



2018 IAFE Convention

San Antonio, TX | November 25-28, 2018

Henry B. Gonzalez Convention Center

****A registered attendee badge is required for admittance to ALL IAFE events and areas****

Last updated: 9/27/2018

Saturday, November 24:

12:00 p.m.-5:00 p.m.

IAFE Board of Directors Meeting and Lunch

Location: Room 221 B&C

2:00 p.m.–6:00 p.m.

Attendee Pre- Registration Pickup

Sponsored by ShoWorks

Exhibitor registration will open at 8:00 a.m. Sunday

Location: Convention Center, Main Entrance, Street Level

4:00 p.m.

Mass

Location: Room 221 A

5:00 p.m.

Walking Tour

Meet the Spirit Squad in your hotel lobby for a guided tour to the convention center. Refreshments will be provided during the Q&A session.

Location: Room 221 D (Q&A)

Sunday, November 25:

7:30 a.m.–6:00 p.m.

Registration

Sponsored by ShoWorks

Location: Convention Center, Main Entrance, Street Level

8:30 a.m.–10:30 a.m.

How to Market Your Facilities – Introductory

This course will help you understand how to apply basic marketing concepts to the specific area of non-fair facility usage year-round. Course material is applicable to all delegates whose fair operates year-round facilities for rental to others.

Institute of Fair Management Course* #302

Presented by Kathy Kramer

Location: Room 221 B/C/D

9:30 a.m.

Walking Tour

Meet the Spirit Squad in your hotel lobby for a guided tour to the convention center. Refreshments will be provided during the Q&A session.

Location: Room 220

10:00 a.m.

Interdenominational Service

Location: Room 221 A

10:00 a.m.–6:00 p.m.

Ed Shed

Visit the Ed Shed for many educational opportunities, including Campfire Theater, Legend-Led Theater, Power Talks Theater, Training Corral, and view entries from the 2018 IAFE contests. Be sure to pick up your USB featuring award-winning entries, and take part in the many interactive components.

Location: Stars at Night Ballroom

10:30 a.m.–10:45 p.m.

Power Talk: Why Fairs Still Matter

Fairs are an oasis from the urban jungles where families come to recreate, learn, and see the showcase of their community!

Presented by Norb Bartosik, CFE (Mid-West Fairs Association)

Location: Ed Shed, Stars at Night Ballroom

Etix Power Talk Theater

10:45 a.m.–12:15 p.m.

Agriculture Programming for the Fairgoers - Introductory Institute of Fair Management Course* #129

This course will provide an overview of the role fairs play in agriculture education, how to develop an agricultural education program at your fair, how to incorporate STEM into that program, and how to be innovative in educating your fairgoers about agriculture.

Presented by Laura Kwilos, CFE & Amber Klein (Erie County Fair, NY)

Location: Room 221 B/C/D

11:00 a.m.

Mass

Location: Room 221 A

11:00 a.m.–11:45 a.m.

Legend-Led: Increasing Revenues without Increasing Attendance

Soak up knowledge from industry legends and have a chance to ask them questions. This discussion-based session is a great opportunity to meet those established individuals you've been watching throughout the years.

Moderated by Rick Frenette, CFE (Fair Advantage) & John Sykes, CFE (East Texas State Fair)

Location: Ed Shed, Stars at Night Ballroom

Etix Legend-Led Theater

11:20 a.m.-11:35 a.m.

Power Talk: Entertainment Out of the Box

Presented by Jo Reynolds, CFE (Warren County Fair, IA)

Location: Stars at Night Ballroom – Ed Shed

Etix Power Talk Theater

11:45 a.m.–12:00 p.m.

Power Talk: Disability Is In Our Lives. Are You Ready Professionally?

People want to show compassion and have a proper response; they just don't get what that means. Understand disability in your life so your response comes naturally at your fairgrounds.

Presented by David Whalen (Disability Awareness Training)

Location: Stars at Night Ballroom – Ed Shed

Etix Power Talk Theater

12:10 p.m.–12:25 p.m.

Power Talk: Why Fairs Still Matter

From the viewpoint of a former fair CEO turned well-traveled Commercial Exhibitor, a unique perspective of fairs, and their relevance today.

Presented by Vince Agnifili, CFE (Oasis Aqua Massage)

Location: Stars at Night Ballroom – Ed Shed

Etix Power Talk Theater

12:35 p.m.–12:50 p.m.

Power Talk: Investing in Your Agricultural Partnership

Thoughts on how to build new and grow long-lasting relationships to keep the agricultural industry relevant at your fair.

Presented by Kady Porterfield (Central Washington State Fair)

Location: Stars at Night Ballroom – Ed Shed

Etix Power Talk Theater

1:00 p.m.-2:15 p.m.

Engaged Leadership: Building a Culture to Overcome Disengagement – Intermediate

Research indicates that less than one-third of employees/volunteers are truly engaged. The vast majority simply show up to work each day prepared to do the minimum to get by. The solution for overcoming disengagement is Engaged Leadership ... a proactive approach to leadership that involves building consensus for the vision, inspiring employees to pursue the vision, and developing the team to realize the vision. Host Clint Swindall has developed his own approach to leadership and will discuss the importance of all three aspects of Engaged Leadership:

- How do Directional Leaders build a consensus for the vision?

- How do Motivational Leaders inspire employees to pursue the vision?
- How do Organizational Leaders develop the team to realize the vision?

Presented by Clint Swindall (Verbalocity, Inc.)

Location: Room 301 B&C

1:00 p.m.–4:00 p.m.

Board Governance - Additional Fee Required - Introductory Institute of Fair Management Course* #104

\$125 on-site. Please note: seating is limited. On-site registration may not be available.

What is the true job of a governing board? How can board and staff members effectively fulfill this job? This symposium focuses on the principles of effective group leadership that help boards define and focus on their work while empowering and energizing staff to get the work that's been delegated done. The session presents an integrated model for systematic and comprehensive clarity of roles and accountabilities.

It addresses effective delegation, the role and responsibility of the board, board composition and structure, the conduct of board members (including conflict of interest), the relationship between the board and chief executive, recruiting and retaining board members, and the assessment/evaluation of the effectiveness of the board.

Presented by Bill Charney (Charney Associates)

Location: Room 221 B/C/D

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

Contracts, Requests for Proposals, and Requests for Qualifications –

Advanced

Institute of Fair Management Graduate Course #107

This course is open to IFM Graduates (Management Track enrollees ONLY)

An in-depth course that looks at the steps necessary for a successful negotiation, from RFP's to administering the contract. Contents include negotiation preparation, setting

targets, roles of team members, setting strategy, conducting negotiations, and documenting the final agreement. Upon completion, the enrollee will be able to prepare for, secure, and administer contracts.

