:00am	<p>First-Timer Team Meetings – Inspiration Hub – Hall A If you are a first-time attendee and participated in the First Friends reception on Sunday, take this opportunity to meet with your coach to debrief about your day.</p>
	8:00am	<p>Free Ag Activity Books in the Hub – Inspiration Hub – Hall A The first 20 fairs in attendance at the Inspiration Hub will receive 100 of IAFE's Ag Activity Books for free! Those fairs can pick up their books at the Information Desk in the Hub.</p>
	8:00am-9:00am	<p>COMMITTEE MEETINGS</p>
Ticketing		<p>Ticketing Committee – Room 151 D/E <i>Hosted by Committee Chair Wanell Costello (Arizona State Fair)</i></p>
	8:00am-9:00am	<p>NETWORKING CIRCLES</p>
Agriculture		<p>Agriculture Manager/Director – Room 151 A/B <i>Hosted by Kady Porterfield, CFE, IFMG (Kittitas County Fair, WA), and Diana Sinner, IFMG (Canyon County Fair, ID)</i></p>
Prof. Dev.		<p>Fair CEO/Manager, Paid Full-Time – Refer to email received</p>
Human Resources		<p>Human Resources – Room 151 F <i>Hosted by Samantha Dennis (Wisconsin State Fair) and Kathy Allen, IFMG (South Carolina State Fair)</i></p>
Prof. Dev.		<p>State or Provincial Association – Room 151 C <i>Hosted by Nancy Pitz, CFE (Rocky Mountain Association of Fairs) & Trevor Beckingham (Queensland Ag Shows)</i></p>
	8:00am-9:00am	<p>WORKSHOPS – ALL ATTENDEES WELCOME</p>
Marketing		<p>Viral and Beyond – How To Communicate During a Crisis – Room 250 A/B/C No matter the size of your fair, a crisis can happen. Whether it's a concert cancellation, severe weather, angry customer, biosecurity concern, animal activists, viral video, or more, there is a long list of possible scenarios that could happen at fairs and festivals. Hear from your industry peers who've experienced a crisis in the national spotlight and learn how to communicate and protect your brand. You'll take home techniques you can use to react when the media and public come knocking. <i>Presented by Chris Derby (San Antonio Livestock Exposition, Inc., TX) and Alicia Shoults, CFE (Ohio State Fair)</i></p>
Compet. Exhibits		<p>Rise Above With Creative Displays – Room 250 D/E/F Join us for an enriching workshop focused on the art of creating award-winning displays, tailored to suit various fair sizes and budgets, where you'll gain invaluable insights and practical ideas to impress exhibitors and fairgoers alike, leaving a lasting impression and enhancing the overall appeal of your fair. <i>Moderated by Roylene Crawford, CVFM, IFMG (Kittitas County Fair, WA)</i> <i>Panelists to include Jill Albanese, CFE, IFMG (Wisconsin State Fair), Mary Check, IFMG (Rock County 4-H Fair, WI), Shari Bazydola (Wilson County Fair – Tennessee State Fair), and Loretta Meinel, IFMG (Walworth County Fair, WI)</i></p>
Com'l Exhibits/Concess.		<p>Using Best Practices as a Tool for Building Successful Relationships – Room 251 D/E/F Best practices have developed excellent industry standards through constructive conversations between fairs and vendors. These discussions focus on addressing the most significant fair and event industry concerns and ideas; the outcome of which is the creation of procedures, policies, and guidelines that work to secure safety, financial practices, good communication, and excellent guest services. Sometimes we concentrate on the procedural aspects of putting on fairs and forget that we must also respect and value each other as we do that. This session's panelists will share innovative practices of fairs and vendors working together to optimize profitability for all concerned. <i>Moderated by Rey O'Day (NICA – National Independent Concessionaires Association)</i> <i>Panelists to include Justin Aquino (San Mateo County Fair), Kim Barr (Pacific Crest Concessions), Lisa Immel (Wisconsin State Fair), and Gentry Miller (The Ringmaster)</i></p>

