

Saturday, 10:00-11:00 AM			
Title	Room	Presenter	Description
Chopping the Weeds: Chaos in the Meeting Room	201B	Dean Fuchs, Washington County Fair	Any meeting, no matter the size, can quickly get “in the weeds” with some members dominating discussion. This session will tackle everything from motions to discussion, and take a lighthearted look at basic parliamentary procedure, with an emphasis on how to keep meetings on track and productive.
De-Escalating Situations	201C	Jeff Cotner, State Fair of Texas	What is de-escalation and why is it important? Step into a world where safety reigns supreme and your event is shielded from potential harm. Jeff will unravel the secrets behind this communication skillset and how to implement effective mitigation strategies at your fairs and events.
Following the Chain of Command	202A	Wes Allison, Heart O’ Texas Fair & Rodeo	Struggling with who should make the decision or whose responsibility it is to make the decision? There is always that one volunteer or staff member who wants to make every decision or at least give their input. So, who is the BOSS? During our time together, we explore how to manage the chain of command. We will take a look at various ways to establish a chain of command and how this can be used to manage your event and any unexpected issues that may arise.
8 Seconds of Fame	202B	TC Long, Gold Buckle Productions	Hold on tight! This session will cover all things rodeo. Discover ways to increase the entertainment value for your guests, and find ways to maximize potential with sponsors and supporters.
Creating an Innovative Food Experience for the Guest	202C	Melanie Linear, State Fair of Texas	Craft an unforgettable Fair food experience! This session equips you with the tools to elevate your fair's food offerings and create an unforgettable food experience for your guests.
Beyond the Rides: Ensuring Safety at Your Fair or Festival	202D	Sammy Sikes, Comal County Fair	Large gatherings, like fairs and festivals, bring joy and excitement to our communities, but they also come with unique safety challenges. From severe weather and crowd management to livestock issues and emergency communication, being prepared is key to keeping everyone safe. This session will provide actionable strategies for creating and implementing comprehensive emergency management plans tailored to your event. Learn how to coordinate with local partners, train your staff and volunteers, and effectively plan for the unexpected.
Charges, Disputes & Other Online Processes	203A	Steven Wrobel, Clover from Fiserv	This class will focus on resolving charge disputes, and discuss the tools needed to facilitate communication, negotiation, and mediation between disputing parties, with a focus on understanding the legal and ethical considerations involved in digital dispute resolution.
Social Media Survival	203B	Barbara Magana Robertson, Magana Media	From content creation to marketing your event, discover what works best for your association or organization. From branding to which platforms to utilize, learn the best strategies to follow for a successful campaign.

Saturday, 2:30-3:30 PM			
Title	Room	Presenter	Description
Chaos in the Meeting Room	201B	Dean Fuchs, Washington County Fair	Committee meetings can quickly get “in the weeds” with some members dominating discussion. This session will take a lighthearted look at basic parliamentary procedure, and discuss how to keep meetings on track and productive.
De-Escalating Situations	201C	Jeff Cotner, State Fair of Texas	What is de-escalation and why is it important? Step into a world where safety reigns supreme and your event is shielded from potential harm. Jeff will unravel the secrets behind this communication skillset and how to implement effective mitigation strategies at your fairs and events.
Following the Chain of Command	202A	Wes Allison, Heart O’ Texas Fair & Rodeo	Struggling with who should make the decision or whose responsibility it is to make the decision? There is always that one volunteer or staff member who wants to make every decision or at least give their input. So, who is the BOSS? During our time together, we explore how to manage the chain of command. We will take a look at various ways to establish a chain of command and how this can be used to manage your event and any unexpected issues that may arise.
Scholarship Programs that Work	202B	Madalynn Kainer, Washington County Fair	Most non-profits strive to award scholarships as one of their primary focuses. This session will center on the giving process, and how to keep the process fair, equitable and most importantly, explainable!
New or Old: Making the Most of Your Facilities	202C	Clint Sciba, CRC Fair & Expo Construction	Making improvements to your grounds or facilities is no easy task. This session will cover how to make the most of your facilities, and provide strategies for improving your current facilities, and innovative ways to create new opportunities for growth!
Written on Your Heart: Core Values in Personal and Professional Leadership	202D	Tobin Redwine, Montgomery County Fair	Core values are the root beliefs that a person or an organization operates from. Discover ways to incorporate core values in your personal lives, your professional leadership and your organization.
Maximizing Your Resources	203A	Tammy Dooley, Visit Granbury Jodi Willard, Visit Rockwall	Do you work with your local Convention and Visitor’s Bureau? Did you know that they could offer free services to help grow your festival or event’s audience? Join Visit Rockwall and Visit Granbury as they explain how they have helped their local events grow. Bring your questions to this informative session!

Making the Rules Stick	203B	Karl Hengst, Houston Livestock Show & Rodeo	Rules: everyone has to have them! Learn ways to write, formulate and enforce rules at your livestock show or competitive event.
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