Presented by Terry Carr (Carr Business Consultants).

Location: Room 225A

1:50 p.m.-2:05 p.m.

Power Talk: Strategies for Protecting Your Fair from Activists

What will you do when activists come knocking? From prevention to response, learn what you can do if you're faced with email attacks, negative comments on all of your social media posts, bad reviews, or a group of protesters showing up at your gates.

Presented by Alicia Shoults, CFE (Ohio State Fair)

Location: Stars at Night Ballroom – Ed Shed

Etix Power Talk Theater

2:00 p.m.

Walking Tour

Meet the Spirit Squad in your hotel lobby for a guided tour to the convention center. Refreshments will be provided during the Q&A session.

Location: Room 221 D (Q&A)

2:00 p.m.-2:45 p.m.

Dealing with THAT Smell in Your Livestock Facilities

You know it when it hits your nose the minute you walk into the barn or arena – ammonia. Did you know it might also cause illness in both show animals and in people? Find out the details on how microbial products can eliminate ammonia and reduce solids. Bio S.I. Technology products can successfully eliminate the cause of ammonia, rather than merely treating the symptoms.

Presented by Brandon Boughen, M.Ag (Bio S.I. Technology)

Location: Stars at Night Ballroom – Ed Shed

Bio S.I. Training Corral

2:00 p.m.-2:45 p.m.

Legend-Led: Sponsorship

Soak up knowledge from industry legends and have a chance to ask them questions. This discussion-based session is a great opportunity to meet those established individuals you've been watching throughout the years.

Moderated by Jen Puente, CFE (Wisconsin State Fair) & Theresa Agricola (South Florida Fair & Palm Beach County Expositions)

Location: Stars at Night Ballroom – Ed Shed

Etix Legend-Led Talk Theater

2:00 p.m.-2:45 p.m.

Tech Pavilion: WordPress

An overview of WordPress features and administration.

Presented by Andy Kroening, CFE (Wisconsin State Fair and Chris Waugh (Connect Think)

Location: Saffire Tech Pavilion Room 302A

2:30 p.m.–4:00 p.m.

Creating Community Giveback Programs on Your Fairgrounds with Any Budget - Advanced

Regardless of the size of your fairgrounds budget, or staff, we all have an opportunity to use our assets to create programs and facilitate opportunities for community giveback. This workshop will share some community giveback programs and public/private partnerships they have developed to benefit the community, both during the annual fair and year-round. Programs include: utilizing their industrial kitchen for culinary training, focusing on underserved high school students, award-winning partnerships with the education community, providing summer employment opportunities, bringing 1,000 children to the fair for one day every year at no cost, plus many more ideas. This session will be an interactive forum, so come prepared to share your ideas as well!

Presented by Kathy Kramer

Location: Room 301 B&C

2:40 p.m.–2:55 p.m.

Power Talk: Why Fairs Still Matter

Presented by YPI Steering Committee Associate

Representative Madison Kissel (Kissel Entertainment, LLC)

Location: Stars at Night Ballroom – Ed Shed

Etix Power Talk Theater

3:00 p.m.–3:45 p.m.

Tech Pavilion: The New World of Ticketing, Financial Transactions and Audience Expectations

Technology has impacted every part of our world, including events, in ways we could never have imagined just a few short years ago. This session will talk about options, changes, and new considerations in the critical areas of event ticketing, financial transactions, and the constantly changing expectations of those attending our events.

Presented by Amy Pelzl and Jessica Bybee-Dziedzic (Saffire)

Location: Saffire Tech Pavilion Room 302 A

3:00 p.m.–3:45 p.m.

Membership Group Meeting

This committee meeting is open to all attendees. Interested in helping the IAFE membership? Come check it out!

Location: Stars at Night Ballroom

3:15 p.m.–4:00 p.m.

The ADA – Fairs and Expos - Intermediate

This presentation will address all matters relative to the Americans with Disabilities Act (ADA) and how it comes into play with fairs and expositions. An understanding of service animals, other power-driven mobility devices, parking, ticketing/seating, and accessibility will be discussed in detail.

Presented by David Whalen (Disability Awareness Training)

Location: Stars at Night Ballroom – Ed Shed

Bio S.I. Training Corral

3:15 p.m.–4:00 p.m.

What Happens after the Sponsorship Contract is Signed?

Presented by Barry Feil (Celebrate Fairfax, VA)

Location: Room 302 C

3:15 p.m.–4:00 p.m.

Evaluating Vendors During Events - Advanced

Do you know what is actually happening on your grounds during your fair, and what your guest is really experiencing? Conducting assessments and evaluations of vendors and concessionaires can help! The connection with your vendors and concessionaires is crucial to the success of your event. Evaluation tools help keep vendors and concessioners at the top of their game and help fair managers to understand the big picture. Learn how to grow your programs, introduce new initiatives, and improve existing platforms to help make better business decisions.

Presented by Melanie Linnear (State Fair of Texas) and James Radke (Calgary Stampede, AB)

Location: Room 302 B

3:55 p.m.–4:10 p.m.

Power Talk: Why Fairs Still Matter

This year's convention is all about "First Impressions." Let's spend some time talking about lasting impressions! Are these the keys to keeping your fair relevant?

Presented by IAFE Chair Rick Vymlatil, CFE (South Florida Fair and Palm Beach County Expositions)

Location: Stars at Night Ballroom – Ed Shed

Etix Power Talk Theater

4:30 p.m.–5:30 p.m.

First Friends Reception for First-Timers

First time at convention? Attend this reception to meet expert attendees, hear about the "must-see's" of the convention, and network with your industry colleagues.

Sponsored by The Coca-Cola Company

6:00 p.m.–8:00 p.m.

Raisin' for a Reason – Wagons and Whiskey

Enjoy a social evening full of wine, spirits and food while supporting a great cause. Auction proceeds benefit the IAFE Education Foundation which supports the Institute of Fair Management.

Additional fee required. Inquire at the IAFE Registration Desk or at the door of the event.

Location: LDR Room - Convention Center

Monday, November 26:

7:00 a.m.–6:30 p.m.

Registration

Sponsored by ShoWorks

Location: Convention Center, Main Entrance, Street Level

8:30 a.m.–9:00 a.m.

Convention Blast Off!

Get excited for the 2018 IAFE Convention with help from the US national anthem and your 2018 IAFE Chair of the Board, Rick Vymlatil, CFE!