IFM COURSE/TRACK	TIME	SESSION/LOCATION/DESCRIPTION
IFM #113 Prof. Dev.	8:00am-9:30am	<p>Insurance – The Basics – Room 155 B/C</p> <p>Things have changed! Do you know what to look for in your insurance policies? “Per incident, errors and omissions, excluded, C&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. This course is especially designed for new board or staff members to help them understand the insurance needs and terms related to fair business and is a good refresher course for anyone working within the fair industry.</p> <p>Presented by Ryan Wilkerson (Haas & Wilkerson Insurance) <i>This is a for-credit course of the Institute of Fair Management. All attendees are welcome, even if not enrolled in the Institute.</i></p>
	8:00am-11:00am	<p>EXPERIENCE OPTION: The University of Utah Football Stadium Facilities & Operations Tour – Pre-Registration Required <i>Limited to 75 people – Additional \$35 Fee Required</i></p> <p>Buses will depart from the Convention Center’s south entrance (near the Hyatt Hotel and Hall E) at 8:30am and will return to the Convention Center by 11:00am</p> <p>Join us for an exclusive educational experience at the University of Utah Stadium and Events. Learn about the inner workings of a government-owned venue intricately tied to a prestigious university. Gain insights into our dynamic relationship with our tenants, Utah Athletics. Delve into the complexities of the way the department hosts private events, including electrifying concerts. Uncover the secrets behind our seamless acquisition, planning, and execution of both intimate and grand-scale events. This session is a must-attend for fair managers seeking professional growth and compelling strategies for their own venues.</p> <p>To ensure a valuable educational experience, this tour is limited to 75 people.</p> <p><i>Transportation Sponsored by The Oak View Group</i></p>
	8:00am-1:00pm	<p>Registration – Convention Center, Hall A</p>
	8:30am-8:50am	<p>Champions Circle – Cedar: It’s Showtime! – Inspiration Hub Stage – Hall A Presented by Jessie McLaughlin, CFE, IFMG & Erin Gurtel, IFMG (Spokane County Interstate Fair, WA)</p>
	9:00am-9:20am	<p>Champions Circle – Ag Art Contest – Inspiration Hub Stage – Hall A Presented by Jen Cannon, IFMG (Iowa State Fair)</p>
	9:00am-2:00pm	<p>Century Club Member Lounge – Room 150 G</p> <p>As a member of the IAFE Foundation Century Club, do you need a break, a place to sit and catch up on email, phone calls, and texts? The Century Club Member Lounge will provide an area for members of the Century Club to sit and chat, get some work done and enjoy a light refreshment. Not a member? Stop by to find out how you can join the Century Club!</p>
	9:30am-9:50am	<p>Champions Circle – Farmworker Heroes Exhibit – Inspiration Hub Stage – Hall A Presented by Justin Aquino (San Mateo County Fair, CA)</p>
Prof. Dev.	9:30am-10:30am	<p>NETWORKING CIRCLES</p> <p>Assistant Manager – Room 151 A/B Hosted by Aaron Ottmar, CFE, IFMG (North Dakota State Fair)</p>
Com'l Exhibits/Concess.		<p>Commercial Exhibits & Concessions Manager/Director/Operator – Room 151 G Hosted by Beth Pomije, IFMG (Wisconsin State Fair) & Suzy Cason, CFE, IFMG (Oklahoma State Fair)</p>
Compet. Exhibits		<p>Competitive Exhibits Manager/Director – Room 151 C Hosted by Donnie Yancey (Chesterfield County Fair, VA) & Michaela Woempner (North Idaho State Fair)</p>
Entertainment		<p>Entertainment Manager/Director – Room 151 A/B Hosted by Mark Sparks, IFMG (Triangle Talent)</p>
Technology		<p>Technology/Web – Room 151 F Hosted by Kevin Wittnebert (Extreme Networks)</p>
Agriculture	9:30am-10:30am	<p>WORKSHOPS – ALL ATTENDEES WELCOME</p> <p>The Future of Agriculture – Blue Jackets, Gold Standards – Room 155 D</p> <p>The FFA organization is actively shaping the future of agriculture by nurturing the next generation of agriculturalists. How can the fair industry play a pivotal role in supporting and empowering youth in agriculture in order to set both organizations up for success in the future? Join this workshop and find out!</p> <p>Presented by Ella Underberg (2023-24 New York State FFA President)</p>



