



**TRAILBLAZING FAIRS OF TOMORROW**  
THE CENTENNIAL HOTEL - SPOKANE, WA  
OCT 31- NOV 2 2024

# Washington State Fairs Association

## DRAFT Convention Program

**THURSDAY**

**October 31, 2024**

**DAY 1**

**7:30 AM** – Registration Desk Opens

(registration desk will also be open Wednesday, Oct. 30 from 6 – 9 PM for packet pickup)

**PREFUNCTION AREA**

**PREFUNCTION AREA**

**9 - 11 AM**

### **Tour of the Spokane County Interstate Fair**

Join us for a morning of networking while we tour a portion of the Spokane County Fair and Expo Center's 97 acres. As home to Spokane's largest annual event, the Spokane County Interstate Fair, as well as many more year-round events, we'll share some of the history of the site (established in 1952) as well host a walking tour of the buildings. Don't miss this opportunity to see the facility, visit with others from across the State (and beyond), and ask the staff questions. Light morning refreshments will be served. We are looking forward to seeing you early Thursday morning!

**Noon Lunch**

### **Opening Session of the WSFA Convention**      *Riverfront Ballroom A & B*

Welcome – Roylene Crawford, CVFM, IFMG WSFA President

National Anthem -

Invocation – Paul Nimmo, WSFA Past President, Fair Commissioner

Committee Reports -

**2:00 – 3:00 PM**

### **1: Convention First Timers Session**      *Corbin*

Do not miss the First Timers Welcome! This session is designed to provide first-time attendees with an overview of the WSFA Annual Convention and how to get the most out of your time while attending sessions.

*Carolyn Morley, WSFA Director and Manager, NCW Fair*

**2: Engaging Youth in Your Fair, (Networking Circle)**

**Grant Room**

Meet with your counterparts from other fairs, to share about engaging youth in your fair and other top issues, concerns and a time to share about this year's fair season .

moderated by *Phillip Ottley, Competitive Exhibits Coordinator, Walla Walla Fair & Frontier Days*

**3: Latest Trends in the Fair Industry, (Networking Circle)**

**Finch Room**

Meet with your counterparts from other fairs, to share about Latest Trends in the Fair Industry and other top issues, concerns and a time to share about this year's fair season .

moderated by *Aric Gaither, Fair Manager, Skagit County Fair*

**3:00 – 5:00 PM TRADE SHOW**

**Riverfront Ballroom C & D**

**4:15 – 5:45 PM SESSION**

**Skyline Ballroom**

**1: A visit with State Veterinarian's Office**

This Virtual presentation will cover concerns of this past fair season with Livestock, including Bird Flu (HPAI) in poultry and dairy cattle, malignant catarrhal fever (MCF) in sheep/cattle, and proper identification of livestock species, along with additional concerns that came up in 2024.

**Zachary B. Turner DVM, MPVM, DACVPM** | *Field Veterinarian, Washington State Department of Agriculture*

**2: IAFE Champions Review**

**Grant Room**

The International Association of Fairs and Expositions hosts special contests in the area of Agriculture, Communications, Competitive Exhibits, Non-Fair Facility Use, and Sponsorships. Many of the Washington State Fairs Association member fairs have submitted applications and have been recognized internationally for their innovation. Congratulations to those recognized by the IAFE! This session will highlight the award recipients and their winning ideas and provide an opportunity to ask further questions to many of them. Fairs of all sizes will be able to utilize the ideas submitted and scale them for their own fair.

*Jessica McLaughlin, CFE WSFA Director, Fair Coordinator, Spokane County Interstate Fair*

**5:30 – 6:00 PM No Host Social in Hallway**

**PREFUNCTION AREA**

**6:00 PM Doors Open for Dinner**

**Riverfront Ballroom A & B**

Presidents Welcome – *Roylene Crawford, CVFM, IFMG, WSFA President*

Introduction of WSFA Directors

Silent Auction

Dinner

Entertainment Showcases

**WSFA President's Reception (following dinner)**

**FRIDAY**

**November 1, 2024**

**DAY 2**

**8:30– 9:30 AM SESSION**

**Corbin Room**

**1: Manager's Meeting**

This session is designed for Fair Managers/CEO/Executive Directors weather you are paid, volunteer,

or appointed or a fair board member who serves in the function of a fair manager, The moderator will lead the group through a candid conversation on topics that can be complex or difficult to navigate for leaders. *Ashley Reisenauer, Fair Manager, Palouse Empire Fair*

**2: Introduction to FairEntry**

**Grant Room**

Are you looking for an online entry system to manage your fair? Come check out what FairEntry has to offer! The FairEntry Support Team will highlight the features of the FairEntry system and will answer all of your questions.