Location: Stars at Night Ballroom

9:15 a.m.–10:00 a.m.

Zone Meetings

Don't know which Zone your fair is located in? Maps will be available, or visit www.fairsandexpos.com.

Zone 1: Room 302 B&C

Zone 2: Room 221 A

Zone 3: Room 221 D

Zone 4: Room 225 B&C

Zone 5: Room 301 B&C

Zone 6: Room 221 B&C

Zone 7: Room 225 A

Zone 8: Room 225 D

10:00 a.m.–12:30 p.m.

Ed Shed

Visit the Ed Shed for many educational opportunities, including Campfire Theater, Legend-Led Theater, Power Talks Theater, Training Corral, and view entries from the 2018 IAFE contests. Be sure to pick up your USB featuring award winning entries, and take part in the many interactive components.

Location: Stars at Night Ballroom

10:15 a.m.–10:30 p.m.

Power Talk: IT Security – Fear the Right Things (and Fix Them)

Join one of AppRiver’s Strategic Account Executives as he talks about why we might be worrying too much about the wrong IT security threats ... and not enough about the right ones. He’s seen a lot in his 10 years with the email and web security firm, but he also believes fear should drive positive action, especially in business. Listen as he explains what companies can and should do to stay safe in an increasingly dangerous digital world.

Presented by Jeff Willard (AppRiver)

Location: Stars at Night Ballroom – Ed Shed

Etix Power Talk Theater

10:15 a.m.–11:00 a.m.

Tech Pavilion: Create Lasting Impressions with Integrated Websites & Ticketing

A good first impression goes a long way! Research shows customers decide if they’re going to have a good time at your fair within a few seconds of exposure to your brand. Most of the time, those moments aren’t even at your gate – they’re on your website! Customers pull out their mobile devices to learn about your event long before they arrive and when you sell tickets online, they get out their wallets early too. So how do you put your best foot forward and get more customers to boldly buy in advance? At Saffire, we can say with confidence we have found the secret sauce to good first impressions and increasing online sales. Saffire clients using our integrated websites & ticketing repeatedly see increased revenue. Want to be in the know on how and why? Join us for a Saffire product showcase you won’t want to miss! We’ll hold a drawing for an iPad Mini – which, by the way, is all you need to sell & scan tickets with Saffire at your box office! Whether you’ve thought about creating a lasting impression with your website & ticketing for a while, or you’re just beginning to consider the exciting possibilities, you won’t be disappointed! Sponsored by Saffire.

Location: Saffire Tech Pavilion Room 302 A

10:15 a.m.–11:00 a.m. **Workshops – more topics coming soon!**

Sessions:

Creating Tomorrow’s Traditions: Developing the Board’s Future Vision - Advanced

To be effective in their role requires recognition that “board leadership” extends way beyond involvement in planning and executing next year’s fair. This workshop delivers concepts and tangible examples of how boards can lead their organizations by starting not with strategic planning, but strategic visioning. Demonstrating how boards can define organizational success in terms of outcomes, not activities, governance consultant Bill Charney will also provide six key criteria to help the board determine your organization’s “ends.”

Presented by Bill Charney (Charney Associates)

Location: Room 221D

Active Assailant Situations

Walk away from this session with detailed information on how to develop active assailant plans, conduct training, and where to go to access more resources. Department of Homeland Security officials from Region 6 (Texas, Oklahoma, Louisiana, Arkansas, and New Mexico) will also be set up in the Ed Shed for more detailed one-on-one discussions.

Presented by Mike Dailey (Department of Homeland Security)

Location: Room 301 B&C

Introduction to Grant Writing: Funding Sources, Proposal Guidelines, and Best Practices –Introductory

This workshop will take a look at the foundational steps to acquiring funding, starting with defining your project, identifying funding sources, and finding fiscal sponsorship;

moving into the practical's of how to identify and keep track of proposal guidelines and submission guidelines; and then determining personnel needs and updating your grant timeline. Participants will also be given an overview of the process of writing the grant proposal, which includes the narrative, the budget, supporting materials, and of course, following up with the granting organization.

Presented by Bridget Rountree (Animal Crackers Conspiracy)

Location: Room 225 B&C

Dealing with THAT Smell in Your Livestock Facilities

You know it when it hits your nose the minute you walk into the barn or arena – ammonia. Did you know it might also cause illness in both show animals and in people? Find out the details on how microbial products can eliminate ammonia and reduce solids. Bio S.I. Technology products can successfully eliminate the cause of ammonia, rather than merely treating the symptoms.

Presented by Brandon Boughen, M.Ag (Bio S.I. Technology)

Location: Stars at Night Ballroom – Ed Shed

Bio S.I. Training Corral

Legend-Led: AgVocating

Soak up knowledge from industry legends and have a chance to ask them questions. This discussion-based session is a great opportunity to meet those established individuals you've been watching throughout the years.

Presented by Barney Cosner, CFE (Fremont County Fair, WY) and Donna Woolam, CFE (Eastern States Exposition, MA)

Location: Stars at Night Ballroom – Ed Shed

Etix Legend-Led Theater

Lasting Impressions – Creating Competitive Exhibit Entries that Maximize the Exhibitor and Fair Guest Experience

Presented by Jill Albanese, CFE (Wisconsin State Fair) and Eileen Walsh Grzenia (Walworth County Fair, WI)

Location: Room 221 A

Not-for-Profit Financial Reporting Standard: Implementing the Financial Accounting Standards Board's ASU 2016-14 - Advanced

Presented by Jaime Navarro (State Fair of Texas) and Neely Duncan, CPA, CFE, FCPA & Emily George, CPA (BKD, LLP)

Location: Room 225 A

10:15 a.m.–11:00 a.m.

Ticketing Networking Session

Join these moderated sessions with generalized topics by networking with others and taking part in open discussion. You are sure to walk away with new and fresh ideas to take home to your fair!

Moderated by David Phelps (San Antonio Livestock Exposition, Inc., TX) and Dennis Scanlon (Etix)

Location: Room 220

10:15 a.m.–11:45 a.m.

StoryGrip Workshop – Part One

In an environment where you don't stand a chance to win anybody's attention without some magic, a good story might save you and your brand from oblivion. With more media channels for engagement and greater control over what consumers pay attention to, marketing and communications teams have scrambled to make their content more captivating and stories represent a natural evolution. Join professional journalist, communications pro, essayist, and humorist Dan Bennett as he dives deep into best practices in organizational and human-impact storytelling.

Registration is necessary to attend Part II of this workshop on either Tuesday or Wednesday. Seating is limited. The registration fee is \$15.