IFM COURSE/TRACK TIME SESSION/LOCATION/DESCRIPTION

9:30am-10:30am **WORKSHOPS** *Continued*

Prof. Dev.

Critical Conversations – The Future of the Fair and Carnival Relationship – Room 250 A/B/C

The IAFE and OABA have a long history of collaboration and working together on items which impact the entire fair industry. In 2006, the “Best Practices for the Fair/Carnival Relationship” was produced and has been an industry standard since. In late 2022, the two associations convened a new task force to review that document and discuss the current situation and future of the fair and carnival relationship. The result is the new and cutting-edge document, “Critical Conversations: The Future of the Fair and Carnival Relationship,” a practical guide to facilitate communications between fairs of all sizes and their carnival midway provider. In this session we will discuss the guide in detail.

Presented by the Joint IAFE & OABA Task Force

Moderated by Facilitator Marlene Jolliffe, CFE (State Fair of Virginia)

Panelists to include Task Force Chair Jim Sinclair, CFE, IFMG (Minnesota State Fair), Ken Karns, CFE, IFMG (OC Fair & Event Center, CA) & Vicki Chouris, CFE, IFMG (South Florida Fair & Palm Beach County Expositions, Inc.) representing IAFE, and Ben Pickett (Ray Cammack Shows) and Blake Huston (North American Midway Entertainment) representing OABA

The Impact of Dark Social on Your Marketing Measurability – Room 250 D/E/F

Dark Social is not a conspiracy theory but rather an ongoing phenomenon that has become increasingly problematic for those who rely on analytics data and reports from your teams or outside agencies to fuel their marketing strategies. This hidden challenge can make it difficult to accurately measure and analyze customer engagement, understand key drivers for your advertising efforts, and can negatively impact your decision-making and future marketing ROI. Join us for an enlightening and eye-opening session on cracking this idea of Dark Social. Discover unseen reporting threats that are being missed by the tools you use and even in the reports you’re giving to your executive teams; better understand this phenomenon and how it is negatively impacting your value proposition to sponsors, your budgets, and your long-term digital strategy! We will deliver actionable insights to supercharge your marketing strategies. Get ready to transform your online marketing strategies, take your new knowledge and begin applying it right away!

Presented by Phillip Wilhelm (AttendStar)

Safety & Security

Let’s Talk Active Assailants – What To Do! – Room 251 D/E/F

Join the IAFE Safety & Security Committee members for an essential session covering the topic of active assailants. In this engaging discussion, we will delve into the profound impact active assailants can have on our events. Designed specifically for all convention attendees, this session will provide you with invaluable insights and knowledge on how to respond effectively to real-life incidents. Don’t miss this opportunity to enhance your understanding of this critical topic and ensure the safety of your event goers.

Presented by Jeff Cotner (State Fair of Texas) and Cliff Hedges (Eastern States Exposition, MA)

Fair Oper./Facilities
Prof. Dev.

9:30am-11:00am

How To Plan for Accessibility – Room 155 A

You don’t strategize your fair programming, construction, or security without a plan, so why would you view your accessibility in a different way? This is an opportunity to be prepared by developing a simple but comprehensive ADA/Accessibility plan. This session will provide you with a step-by-step process through seven essential elements that serve as a framework and outline for your plan. Whether you are just starting and not sure where to begin or have a long-established access program, this is the session for you!

Presented by Betty Siegel (Access Advisory Group)

Prof. Dev.

