



Washington State Fairs Association

DRAFT Convention Program

THURSDAY

October 19, 2023

DAY 1

10:00 AM – Registration Desk Opens *Forest Foyer*

10:00 AM – 2:00 PM **REGISTRATION FOYER**

11:00 AM – Trade Show Set-up *Olympic/Gold*

11:00 AM

Convention First Timers Session

Project Room

11:30 AM – 12:30 AM

A Session with State Vets Office

Dr. Dana Dobbs and Dr. Bruce Hutton, WSDA regional field Veterinarians in Central Washington

Design Room

12:30 PM

Fair Manager's Session, Greg Lybeck, General Manager, Walla Walla Fair and Frontier Days

Design Room

12:30 – 1:30 PM

Open Networking with Topic Ideas, Hosted by WSFA Directors

Topic Ideas will be shared in early October.

1:00 PM

Service Members Meeting

This meeting is for Service Members.

Oak Room

2:00 PM

Opening Session of the WSFA Convention

Welcome – Andrea Thayer, CFE, WSFA President

National Anthem –

Invocation –

Committee Reports

Opening IAFE Keynote Speaker

Sponsored by



Jessie McLaughlin, Fair Coordinator Spokane County Interstate Fair

Silver/Bronze

3:30 – 5:30 PM TRADE SHOW *Olympic/Gold*

4:30 – 5:20 PM SESSION

1: WSDA Fair Commission

Design Room

5:45 – 6:15 PM No Host Social in Hallway

6:15 PM Doors Open for Dinner *Silver/Bronze*

Presidents Welcome – Andrea Thayer, CFE, WSFA President

Introduction of WSFA Directors

Silent Auction

Dinner

Entertainment Showcases

9:00 PM (Time approximate)

WSFA President's Reception

FRIDAY

October 20, 2023

DAY 2

7:30 AM – Registration Desk Opens **REGISTRATION FOYER**

8:00– 8:50 AM IDEA SWAP SESSIONS #1

Fairs, please bring samples or be prepared to share how your fair handles these particular topics.

1: Session 1

Fundraising Events for your Fairgrounds Greg Lybeck, General Manager, Walla Walla Fair and Frontier Days

Pine Room

2: Session 2

Creative Sponsorship for your Fair and Fairgrounds, Erin Gurtel, IFMG, Immediate WSFA Past President and Director Spokane County Interstate Fair

Oak Room

3: Session 3

Communication, Carolyn Morley, WSFA Director and Manager NCW Fair

Spruce Room

4: Session 4

Entertainment on a Budget, Andrea Thayer, President WSFA and Washington State Fair-*Design Room*

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8:00– 8:50 AM

A Service Member Session

9:00– 9:50 AM IDEA SWAP SESSIONS #2

Session 1

Fundraising Events for your Fairgrounds

Pine Room

Session 2

Creative Sponsorship for your Fair and Fairgrounds, Erin Gurtel, IFMG, Immediate WSFA Past President and Director Spokane County Interstate Fair

Oak Room

Session 3

Communication, Carolyn Morley, WSFA Director and Manager NCW Fair

Spruce Room

Session 4

Entertainment on a Budget, Andrea Thayer, President WSFA and Washington State Fair

Design Room

10:00 - 11:30 AM Workshop Sessions

Session 1

Cannabis and Alcohol at your Fair and Fairgrounds Events, Beth Lehman, WA State Liquor and Cannabis Board

Session 2

Creating Your Next Generation of Participates, and people working at your Fair. Lead by a Team from Washington State Fair

Session 3

Working with your Vendors and Safety Concerns for your fair, Amy DeShazer, Managing Director of Events, Clark County Fair

Session 4

Insurance (a panel discussion)

Session 5

Overview of the Governor's Executive Order 21-02 consultation requirements for capital projects with the Department of Archeology & Historic Preservation, Maddie Levesque, Architectural Historian, Department of Archaeology & Historical Preservation