Presented by Dan Bennett (StoryGrip)

Location: Room 302 B & C

10:40 a.m.-10:55 a.m.

Power Talk: How Do You Measure Success at Your Fair?

Attendance? Revenue? Customer Satisfaction? Something else? We all look at it a little differently. A Net Promoter Score (NPS) is something new to consider, and it's based on one simple question. It's easy to administer and even easier to understand, but the results may change the way you measure success at your Fair.

Presented by Ray Allison (Indiana State Fair)

Location: Stars at Night Ballroom – Ed Shed

Etix Power Talk Theater

11:00 a.m.–12:15 p.m.

Lunch & Learn

Enjoy your lunch with people with similar interests. This is another opportunity to network and steal ideas from fair industry colleagues. The lunch ticket is required to partake in the meal, but everyone is welcome to participate in the conversations. Lunch tickets are only available prior to the convention and cannot be purchased on site.

Sponsored by Allied Specialty Insurance

Location: Stars at Night Ballroom

11:05 a.m.-11:20 a.m.

Power Talk: Media Scholar/Internship Program

Since 2015, the National Western stock Show has drawn interest from more than 55 applicants annually for the Livestock Show Media Scholar program. Students vying for this opportunity are charged with communicating the essence of the livestock show through their daily tasks of taking photos, writing human interest stories, contributing to the blog, and managing the social media channels. Are you looking to drive 20,000 folks to your blog, have a single Facebook post reach 100,000+ people, or tell a story to more than 45,000 via Snapchat? Attend this session to learn how college students can help you achieve your show coverage goals.

Presented by Erin Dorsey (National Western Stock Show, CO)

Location: Stars at Night Ballroom – Ed Shed

Etix Power Talk Theater

12:15 p.m.

Doors Open for General Session

Location: Lila Cockrell Theatre

12:45 p.m.–2:00 p.m.

Monday General Session

You won't want to miss the first general session of the 2018 IAFE Convention! This session will include the presentation of the State & Provincial Association of Fairs' Executive of the Year, Rising Star Award (sponsored by Staats), Heritage Awards (sponsored by Haas & Wilkerson Insurance) and IAFE Hall of Fame. Hear from the inspiring keynote speaker Clint Swindall, Verbalocity, Inc. (sponsored by Haas & Wilkerson Insurance).

Location: Lila Cockrell Theatre

2:00 p.m.

Tell Me Something Good Champagne Toast

Receive a ticket for champagne at the general session and meet in the convention center foyer to toast to the good news! Sponsored by Wade Shows.

Location: Convention Center Foyer

2:00 p.m.–5:30 p.m.

IAFE Trade Show

Walk through the aisles of nearly 300 exhibitors waiting to serve you and your fair. Find a partner in all things fair, including insurance, entertainment, website/ticketing, and more! When you need to take a break, enjoy a free beer – compliments of Tally's Amusements – in the IAFE Education Foundation Lounge.

Location: Exhibit Hall 1

3:00 p.m.–4:30 p.m.

Young Professionals Initiative (YPI) General Meeting & Happy Hour

Are you 40 or younger? Join the YPI for an afternoon of networking and fun for your chance to learn about their involvement within the industry. Sponsored by Haas and Wilkerson Insurance.

Location: Room 220

3:30 p.m.–4:30 p.m.

2018 & 2019 IAFE Group/Committee Chairs Meeting

If you were a committee chair in 2018, or will be in 2019, this meeting is for you!

Location: Room 303A

5:45 p.m.–6:45 p.m.

Happy Hour – Chairs’ Welcome to Texas

At the end of a jam-packed day of networking and education, come together with other attendees at the happy hour before heading out to dinner. Includes drinks, snacks and entertainment.

Presented by Kaliff Insurance

Location: Stars at Night Ballroom, 2&3

Tuesday, November 27:

7:30 a.m.–5:00 p.m.

Registration

Sponsored by ShoWorks

Location: Convention Center, Main Entrance, Street Level

8:00 a.m.

Doors Open for General Session

Location: Lila Cockrell Theatre

8:30 a.m.–10:00 a.m.

Tuesday General Session

This general session is packed full of excitement as you watch the presentation of the competitive exhibits (sponsored by North American Midway Entertainment) and agriculture awards (sponsored by ShoWorks). You won’t want to miss the keynote speaker during this session, Temple Grandin (sponsored by Protect The Harvest)!

Location: Lila Cockrell Theatre

10:15 a.m.–2:00 p.m.

The Ed Shed

Visit the Ed Shed for many educational opportunities, including Campfire Theater, Legend-Led Theater, Power Talks Theater, Training Corral, and view entries from the 2018 IAFE contests. Be sure to pick up your USB featuring

award winning entries, and take part in the many interactive components.

Location: Stars at Night Ballroom

10:30 a.m.

IAFE Associates Board Selection Credentialing Meeting & IAFE Update

All IAFE associate members welcome. Associate memberships are included in one of four categories. The categories are: Entertainment; Commercial Exhibits and Concessions; Carnival/Ride Owners/Ride Manufacturers; and Suppliers and Services. Each associate membership shall be entitled to cast one vote for a nominee for 2019 Associate Director. The name of the person who is not a member of the Carnivals/Ride Owners/Ride Manufacturers 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 morning.

Location: Room 225A

10:30 a.m.–11:15 p.m.

Tech Pavilion: The ‘Gram Cram - Introductory

If you don't know what "The 'Gram" is, this may be just the session for you! Instagram is one of the most popular social platforms for younger audiences, which makes it an ideal choice for fair marketers in addition to Facebook. Join us as we cover a couple of basics to launch beginners, but also dive deeper into the many ways & reasons Instagram is a great tool for promoting your fair!

Presented by Jodi Buresh, CFE (Saffire)

Location: Saffire Tech Pavilion Room 302 A

10:30 a.m.–11:15 a.m.

Campfire: Cashless Systems – The Evolution of Cashless and Beyond

Presented by Doug Clarke & Michael Augins (Magic Money)

Location: Stars at Night Ballroom – Ed Shed

Magic Money Campfire Theater

10:30 a.m.–11:15 a.m.

Workshops – All Attendees Welcome

Sessions:

Dealing with THAT Smell in Your Livestock Facilities

You know it when it hits your nose the minute you walk into the barn or arena – ammonia. Did you know it might also cause illness in both show animals and in people? Find out the details on how microbial products can eliminate ammonia and reduce solids. Bio S.I. Technology products can successfully eliminate the cause of ammonia, rather than merely treating the symptoms.