9:30am-12:00pm

EXPERIENCE OPTION: Learning With Legends – Gaining Wisdom from Industry Titans – Room 251 A/B/C

Pre-Registration Required – Limited to 40 people


Join us for a captivating session where you will have the exclusive opportunity to learn from legends who have made a significant impact on the fair industry. Through a dynamic panel discussion, these distinguished individuals will share their invaluable experiences, challenges, and wisdom, offering you a unique insight into their journeys.


Following the panel discussion, you will have the opportunity to connect with the legends on a more personal level during a dedicated networking session. In a small group setting, you can gain practical insights, and forge meaningful connections.

Don’t miss out on this unparalleled opportunity to learn from the best in the business. Join us at “Learning with Legends” and embark on a transformative journey towards success.

Moderated by Jennifer Giesike, CFE, IFMG (Washington Town & Country Fair, MO) and Kelly Collins, CFE, IFMG (State Fair of West Virginia)

Panelists to include Becky Brashear, CFE, IFMG (South Florida Fair & Palm Beach County Expositions, Inc.), John Sykes, CFE (East Texas State Fair), Renae Korslien, CFE, IFMG (Retired – North Dakota State Fair), Jerry Hammer, CFE (Retired – Minnesota State Fair), Greg Stewart (Retired – Central Washington State Fair), Jim Tucker (IAFE), and Debbie Dreyfus-Schronk, CFE (IAFE Education Foundation)

IFM COURSE/TRACK	TIME	SESSION/LOCATION/DESCRIPTION
	10:00am-10:20am	Champions Circle – Acres of Fun – Inspiration Hub Stage – Hall A <i>Presented by Alexcia Jordan, CFE, IFMG (North Idaho State Fair)</i>
	10:30am-10:50am	Champions Circle – Fair Buddies – Inspiration Hub Stage – Hall A <i>Presented by Jacqueline Stough (Central Florida Fair)</i>
Agriculture	10:30am-12:00pm	The Elephant in the Room – Addressing Performance Enhancement Practices in Livestock Competitions – Room 155 E/F Breeding and feeding livestock champions, or artificially manufacturing them, is a critical distinction that determines whether livestock competitions are truly fair and equitable. The quest to breed and feed the perfect animal has been reduced to who can best evade detection using practices that should not be allowed. This session aims to shed light on this pervasive issue that has plagued our livestock barns for decades, yet remains a taboo subject that only a brave few have wanted to confront. Join us for an enlightening session that will raise awareness and provide education on the prevalence of performance-enhancing practices in livestock competitions. We will tackle this issue head-on, fostering open and honest discussions to empower fair staff at any size fair. Together, we will explore strategies, share experiences, and provide support to ensure fairs can confidently move forward, knowing they are not alone in tackling this issue. Don't miss this opportunity to be part of the solution. Let's bring the conversation out of the shadows and work towards creating a level playing field where fairness and integrity are paramount. <i>Moderated by Michael Bradley (MHB Productions)</i> <i>Panelists to include Dr. Dennis Summers, DVM (Ohio Department of Agriculture), Karl Hengst (Houston Livestock Show & Rodeo, TX), Greg Ahart (Superior Farms), and Dr. Travis Mays, MS, PhD (Texas A&M Veterinary Medical Diagnostic Laboratory)</i>
	11:00am-12:00pm	NETWORKING CIRCLES
Prof. Dev.		Board President/Secretary – Room 151 G
Prof. Dev.		CFO/Treasurer/Accounting – Room 151 F <i>Hosted by Matt Wallsmith, IFMG (South Florida Fair & Palm Beach County Expositions, Inc.) & John Prestianni (Florida State Fair)</i>
Prof. Dev.		Manager-Volunteer, Part-Time – Room 151 C <i>Hosted by Rachel Lisk (Lewis County Fair, NY)</i>
Non-Fair Facility Usage		Non-Fair Events Sales & Services – Room 151 D/E <i>Hosted by Alexcia Jordan, CFE, IFMG (North Idaho State Fair)</i>
		11:00am-12:00pm
Prof. Dev.		Community Inclusion Beyond Exhibits - Lessons from the San Diego County Fair – Room 155 B/C Part of what makes fairs great are the community exhibits — the flora and fauna, gems and jams, quilts, and other quirky items — that locals enter for a shot at ribbons, recognition, and respect. But outside of these competitions and showcases, what can fairs do to create a truly inclusive environment at their events — one that is reflective of the diverse communities they serve? Join us for a case study of the San Diego County Fair, which uses its entertainment, festivals, marketing, and even its annual theme to create and foster a sense of inclusivity at a fair that draws 1 million annual visitors. Attend this panel discussion to help spark great ideas for fun ways to connect with your communities through all aspects of your fair. <i>Presented by Jennifer Hellman, Katie Mueller, and Henry Rivera (San Diego County Fair, CA)</i>
Marketing		The Ins and Outs of TikTok for Marketing Your Fair – Room 155 D In this session, we'll delve into crafting an impactful TikTok strategy that can significantly expand your fair's reach and enhance audience engagement. Uncover the secrets behind TikTok's unparalleled user engagement, with a staggering 73% of viewers reporting deeper connections to the brands they interact with. Discover why TikTok has become the fastest-growing channel for product discovery, accounting for 15% of discoveries across media channels, emails, and word of mouth. We'll explore cost-effective best practices and efficient strategies to maximize your fair's impact without straining your budget. Don't miss out on this opportunity to stay ahead in the ever-evolving world of fair marketing! <i>Presented by Marc Young (MyCreative Inc.) and Brianda Martinez (Arizona State Fair)</i>