Noon – 2:00 PM Legislative Lunch *Silver/Bronze*

Andrea Thayer, CFE, WSFA President

WSFA Director and WSFA Legislative Chair Tawnia Linde

WSFA and Olympia – Mike Burgess, WSFA Lobbyist

Introduction of Legislators

Introduction of WA State Fairs Commissioners

Silent Auction

Entertainment Showcases

2:30 – 5:00 PM TRADE SHOW/NO HOST SOCIAL HOUR

Prize Drawing/Games *Olympic/Gold*

5:45 - 6:15 PM No Host Social in Hallway

6:15 PM Dinner *Silver/Bronze*

Candidate Speeches

Lifetime Achievement Award

Service Member Award

Live Auction

Entertainment Showcases

Hospitality Rooms Open

10:00 PM “Jam” Session

SATURDAY

October 21, 2023

DAY 3

8:00 AM Registration Desk Opens *Forest Foyer* **REGISTRATION FOYER**

8:30 – 9:15 AM

Session 1

How to deal with Aging Facilities and producing an up-to-date plan for improving your facility.

Greg Lybeck, *General Manager, Walla Walla Fair and Frontier Days*, Erin Gurtel, *IFMG Immediate WSFA Past President & Director, Spokane County Interstate Fair*, Kathy Kramer, *CVE, CFEE, CMP President & CEO Central WA State Fair*, Kady Porterfield, *CFE, Manager, Kittitas Event Center Director*

A panel presentation

Pine Room

Session 2 Junior Fair Boards, Jessica McLaughlin Fair Coordinator, Spokane County Interstate Fair

Oak Room

Session 3 Marketing, Tawnia Linde, CFE Marketing Director, Clark County Fair

Project Room

Session 4

Super Saturday Super School Session

Hitting a Home Run with Department of Agriculture Evaluations at your Fair

Design Room

9:30 – 10:15 AM SESSION

Session 1 Social Media

Pine Room

Session 2 Diversity

Oak Room

Session 3 Creating VIP Experiences at Your Fair, Kady Porterfield, CFE, *Kittitas Event Center Director*

A panel presentation- *Project Room*

Session 4

Super Saturday Super School Session

Creative Displays Revamping your Area, Judy Carrico, CFE Agriculture and Exhibit Manager, Central WA State Fair
Design Room

Keynote Speaker

“Build a Better Now”, Greg Bennick, Impact Performers, LLC

10:30 – 11:30 SESSION

12:15 PM – 2:00 PM Luncheon *Silver/Bronze*

Introduction of WSFA Past Presidents

Service Member of the Year Award –

Silent Auction

2:15 – 3:05 PM SESSION

Session 1

Entertainment Scheduling Conflicts. Learn how to maximize your entertainment through scheduling.

Pine Room

Session 2

Rodeos 101 Trends happening today in Rodeo. What does it take to put on a Rodeo?

Oak Room

Session 3

General Safety including crowd control, severe weather planning and partnering with local safety entities and hiring private security. Andrea Thayer WSFA President, Washington State Fair and Erin Gurtel, WSFA Immediate Past President, Spokane County Interstate Fair

County Interstate Fair

Spruce Room

Session 4

Super Saturday Super School Session

Online Entries How to Train Users, how to empower our Superintendents.

Design Room,

3:15 – 4:20 PM SESSION

Session 1 Creating Successful Events for Your Community off season.

Pine Room

Session 2

A Workshop with Greg Bennick

Oak Room

Session 3

The ability to make decisions with incomplete information, Kady Porterfield, Kittitas Event Center Director

Spruce Room

Session 4

Super Saturday Super School Session

Judging Systems, Panel Discussion Judy Carrico, Agriculture and Exhibits Manager, Central WA State Fair, Sherry Stovner, Evergreen State Fair and more

Design Room

4:30 PM WSFA Annual Business Meeting *Design Room*

6 – 6:30 PM No Host Social in Hallway

6:30 PM Doors Open for

President's Fair Family Game Night *Silver/Bronze*

Contest Awards

Costume Contest

Showcase –

Hospitality Rooms Open

10:00 PM “Jam” Session