Presented by Brandon Boughen, M.Ag (Bio S.I. Technology)

Location: Stars at Night Ballroom – Ed Shed

Bio S.I. Training Corral

Legend-Led: Operations

Soak up knowledge from industry Legends and have a chance to ask them questions. This discussion-based session is a great opportunity to meet those established individuals you've been watching throughout the years.

Moderated by Craig Rudland, CFE (North Dakota State Fair) and Brian Hudalla (Minnesota State Fair)

Location: Stars at Night Ballroom – Ed Shed

Etix Legend-Led Theater

Transform Your Fair with Volunteer Power - Introductory

Learn how providing structure – such as the Five Elements of Volunteer Engagement – can propel your volunteer program to SUCCESS!

Presented by Stacy Reavis & Janice Brewer (El Paso County Fair, CO)

Location: Room 221 A

What You Don't Know Will Hurt You: The Legal/Fiduciary Duties of Board Members – Introductory

In today's environment, more than ever before, it is integral that directors of nonprofit and public/governmental boards

have a firm grasp of the legal duties incumbent upon them. Attendees of this workshop will gain a concise but strong foundational understanding of:

- Why these are referred to as “duties” instead of “responsibilities”
- An overview of the primary fiduciary duties
- Eight steps to fulfilling the Duty of Care
- The Business Judgment Rule

Presented by Bill Charney (Charney Associates)

Location: Room 221 D

P&L and Your Event Calendar – Advanced

Discussion during this course will include the following: calendar management; booking criteria; rate models; event profit & loss; staffing options; profit centers; booking conflicts & how to deal with them; venue variances from an expense and staffing standpoint; and accommodating large, one-time events.

Moderated by Adam Heffron, CFE (Washington State Fair)

Panelists to include Jay Brower (Sublette County Fair, WY) and Garrett McCormick (State Fair of West Virginia)

Location Room 225 D

YQCA – Make it Part of Your Fair! - Introductory

Since YQCA (Youth for the Quality Care of Animals) launched in 2017, over 50,000 youths have been certified. Are these youths from your county or state? If not, come to this session to learn more about YQCA, see the site, and discover the most recent releases made earlier this fall.

Presented by Dinah Peebles (National Pork Board)

Location: Room 301 B&C

10:30 a.m.–11:15 a.m.

Foundations Networking Session

Join these moderated sessions with generalized topics by networking with others and taking part in open discussion. You are sure to walk away with new and fresh ideas to take home to your fair!

Moderated by Wendy Faulconer (Missouri State Fair Foundation)

Location: Room 220

10:30 a.m.–12:00 p.m.

Keep Up With Today's Information Technology - Introductory

Institute of Fair Management Course* #106

This course reviews the many aspects of this broad subject: a recent update on the use of technology; how fair websites have developed and a general review of the basics of a good site; maintaining databases and utilizing e-newsletters; general information on social media (this is not a marketing course, though); and recent developments in online ticketing, as well as other software resources for fair management. In addition, the course will provide information on developing an IT infrastructure on your fairgrounds.

Presented by John Johnson, Jr., CVFM (Hebron Harvest Fair, CT)

Location: Room 221 B&C

10:30 a.m.–12:00 p.m.

StoryGrip Workshop – PART TWO

Learn to develop stories based on ideas that you generate from idea to creation. Implement the dynamics of stories that leave impressions to create lasting change. Employ the concepts of story creation and dissemination to move forward the story as a valuable and potent communications tool. This session will consist of hands-on storytelling writing, group sharing, and feedback, and is limited to 50 people. You must have participated in Part One on Monday to participate in Part Two.

*Additional registration required! The registration fee is \$15.

*If you are unable to attend this session, Part II will be repeated on Wednesday at 2:00 p.m.

Presented by Dan Bennett (StoryGrip)

Location: Room 302 B&C

10:30 a.m.–12:30 a.m.

Enhancing the Concert/VIP Experience

Presented by Maggie Ellison (Event Marketing Strategies, Inc.); Lauri King, CFE (Big Fresno Fair, CA); and Bruce Sullivan, CFE (Wisconsin State Fair)

Sponsored by WME

Location: Room 225 B & C

10:55 a.m.–11:40 a.m.

Power Talk: Sell More Tickets – Become an Event Life Cycle Marketing Master

Every event has a “life cycle” – an announcement, an on-sale, the event day, and more! The best marketers know how to match the right marketing tools with the right message at the right time. Learn how to tap into specific audiences, generate buzz, and develop #FOMO (fear of missing out) to increase online sales earlier in your sales cycle.

Presented by Aaron Bare (Etix) and Alexa Colasurdo (Rockhouse Partners)

Location: Stars at Night Ballroom – Ed Shed

Etix Power Talk Theater

11:15 a.m.–1:15 p.m.

Lunch & Learn

Enjoy your lunch with people with similar interests. This is another opportunity to network and steal ideas from fair industry colleagues. The lunch ticket is required to partake in the meal, but everyone is welcome to participate in the conversations. Lunch tickets are only available prior to the convention and cannot be purchased on site.

Location: Stars at Night Ballroom

11:45 a.m.–12:30 p.m.

Workshops – more topics coming soon!

Sessions:

Legend-Led: Board Member Roles and Expectations

Soak up the knowledge from industry legends and have a chance to ask them questions. This discussion-based session is a great opportunity to meet those established individuals you’ve been watching throughout the years.

Moderated by Cindy Hoye, CFE (Indiana State Fair) and Jerry Hammer, CFE (Minnesota State Fair)

Location: Stars at Night Ballroom – Ed Shed

Etix Legend-Led Theater

How Volunteers Can Become Your Best Marketers and Ag Educators to Increase Your Fair's Bottom Line! – Advanced Through training, collaboration, and team leadership, your volunteer program can help you build your fair's financial possibilities through volunteer engagement to new and exciting levels.

Presented by Stacy Reavis & Janic Brewer (El Paso County Fair, CO)

Location: Room 221 A

Minnesota Eats – Farm-to-Form Education

Presented by The Common Table Minnesota team members

Location: Room 221 D

Success for Associates with Social Media

Discover which approached to social media work and which do not, and learn how to make your social media presence more attractive to buyers.

Moderated by Mark Sparks (Triangle Talent, LLC)

Panelists to include Alicia Shoults (Ohio State Fair)

Location: Room 225 A

11:45 a.m.–12:30 p.m.

Finance & Human Resources Networking Session

Join these moderated sessions with generalized topics by networking with others and taking part in open discussion. You are sure to walk away with new and fresh ideas to take home to your fair!