IFM COURSE/TRACK	TIME	SESSION/LOCATION/DESCRIPTION
	11:00am-12:00pm	WORKSHOPS <i>Continued</i>
Ticketing		<p>Daily Ticketing Promotions – Creative Ways to Drive Sales! – Room 250 D/E/F</p> <p>What is your best ticketing promotion? Do you give away a goat, support a local food pantry, or offer a day for educator appreciation? We want to know what you do to drive ticket sales! Panel members will take ideas from the audience, exploring and exchanging daily ticketing promotions and what drives those promotions. Our goal is for you to walk away with ready-to-use ticketing promotion ideas for any size fair.</p> <p>Presented by Amy Deshazer (Clark County Fair, WA), Mary Check, IFMG (Rock County 4-H Fair, WI), and Shelbie Hill (Iowa State Fair)</p>
Prof. Dev.		<p>Understanding the Complexities of Electronic Payments – Room 251 D/E/F</p> <p>Join us for an enlightening session on the intricacies of electronic payments, designed specifically for fair staff. Gain valuable insights into the latest trends and technologies shaping the landscape of electronic payments and discover how to stay one step ahead of chargebacks. In this session, we will delve into the labyrinth of credit card fees, equipping you with the knowledge to navigate this crucial aspect of your business. Don't miss this opportunity to enhance your understanding of electronic payments and optimize your fair's financial success.</p> <p>Presented by Tina Hollis (Fiserv)</p>
	11:00am-1:30pm	<p>Lunch Options in the Center – Convention Center Lobby</p> <p>There are both Mexican (Chito's Tacos) and Asian (Rice Bowls) lunch options available during this time period in addition to the AiFi Convenience Store and the Coffee Bar.</p>
	12:15pm-1:00pm	<p>Contest Awards Presentation – Inspiration Hub Stage – Hall A</p> <p>Get ready to witness the unveiling of excellence at the Contest Awards Presentation! Join us in the Inspiration Hub on Wednesday as we announce the winners of the highly anticipated 2023 IAFE Contests. If your organization won an overall contest award, now is the time to shine! This exclusive event is a can't-miss for convention attendees who appreciate innovation, competitive exhibits, agriculture, communications, and non-fair facility usage. Plus, we'll also be announcing the Jenga Tournament Champion!</p>
	1:00pm-2:00pm	<p>Mid-West Fairs Association Meeting – Room 251 A/B/C</p> <p>Open to Mid-West Fairs Association Members Only</p>
	1:00pm-2:00pm	<p>NETWORKING CIRCLES</p>
Prof. Dev.		<p>Board Members – Room 151 G</p> <p>Hosted by Deb Zumbach, IFMG (Iowa State Fair), and Joe Yedlik, CVFM, IFMG (Great Jones County Fair, IA)</p>
Fair Oper./Facilities		<p>Facilities Manager/Director – Room 151 A/B</p> <p>Hosted by Cory Franzmeier (Minnesota State Fair) and Geoff Hinds, CFE (Deschutes County Fair & Expo Center, OR)</p>
Safety & Security		<p>Safety & Security – Room 151 D/E</p> <p>Hosted by Lisa Goudy (Douglas County Fair & Rodeo, CO) and Matt Bruskotter (Indiana State Fair)</p>
Sponsorship Marketing		<p>Sponsorship & Marketing – Room 151 F</p> <p>Hosted by Maggie Ellison (Event Marketing Strategies)</p>
	1:00pm-2:00pm	WORKSHOPS – ALL ATTENDEES WELCOME
Prof. Dev.		<p>Service Animals & Mobility Devices – Room 155 A</p> <p>This session will address your questions and clarify your obligations when it comes to your guests, visitors, and audience members who use service animals and non-traditional mobility devices. We will look at trends and leave plenty of time for questions.</p> <p>Presented by Betty Siegel (Access Advisory Group)</p>
Fair Oper./Facilities		<p>More Than Recycling – Prioritizing Environmental Stewardship at the Fairgrounds – Room 155 B/C</p> <p>The Del Mar Fairgrounds stands out for its unique coastal location in California. But the scenic ocean views and sensitive ecosystems also create environmental challenges when it comes to hosting major events. Join us to hear about how California's 22nd District Agricultural Association, which produces the San Diego County Fair, has learned to embrace its environmental challenges by making investments and changing its ethos — and how you can make environmental stewardship a priority at your fairgrounds.</p> <p>Presented by Tristan Hallman (San Diego County Fair)</p>