*Christy Blomeke, and Amy Alderson, Support Specialists FairEntry*

**3: From Leftovers to Masterpieces (Maintenance Track)**

**Finch Room**

Discover how to think outside the box and find creative solutions to common challenges, using the resources you have on hand from an operations/maintenance perspective.

*Ramon Ramirez, North Central WA Fair*

**9:45 – 10:45 AM SESSION**

**Grant Room**

**1: Best Practices for Facing Security and Other Adverse Impacts to Events**

Washington State Fusion Center Community Awareness Program

The Community Awareness Program (CAP) is based on the principle that everyone within a community has a role in keeping their events, communities, and gatherings safe. The CAP provides an overview of terrorist and criminal activity, information, and resources on how to recognize and prevent that activity, and basic tools necessary for reporting, while preserving civil rights and civil liberties protected by the United States Constitution.

*Lt. Julie Fisher – Director of the Washington State Fusion Center*

**2: Alcohol and Cannabis**

**Skyline Ballroom**

*Washington State Liquor and Cannabis Control Board*

*This is a Virtual session with the WA State Liquor and Cannabis Board.*

*Kaylynn Gubbe, Licensing Supervisor, Licensing and Regulation Division, WA State Liquor and Cannabis Board*

*Erin Gurtel, WSFA Past President, Director Spokane County Fair & Expo Center will Facilitate locally*

**3: Look there! (A Sign) (Maintenance Track)**

**Corbin Room**

Signs, signs, signs! Entry signs, barn signs, schedule signs, directional signs, educational signs – AND SO MUCH MORE! Come learn more on effective signage that can be easy to develop, cost-effective, and how to extend their usefulness from one year to the next.

*Brandon Andrews, Manager San Juan County Fair*

**4: Social Media Marketing for Service Members**

**Finch Room**

Brush up on social media best practices for your act, booth, or product with an expert in the field of social media marketing! We'll talk everything from branding and content to best practices and strategy. *Payton Ryan, Fair-ly Decent Promotions*

**11:00 AM**

**Opening IAFE Keynote Speaker**

**Skyline Ballroom**

**LIFE IS FULL OF “IFS”**

*“On my wall at the office, right where I can see it every day is a comic strip of “Pickles” by Brian Crane. The question asked in this strip, is “Did you ever stop and think that in the middle of the word ‘life’ is the word ‘if’?” and the statement is, “That means that life is full of ‘ifs’.” In reality, many of us are afraid of the*

“if.” We don’t really want to ask, “what if”? We prefer the routine, the expected, rather than the “ifs” that come along. In this message you will be challenged to think about the world of possibilities and opportunities for our fairs to thrive and create a sustainable base for the next generation if we just will embrace the “ifs”.

**Marla Calico, CFE, President and CEO International Association of Fairs and Expositions (IAFE)**

Sponsored by



**Noon – 2:15 PM Legislative Lunch**

**Riverfront Ballroom A & B**

Roylene Crawford CVFM, IFMG, WSFA President  
WSFA Director and WSFA Legislative Chair Tawnia Linde  
WSFA and Olympia – Mike Burgess, WSFA Government Liaison  
Health and Safety Grant Presentation  
Introduction of WA State Fairs Commissioners  
Lifetime Achievement Award  
Silent Auction  
Entertainment Showcases

**2:30 - 3:30 PM SESSION**

**1: Get Creative with Canva**

**Grant Room**

Learn how to craft compelling narratives through your marketing materials that engage, entertain, and entice potential attendees to experience all the excitement and entertainment your fair has to offer. Explore Canva and how easy it is to create themed campaigns.

*Carolyn Morley, WSFA Director and Manager NCW Fair*

**2: Sponsorship 101**

**Skyline Ballroom**

Sponsorship is often the leading source of revenues for events, learn how to increase your bottom line from the author of the book, *Event Sponsorship*, and from someone who sells over 400 sponsorships on the Olympic Peninsula. Skinner also sold title sponsorships for the Fiesta Bowl and the Arizona Rock n Roll Marathon and Half Marathon Race.