Moderated by Matt Immel, CFE (Fond du Lac County Fair, WI) and Matt Wallsmith (South Florida Fair and Palm Beach County Expositions)

Location: Room 220

11:45 a.m.-12:30 p.m.

Tech Pavilion: Understanding Office 365 and the Security Considerations of Moving to the Cloud

Looking to integrate Office 365 into your business? You're not alone. In fact, Office 365 is the most successful Microsoft service in history, but it's also one of the most confusing. We know you have questions and we're ready to help.

Presented by Jeff Willard (AppRiver)

Location: Saffire Tech Pavilion 302A

11:50 a.m.-12:05 p.m.

Power Talk: Tips & Tools for Engagement in Your Community

Our fairs and festivals are definitely more than events for our local communities. We have a wonderful opportunity to impact our areas through our many resources to make a difference. This session is an opportunity to quickly think about the role that your event can play to serve as a catalyst and convener beyond the event.

Presented by Froswa' Booker-Drew (State Fair of Texas)

Location: Stars at Night Ballroom – Ed Shed

Etix Power Talk Theater

1:00 p.m.–5:30 p.m.

IAFE Trade Show

Walk through the aisles of nearly 300 exhibitors waiting to serve you and your fair. Find a partner in all things fair, including insurance, entertainment, website/ticketing, and more! When you need to take a break, enjoy a free beer – compliments of Tally's Amusements – in the IAFE Education Foundation Lounge.

Location: Exhibit Hall 1

1:15 p.m.–2:00 p.m.

2019 Programming Groups/Committee Table Meetings

Find your committee for a meeting. Not on a committee? Find a topic that interests you and join that group. We promise, it's fun!

Advertising and PR: *Room 302 B&C*

Agriculture: *Room 221 D*

Commercial Exhibits and Concessions: *Room 225 A*
Competitive Exhibits: *Campfire Sessions Area (Stars at Night)*
County Fairs: *Legend-Led Area (Stars at Night)*
Entertainment: *Power Talks Area (Stars at Night)*
Management Conference: *Room 225 D*
Master Planning and Physical Plant Operations: *Room 301 A*
Non-Fair Facility Usage: *Training Corral Area (Stars at Night)*
Sponsorship: *Room 301 B&C*
Website and Technology: *Room 302 A*

1:45 p.m.–5:15 p.m.

**Members of State & Provincial Associations of Fairs
Workshop**

Open to State and Provincial members. Enjoy an educational session with like-minded individuals to help you improve your association.

Sponsored by Outdoor Amusement Business Association (OABA).

Location: Room 221 B&C

2:00 p.m.–3:00 p.m.

OABA/CalPro Meeting

Location: Room 221 A

2:15 p.m.–3:00 p.m.

2019 Convention Program Committee Meeting

Location: Room 225 D

3:30 p.m.–5:00 p.m.

**Young Professionals Initiative (YPI) Ment-A-Minute / Mentor
Social Mixer**

Facilitated by the YPI Steering Committee, all convention attendees under the age of 40 (and invited mentors) are welcome. Interact with established industry professionals and have a chance to gain insight from them.

Sponsored by The Best Around

Location: Room 225 B&C

5:45 p.m.–7:00 p.m.

Happy Hour

At the end of a jam-packed day of networking and education, come together with other attendees at the happy hour before heading out to dinner. Includes drinks, snacks and entertainment.

Presented by the National Independent Concessionaires Association (NICA)

Location: Stars at Night Ballroom , 2&3

6:45 p.m.–7:45 p.m.

CFE and CVFM Reception and Toast

Open to all individuals with the CFE or CVFM certification.

The IAFE wants to reward you for your hard work!

Sponsored by Markin Consulting and Populous

Location: Room 220

Wednesday, November 28:

7:00 a.m.–8:30 a.m.

Past IAFE Board Chairs Breakfast

Open to those who have previously served as the IAFE Board of Directors Chair.

Location: Room 303A

8:00 a.m.–4:00 p.m.

Registration

Sponsored by ShoWorks

Location: Convention Center, Main Entrance, Street Level

8:00 a.m.

Doors Open for General Session

Location: Lila Cockrell Theatre

8:30 a.m.–10:00 a.m.

Wednesday General Session

Join us in Wednesday morning's general session for the presentation of the Etix, Williams, Cow Palace, Fair Publishing House, and Friends of the Foundation Scholarships for the Institute of Fair Management (IFM), presentation of graduates of the Institute of Fair Management (IFM), and Certified Volunteer Fair Manager (CVFM) presentation. The business session is also held during this general session. Last, but not least, hear from Shawn Rhodes (Shoshin Consulting) during his Keynote

“Pivot Point: Leverage Change without Sacrificing Results”, sponsored by Outdoor Amusement Business Association (OABA).

Location: Lila Cockrell Theatre

10:00 a.m.–1:30 p.m.

IAFE Trade Show

Walk through the aisles of nearly 300 exhibitors waiting to serve you and your fair. Find a partner in all things fair, including insurance, entertainment, website/ticketing, and more!

Location: Exhibit Hall 1

10:30 a.m.–11:30 a.m.

New IAFE Board of Directors Orientation

Open to those elected to the 2019 IAFE Board of Directors.

Location: Room 223

11:15 a.m.–11:45 a.m.

Institute of Fair Management (IFM) Overview

Interested in the Institute? Think you may be interested? Come to this no-pressure overview session to learn more about the program.

Location: Room 225 A

11:30 a.m.–12:30 p.m.

Mid-West Fairs Association Meeting – members only

Location: Room 225 D

11:30 a.m.–1:00 p.m.

Lunch in the Trade Show

Lunch options available for those who purchased a lunch ticket. Lunch tickets are only available prior to convention and will not be available for purchase on site.

Sponsored by Powers Great American Midways and Deggeller Attractions.

Location: Exhibit Hall 1

11:45 a.m.–12:15 p.m.

Certified in Volunteer Fair Management (CVFM) Overview

Interested in the CVFM program? Think you may be interested? Come to this no-pressure overview session to learn more about the application process.

Location: Room 225 A

12:15 p.m.–12:45 p.m.

Certified Fair Executive (CFE) Overview

Interested in the CFE program? Think you may be interested? Come to this no-pressure overview session to learn more about the application process.

Location: Room 225 A

1:30 p.m.–4:30 p.m.

Ed Shed

Visit the Ed Shed for many educational opportunities, including Campfire Theater, Legend-Led Theater, Power Talks Theater, Training Corral, and view entries from the 2018 IAFE contests. Be sure to pick up your USB featuring award winning entries, and take part in the many interactive components.