IFM COURSE/TRACK	TIME	SESSION/LOCATION/DESCRIPTION
Agriculture	1:00pm-2:00pm	<p>WORKSHOPS <i>Continued</i></p> <p>Let's Talk Livestock – Fit or No Fit – Room 155 E/F Get ready for a thought-provoking discussion with industry experts gathering to shed light on the policies and procedures surrounding livestock shows. Delve into the contentious debate of fitting versus no fit and discover the reasoning behind each approach. With passion and expertise, these experts will dissect their methods, unveiling what works and what doesn't. This is your chance to gain invaluable insights into the world of livestock shows and engage in a conversation that will leave you pondering the best path forward. <i>Moderated by Brett Warder (Calgary Exhibition & Stampede, AB)</i> <i>Panelists to include Brian Faris (San Antonio Stock Show & Rodeo, TX), Jenn Galloway (Kansas State Fair), and Jen Cannon, IFMG (Iowa State Fair)</i></p>
Com'l Exhibits/Concess.		<p>You Think You Are Auditing – Room 251 D/E/F Step into the world of meticulous concessions audits and dive into the practices and observations that define the essence of this intriguing craft. In this workshop, seasoned experts will unravel the secrets of conducting comprehensive concessions audits that go beyond the surface, uncovering useful insights and unlocking opportunities for success. <i>Moderated by Rick Pickering, CFE (Pickering Events LLC)</i> <i>Panelists to include Kelly Collins, CFE, IFMG (State Fair of West Virginia), Erica Quintero (Woo & Q Fair Services & Auditing), Shawn Brunk (Brunk's Concessions Auditing), and Marlene Jolliffe, CFE (State Fair of Virginia)</i></p>
	2:30pm-4:30pm	<p>Closing General Session, Business Session, and Celebration – Grand Ballroom Don't risk missing our Closing General Session, where education, recognition, and celebration converge! We'll be recognizing the achievements of the IAFE Facility Management Grad Track and the Institute of Fair Management graduates. Join us as we bring together industry leaders, including IAFE President & CEO Marla Calico, CFE, and outgoing IAFE Chair Jennifer Giesike, CFE, IFMG, while introducing our new IAFE Board Chair for 2024. The annual IAFE Business Session will also take place, with the announcement of the 2024 IAFE Board of Directors, followed by inspirational speaker Mariluz Cook. And let's not forget the celebration! Sponsored by Farm2Fair, this special event is dedicated to honoring our IFM graduates, alumni, and enrollees. With hors d'oeuvres and drinks available, this celebration is for EVERYONE! <i>Sponsored by Farm2Fair</i></p>