*Bruce Skinner, CFE Executive Director, Washington Festivals and Events Association*

**3: Temporary Emergency Animal Shelters at the Fairgrounds Finch Room**

Fairgrounds are a common location for temporary emergency animal shelters but what are the expectations when there is a need. We will discuss different types of temporary emergency animal shelters, who may request setting up a shelter, reasons for having a Memorandum of Understanding (MOU), what services may be provided, having a letter of request/agreement and what details may need to be included when it comes to the fairgrounds and the agency/organization running the shelter.

*Tim Perciful, Westcoast Regional Disaster Manager, Rescue Team, American Humane*

**4: "Unlocking Ingenuity: A Guide to Creative Problem Solving" Corbin Room**

In this interactive class, we delve into the art of creative problem-solving, exploring techniques to unleash your innate creativity and tackle specific challenges. Structured problem-solving techniques can provide a framework for tackling challenges, but the true magic often happens when you allow your mind the freedom to explore unconventional solutions and cultivating an environment where creativity can flourish. By balancing structured thinking with creative exploration, you can harness the full power of your mind to generate innovative solutions to even the most complex

problems. Come join us and unlock your full potential as a creative problem-solver!

*Alan Bruess*

**3:30 – 5:30 PM TRADE SHOW/NO HOST SOCIAL HOUR**

***Riverfront Ballroom C & D***

Prize Drawing/Games *Olympic/Gold*

**4:00 – 5:00 PM SESSION**

**1: How can a Nonprofit/Foundation Benefit your Fair?**

***Grant Room***

Find out how the NCW Fair has benefited from having a non-profit support their Fair. You can too! Along with a Q&A. *Carolyn Morley, WSFA Director and Manager North Central WA Fair*

**2: 2024 Fair Season Agriculture Feature Exhibits Recap**

***Skyline Ballroom***

(This is the first session with second session on Saturday at 11:00 AM in Corbin Room)

Laurie Davies, Paul Kuber, and Greg Stewart, Fair Commissioners, Anne Norman, Fair Program Administrator and Hannah Mosley-Gonzales, Administrative Regulations Manager *Department of Ag/Fair Commission*

**3: A Panel Discussion about Temporary Animal Shelters at Fairgrounds Across Washington State during an Emergency.**

***Finch Room***

*Tim Perciful, Westcoast Regional Disaster Manager, Rescue Team, American Humane, Erin Gurtel, Director, Spokane County Fair & Expo Center, Heather Kitchen, CEM, Spokane County Emergency Management, Minden Buswell, DVM, RVC Coordinator/Field Veterinarian, Dept. of Ag.*

**4: Maintenance Challenges at the 11<sup>th</sup> Hour (Maintenance Track)**

***Corbin Room***

Panel Presentation by *Jason Hibbs, Facilities Manager, Spokane County Interstate Fair, Bob Eddings, Board President and Grounds Director.*

**5:30 - 6:00 PM No Host Social in Hallway**

**PREFUNCTION AREA**

**6:00 PM Denim and Diamonds Banquet Presented by Romeo Entertainment Group**

Candidate Speeches

***Riverfront Ballroom A & B***

Service Member of the Year Award

Live Auction

Entertainment Showcases

Costume Contest “Denim and Diamonds”

Hospitality Rooms *Open Following Dinner*

**10:00 PM “Jam” Session**

**SATURDAY**

**November 2, 2024**

**DAY 3**

**8:00 – 8:50 AM SESSION**

**1: Starting off on the Right Hoof**

***Grant Room***

We know the benefits of youth livestock projects and the value they bring to the exhibitors and general public. Life skills, career connections, and education of food production are to name a few. Let’s discuss some of the barriers facing exhibiting families and how fairs can help youth start out on the right hoof – all the way from animal selection to connecting end users with the local producers. This

will be an interactive session to share ideas, solutions, and how to elevate your livestock show.  
*Lori Williams, Executive Director Junior Livestock Show of Spokane*

- 2: Exploring alternatives to the traditional carnival at the Fair – round table discussion** **Finch Room**  
Brainstorm and explore innovative alternatives to the carnival while maintaining a spirit of fun and inclusivity. We will also look at the possibility of creating a route for a carnival to service some of the WA fairs.  
*Shelly Bennett, WSFA Director, Fair Manager, Pierce County Fair*