Location: Stars at Night Ballroom

2:00 p.m.–2:15 p.m.

Power Talk: New Life to Traditional Competitive Contests

Presented by Fran Crone (Southwest Florida and Lee County Fair)

Location: Stars at Night Ballroom – Ed Shed

Etix Power Talk Theater

2:00 p.m.–2:45 p.m.

Workshops – more topics coming soon!

Sessions:

Legend-Led: Ticketing Technology and the Customer Experience

From the first online ticket purchases in the 1990s to the new, cashless midways of today, creating a better customer experience remains the driving force behind the development of new and innovative ticketing technologies. Etix founder and CEO Travis Janovich and Etix VP Dennis Scanlon discuss the evolution of ticketing technologies in recent years, how they have shaped the event experience, and what new technologies we should be ready for tomorrow.

Moderated by Travis Janovich & Dennis Scanlon (Etix)

Location: Stars at Night Ballroom – Ed Shed

Etix Legend-Led Theater

Alcohol and Your Fair: A Case Study of the Ozark Empire Fair

Presented by Casey Owen (Ozark Empire Fair, MO)

Location: Room 221 A

Introducing E-Sports into Your Fair

Presented by Barry Feil (Celebrate Fairfax, VA)

Location: Room 221 D

Accelerating Zero Waste through Partnerships - Advanced

On average, fairs and exhibitions can create over 50 metric tons of waste per day. With agriculture waste, multiple vendors, guests, and rides, the sheer number of waste streams is complex to begin with. It is a big and bold move to implement a zero-waste strategy to reduce waste going into the landfill. In this session you will learn to:

- Define a clear and easy zero-waste strategy that will impact your fair or exhibition
- Develop an action plan to produce strong diversion results
- Build corporate, supply, and industry partnerships to resource your zero-waste strategy

Presented by Karen MAssicotte (Pacific National Exhibition, BC)

Location: Room 225 A

Action-Ready Ideas to Protect the Humans & Animals at the Fair

This workshop will highlight the value in knowing who the various actors are in the animal rights world, and also in making sure local law enforcement is well advised. It will emphasize the need for planning and continuing law enforcement engagement and partnerships.

Presented by Linda Chezem (Foley Peden & Wisco Law Office)

Sponsored by Protect the Harvest

Location: Room 225 B&C

Planning for Change: Leveraging Your Pivots - Introductory

In the world of fairs and expositions, the best plans never work out as planned. As an addendum to his keynote presentation, Shawn Rhodes will dig deeper into the constant challenge of implementing new ideas and ensuring that past mistakes aren't repeated. He will guide audience members through the process to:

- Develop clear “finish lines” for each employee on every project
 - Identify the most likely changes they'll encounter along the way
 - Find solutions before problems affect results
 - Incorporate the experience and wisdom of senior leaders
 - Debrief results so every event is better than the last
- Presented by Shawn Rhodes (Shoshin Consulting)

Sponsored by Strates Shows, Inc.

Location: Room 301 B&C

2:00 p.m.–2:45 p.m.

Volunteer Fair Manager Networking Session

Join these moderated sessions with generalized topics by networking with others and taking part in open discussion. You are sure to walk away with new and fresh ideas to take home to your fair!

Moderated by Debra Gard, CFE (Mountain State Art & Crafts Fair: An Appalachian Experience, WV)

Location: Room 220

2:00 p.m.–3:30 p.m.

StoryGrip Workshop – PART TWO

Learn to develop stories based on ideas that you generate from idea to creation. Implement the dynamics of stories that leave impressions to create lasting change. Employ the concepts of story creation and dissemination to move forward the story as a valuable and potent communications tool. This session will consist of hands-on storytelling

writing, group sharing, and feedback, and is limited to 50 people. You must have participated in Part One on Monday to participate in Part Two.

*Additional registration required! Registration fee is \$15.

*This is a repeat of Part II for anyone who cannot attend the session on Tuesday at 10:30 a.m.

Presented by Dan Bennett (StoryGrip)

Location: Room 302 B&C

2:00 p.m.–4:00 p.m.

Tech Pavilion Sessions

Join these educational, Bring Your Own Device, sessions charging stations and internet.

Sponsored by Saffire

Location: Room 302 A

2:25 p.m.–2:40 p.m.

Power Talk: Theme Activation for Your Audience

Picking your annual fair theme can be a fun and exciting task, but actually bringing it to life comprehensively throughout your fair can be challenging. Join in on the conversation around how to best activate your theme for your audience through programming, educational messaging, social media, and so much more!

Presented by Anna Whelchel (Indiana State Fair)

Location: Stars at Night Ballroom – Ed Shed

Etix Power Talk Theater

2:50 p.m.–3:05 p.m.

Power Talk: Taste Your Way Through Education

Come and experience one of the Erie County Fairground's "Farm 2 Table" lessons. Take home flavorful information on how the program is run year-round and the ins and outs of specialized activities.

Presented by Amber Klein (Erie County Fair, NY)

Location: Stars at Night Ballroom – Ed Shed

Etix Power Talk Theater

3:15 p.m.–3:30 p.m.

Power Talk: Tidal Waves of Change without Creating a Tsunami

Presented by Amy Anderson (Altamont Fair, NY)

Location: Stars at Night Ballroom – Ed Shed

Etix Power Talk Theater

3:15 p.m.–4:00 p.m.

Workshops – more topics coming soon!

Sessions:

2018 Volunteer Background Screening – Tips and Best Practices - Introductory

Find out the important things you need to know about background screening and best practices:

- The importance of a quality background check and how instant and low quality checks can leave your organization open to significant risk
- How to keep compliant under the Fair Credit Reporting Act (FCRA)
- Tips for a high quality and efficient background screening program on a tight budget

Presented by Kimberly Chochon (Verified Volunteers)

Location: Stars at Night Ballroom – Ed Shed

Bio S.I. Training Corral

Legend-Led: Increasing Attendance

Soak up knowledge from industry legends and have a chance to ask them questions. This discussion-based session is a great opportunity to meet those established individuals you've been watching throughout the years.

Moderated by Marlene Jolliffe, CFE (State Fair of Virginia) and Jennifer Schuder (State Fair of Texas)

Location: Stars at Night Ballroom – Ed Shed

Etix Legend-Led Theater

Bomb Prevention Tactics

Learn how to use critical – and free – resources from the Office of Bombing Prevention (OBP) of the US Department of Homeland Security to address safety and security concerns at your facility. OBP officials will also be set up in the Ed Shed for more detailed one-on-one discussions.