Inspirational Speaker: Mariluz Cook

A familiar face across the state of Utah, Mariluz Cook is the reigning Miss Utah USA 2023 and a sports broadcaster serving as host for the NBA's Utah Jazz, NBA's 2023 NBA All-Star Weekend, ECHL's Utah Grizzlies, sports anchor for KSL 5 TV, and sideline reporter for KSL Sports.

Aside from storytelling in front of the camera, she has proudly produced FCS ALL-IN, the premiere show dedicated to Division 1 Football Championship Subdivision Coverage which aired on ESPN+ weekly. She also formerly served as the very first Director of Broadcast and Digital Media for the Big Sky Conference where she told the league's stories as the primary on-camera host, reporter, and producer.

As a proud Cuban-American, Mariluz's cultural background has played a role in shaping her values and perspectives, all while allowing her to form connections with people from all different walks of life.

The South Florida native is a proud Magna Cum Laude Communications Studies and Criminal Justice graduate from Florida Atlantic University. While a student, Cook served as the primary on-camera correspondent for the university's athletics department and won the Owl TV Reporter of the Year Award for her coverage of FAU Athletics. After graduating in 2019, she made her pivotal move to Salt Lake City, Utah.

When she's not on a court or somewhere on a sideline, Cook loves boxing, cycling, playing classical piano, and running, in addition to bringing light to mental health through her digital series, Green Couch Chats, where she opens up conversations about mental health with people from all different backgrounds. Since 2016, she has also held five titles in the Miss America Organization, including Miss South Florida Fair 2019 and the longest-reigning Miss Miami in history from August 2020 to March 2022.



IFM COURSE/TRACK	TIME	SESSION/LOCATION/DESCRIPTION
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IFM #111	8:30am-2:30pm	<p>Consumer Protection Program E. coli Workshop – Room 253 A/B ADDITIONAL FEE REQUIRED** <i>Limited availability – on-site registration may not be available</i></p> <p>Protecting your eventgoers, staff, and volunteers has never been so important. The IAFE, working with Dr. Stephen Neel of Technical Solutions International, present the CPP workshop to help 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. The risk management information and tools provided in the CPP can be easily adapted to develop pandemic plans.</p> <p>What CPP Offers You!</p> <ul style="list-style-type: none">• Introduction to Enteric Pathogens: What they are, the impact to fairs, and what's at stake• Understanding Enteric Pathogens: Some microbiology!• Analyzing Your Facility: Everyone brings maps/diagrams of their own fair and time is spent analyzing flow• Improving Operational Procedures: Signage, handwashing, waste management, etc.• Site Evaluation Exercises: Each attendee works with the presenters to examine their own facilities and work on ideas/plans• Record Keeping• Creating the Consumer Protection Plan <p>Following the workshop, attendees will have the opportunity to consult, one-on-one, with the presenters to review their facilities site plan. These site reviews will be conducted via Zoom or Teams.</p> <p>Presented by Dr. Stephen Neel (Technical Solutions International) and Marla Calico, CFE (President & CEO, IAFE) **After November 1st, registration is on-site only for \$190.</p> <p><i>This is a required for-credit course of the Institute of Fair Management, but all Convention attendees are welcome and encouraged to attend.</i></p> <p><i>Sponsored by Haas & Wilkerson Insurance</i></p>
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