**8:00 – 9:50 AM SESSION**

- 3: Super Saturday Session -** **Riverfront Ballroom D**  
**FairEntry Customer Workshop – Enhance your FairEntry Skills (2 Hours)**  
Join the FairEntry Support Team to learn about the features you may not be using yet or use them more effectively! The team will highlight the features we most often get questions on and introduce you to new features. The team will be available for Q & A and will help you start setting up your next year's fair. *Christy Blomeke, and Amy Alderson, Support Specialists FairEntry*

**9:00 – 9:50 AM SESSION**

- 1: Sponsorship – Let's Get Creative** **Finch Room**  
Let's chat about the power of collaboration and the mutual benefits that arise from strategic partnerships. Our sponsorship class offers a unique look into how sponsors can elevate their presence, connect with potential customers and leave a lasting impression.  
*Nikki Sanders, Event Coordinator at the North Central WA Fair*

- 2: AI in Live Event Marketing; What it is, where it's going and when it's right for you.** **Grant Room**  
Join us for a fun and informative exploration of AI in the marketing of live events! Whether you're new to AI or seeking to deepen your knowledge, this introductory session will provide clarity on core concepts, terminology and frameworks that will help you understand AI and its potential applications for events of all sizes.  
*Jason Zinser, EVP Communications Grayscale Marketing/Romeo Entertainment Group*

**10:00 AM**

**WSFA Annual Business Meeting**

**Corbin Room**

**10:00 – 10:50 AM SESSION**

- 1: Livestock Open Discussion “Increasing your Flocks or Herds”** (Roundtable discussion) **Grant Room**  
*Moderated by Lori Williams, Executive Director Junior Livestock Show of Spokane*

- 2: Social Media Marketing 101 for Fairs & Venues:** **Finch Room**

The world of marketing your Fair or venue on social media can be a daunting one. Come take a quick walk-through of the basics, from account set-up all the way to your first Meta ad, and everything in between! We will also be taking some time this year to get more in-depth on organic strategy, using AI, and performance analysis. *Payton Ryan, Fair-ly Decent Promotions*

- 3: Super Saturday Session–**

**Riverfront Ballroom D**

**How to Find New Exhibitors & Keep Them Coming Back** Share techniques used to find new potential exhibitors, how we get them and their exhibits to the fair and what we do to increase the chance they'll come back next year.

*Debbie Crawford, Clark County Fair Canning and Dehydrating Superintendent*

## 11:00 – 11:50 AM SESSION

### 1: Fair Play: The Evolution of Concerts in the Fair Industry...

**Finch Room**

This presentation will delve into the evolution of concerts at fairs, starting from their historical roots to the present-day trends. It will explore the economic impact of these events, shedding light on the revenue generation and financial aspects. The discussion will also address the industry's challenges and potential solutions, highlighting opportunities for growth. Lastly, we will look into the future, speculating on the emerging trends that could shape the concert industry at fairs."

Eric Marcuse, Entertainment Producer/Buyer, Romeo Entertainment Group

### 2: 2024 Fair Season Agriculture Feature Exhibits Recap

**Grant Room**

Paul Nimmo, Trish Myers, Tim Schneider, Fair Commissioners, Anne Norman, Fair Program Administrator and Hannah Mosley-Gonzales, Administrative Regulations Manager Department of Ag/Fair Commission

### 3: Super Saturday Session –

#### **Bridging the Gap: Effective Collaboration Across Generations**

**Riverfront Ballroom D**

In today's diverse workforce, professionals often find themselves working alongside individuals from multiple generations—each with distinct communication styles, values, and work preferences. This session will explore strategies for fostering collaboration, enhancing productivity, and building strong relationships among multigenerational teams, including both staff and volunteers.

Mary Kae Repp, President, Genesis Marketing

## 12:15 PM – 2:30 PM Closing Speaker and Lunch

**Skyline Ballroom**

Introduction of WSFA Past Presidents



### Be Better!

Lori takes you through her life story influenced by incredible people, impossible tragedies and the how-to of survival. She shares what it means to be impactful on the toughest days, and how you can lay the groundwork to overcome any Goliath that stands before you. *Be Better* is about human spirit, bravery and most of all, boundless joy.

Lori Wickett, CFE, Principal, EIGHT:18, LLC