Presented by Doug DeLancey (Department of Homeland Security)

Location: Room 221 A

From the Judges' View

Join some of our industry's most respected livestock judges as they share what they look for when accepting a judging invitation from your event and discuss what makes or breaks a livestock show for them. The session will also allow for time for Q & A with the judges.

Moderated by Bill Ogg, CFE (Walla Walla Fair and Frontier Days, WA)

Panelists to include Ryan Rathmann (Cattle Judge) and Jess Yeaman (Sheep and Goat Judge)

Location: Room 221 B&C

Fairgrounds Master Planning – Developing a Vision -

Introductory

How do your fairgrounds and facilities support your fair's mission? How do the buildings and open spaces create a delightful experience for fairgoers? How can infrastructural improvements be realized in a way that also enhances the ambience? Master Planning is a collaborative process that begins with engaging stakeholders in high-level questions to set a course for the future development of the grounds in a thoughtful manner. A high-level vision will help guide the evolution of your fairgrounds, building on the strengths of the grounds and facilities while strategically addressing the areas of opportunities. In this way, addressing specific areas of concern and immediate issues are accomplished in a way that simultaneously makes strides towards a broader goal.

Moderated by Ken Karns, CFE

Panelists to include Brian Tempas and Andrew Tisue (Cunningham Group Architecture); Chris Kowieski (Wisconsin State Fair); and Bob Kelley (Eastern States Exposition, MA)

Location: Room 225 A

What is the Right Mix of Food at Your Fair? – Intermediate
How many corn dogs? How many ice cream stands? How many BBQ's? This session will feature a panel of fair industry leaders who will discuss how to balance the mix of stands between traditional choices, regional favorites, and brand new concepts. They will share the kind of data to use when deciding: Is a fair is “under-footed” or “over-footed?” How many duplicate stands are appropriate, and why? Is there a mix of expensive, average, and cheap pricing? Are you serving children, seniors, and people with special needs such as “sugar-free” and “gluten-free?” How do you manage menus? Come learn the steps that provide “the right mix of food at your fair!”

Presented by the Rey O'Day (NICA West) and Dennis Larson, CFE (Retired – Minnesota State Fair)

Location: Room 225 D

501c Tax Law and Sponsorship

Come get pertinent information on the 2018 tax update for exempt organizations, including the latest information on tax treatment of fringe benefits and dealing with the new requirements for “siloeing” of activities for not-for-profit organizations. During this session, we will address specific activities related to fairs that are affected by the new tax law.

Presented by Rob Lyons, CPA, MST (Marks Paneth, LLC)

Location: Room 301 B&C

3:15 p.m.–4:00 p.m.

Networking Session

Join these moderated sessions with generalized topics by networking with others and taking part in open discussion. You are sure to walk away with new and fresh ideas to take home to your fair!

Location: Room 220

3:40 p.m.–3:55 p.m.

Power Talk: How the OABA Can Help You Find the Best Midway Provider

The OABA developed a sure-fire tool for fairs and festivals to utilize when looking for a midway provider. Many fairs already are asking for “Circle of Excellence” members when they go out with RFP’s. Learn how this can improve the quality of your midway provider and increase your fairgoers’ perception of your carnival operation.

Presented by OABA Director and Circle of Excellence Committee Member Greg Stewart, CFE (Central Washington State Fair)

*Location: Stars at Night Ballroom – Ed Shed
Etix Power Talk Theater*

5:00 p.m.–7:00 p.m.

Closing Party & Awards Reception

To wrap-up the IAFE Convention, many awards will be presented including: OABA Circle of Excellence, Innovation in Sponsorship (sponsored by Etix), Coca-Cola Membership and Hall of Honor Communications Awards (sponsored by K&K Insurance). Reward yourself with complimentary beer, wine, and hors d’oeuvres, sponsored by Spectra by Comcast Spectacor.

Location: Lila Cockrell Theatre

Thursday, November 29:

8:30 a.m.–2:00 p.m.

Consumer Protection Program (CPP) E. coli Workshop – Additional Fees Required

Contamination from E. coli and other enteric pathogens continues to pose a tremendous risk to all fairs when fair guests interact with animals in livestock barns, petting zoos, birthing centers, etc. In this workshop, you’ll learn more about the pathogen, discover operational and management options any size fair can implement, and meet one-on-one with workshop facilitators to review programs you have in place at your facility. Each attendee will:

- Receive and take home a 3-ring binder which includes workshop information and includes templates for record keeping and signage.
- Participate in a sample exercise to identify contact zones and types of corrective actions to be deployed
- Learn about a variety of operation tactics to consider for corrective actions appropriate for their own particular situation
- Meet one-on-one with Dr. Stephen Neel or Joe Yedlik, CVFM to review the particulars of their site — what is currently being done to protect guests and what tactics to consider implementing
- Receive a certificate of completion

**Through November 2nd, registration for CPP is \$150 for your fair's first attendee and \$135 (with binder) or \$119 (no binder) for each additional attendee; after November 2nd on-site pricing is \$175 for your fair's first attendee and \$160 (with binder) or \$144 (no binder) for each additional attendee.

Presented by Dr. Stephen Neel (Technical Solutions International) and Joe Yedlik, CVFM (Great Jones County Fair, IA)

Institute of Fair Management Course*#111

*Additional Fee Required

Sponsored by Haas & Wilkerson Insurance

Location: Room 301 B&C

9:00 a.m.–11:00 a.m.

IAFE Board of Directors Meeting & Breakfast

Location: Room 302 A

Institute of Fair Management Course* = Unless otherwise stated, all IFM courses are open to all attendees, whether enrolled in the Institute or not. These courses are great educational opportunities you will want to take advantage of!



2018 IAFE Convention
Showmen's League of America (SLA) Events
San Antonio, TX | November 25-28, 2018
Henry B. Gonzalez Convention Center

Monday, November 26:

- 11:00 a.m.–4:00 p.m.** **SLA Exhibitor's Lounge**
SLA Badge Required
Location: Marriott RiverCenter
- 4:15 p.m.** **SLA Annual Meeting**
Location: Marriott RiverCenter

Tuesday, November 27:

- 9:00 a.m.–10:00 p.m.** **SLA Memorial Service**
Location: Marriott RiverCenter
- 10:00 a.m.–11:00 p.m.** **SLA Board Meeting**
Location: Marriott RiverCenter
- 11:00 a.m.–4:00 p.m.** **SLA Exhibitor's Lounge**
Location: Marriott RiverCenter