

Colorado Association of Fairs and Shows 2021 Convention

Proposed Agenda (updated 10-26-21)

Thursday November 4, 2021

Times	Topic	Location
1:00 – 3:00 PM	Fair Managers Meeting	Pikes Peak 1
3:30 PM – 5:00 PM	CAFS Board Meeting	Ballroom
5:30 PM – 7:00 PM	Early registration	Registration area
7:00 PM – 10:00 PM	Hospitality Room for attendees	Breckenridge Room (2 nd floor)

Friday November 5, 2021

8:00 AM	Registration Breakfast on your own Trade Show Set Up Begins	Registration area
9:00–10:00 am	<p>Deliver Solutions in Challenging Times - Lessons Learned for Future Events</p> <p>Planning for an event during a pandemic or other public health emergencies poses many challenges. While attendee safety is a priority, event planners must adjust to ancillary challenges such as the ever-changing landscape of supply chains, labor markets and public health regulations caused by a pandemic.</p> <p><i>Julie Reinert, Greeley Stampede</i> <i>Matt Bixenman, Arapahoe County Fair</i> <i>Casandra Vossler, Adams County Fair</i></p>	Ballroom
10:00 – 10:15 am	Refreshment Break	Ballroom / Trade Show
10:15 – 11:30 am	<p>Welcome and General Session Get Ready to Thrive</p> <p>The fair industry has made it through what we hope is the worst of the COVID-19 pandemic. The disruptions to the industry have resulted in challenges, but therein lies opportunities to THRIVE into the future. Let's set the stage now, to focus on what we've learned that will help us get the mindset to push forward with more energy and excitement.</p> <p><i>Marla Calico, President & CEO</i> <i>International Association of Fairs & Expositions</i></p>	Ballroom
12:00 – 1:30 pm	<p>Lunch</p> <p>A Path Forward With Communities: Colorado State University's Courageous Strategic Transformation</p> <p>CSU's Office of Engagement and Extension delivers on the land-grant mission by offering accessible educational programs, services, and resources. CSU works across Colorado to exchange, develop, and apply knowledge and</p>	Ballroom

	<p>empowers individuals and communities to thrive and flourish. The challenge and opportunity are to design, develop, and implement lifelong learning experiences for students, the CSU community, and communities across Colorado. Specific updates include CSU Spur, the Expanded Rural Engagement Initiative, and the Courageous Strategic Transformation.</p> <p><i>Lindsey Shirley, VP CSU Extension</i></p> <p>Building for the Next 100 Years: National Western Update The National Western Stock Show is a 116-year old grand tradition, with a non-profit mission supporting education, agriculture and tradition. After experiencing and enduring the impacts of COVID-19, we look to the development of the new campus for the next 100 years of the National Western Stock Show.</p> <p><i>Andy Jochem, Project Manager</i></p>	
1:45 – 3:15 pm	<p>Badging, Bridging and Building a More Ag Literate Public CAM’s Ag Academy takes a unique approach to Ag Literacy programming through the ability to bridge the ag industry, youth organizations, CSU, and ag events to build a more agriculturally literate public. Develop an understanding of the value of evaluation (badging) during programming events such as CAM’s Ag Academy at your fair.</p> <p><i>Jenny Bennett, CSU Ag Literacy Outreach Coordinator</i></p>	Pikes Peak 1
	<p>Biosecurity is a Team Effort Animal health and safety is paramount for facilities and events to operate and biosecurity is overwhelming! Understand the risks to your facility and/or events and breakdown an implementation plan into manageable steps to decrease risks, involve your team and educate your attendees. Disease detection is everyone’s responsibility and is the first step in stopping an outbreak. Learn “hot topic” diseases and how Colorado is addressing them, why early detection is critical and why animal identification and traceability are important.</p> <p><i>Kendra McConnell, Horse Show Manager, NWSS</i> <i>Morgan McCarty, DVM, Colorado State Veterinarian’s Office</i></p>	Pikes Peak 2
	<p>Share the Fair! Invigorating Open Class Entries SHARE THE FAIR and come away with new ideas to reinvigorate the Open Class section at your County Fair! Participants will share ideas, learn tips to increase Open Class entries and actively invent a new class or event idea for your County Fair. Understand key elements of a successful event, identify new concepts for Open Class Exhibits, create a new Fair Open Class or Event to share in your home county.</p> <p><i>Nancy Mucklow, Open Class Superintendent, Routt County</i></p>	Pikes Peak 3 & 4

11:00am – 6:00 pm	Trade Show Opens	Ballroom
3:15 – 3:30 pm	Refreshment Break	Ballroom
3:30 - 5:00 pm	<p>The Perks of Holding a Liquor License – Brought to you by the Beer Guy</p> <p>Will having a liquor license benefit your fair financially? Compare the costs to holding your own liquor license versus contracting it out to a third-party. Learn about the process to obtain a liquor license, the different types of licenses and the legalities behind each. Also learn about the process of ordering alcohol, Colorado laws and bartender training. <i>Melany Davidson, Event Services and Beverage Supervisor, Adams County Fair</i></p>	Pikes Peak 1
	<p>Conversations on Ag Initiatives: Coloradans for Animal Care</p> <p>Strong voices advocating for the agriculture industry are more critical than ever. Coloradans for Animal Care was formed to protect Colorado’s pets and livestock from the impacts of the proposed ballot Initiative 16. Initiative 16 is just one example of the attacks the Colorado agriculture and livestock industry has been facing in the last year. Now more than ever, agriculture needs bold, unified leaders to advocate for our industry. <i>Erin Karney, Industry Advancement Director, Colorado Cattlemen’s Association</i></p>	Pikes Peak 3 & 4
5:00 – 6:00 pm	<p>Hospitality – Host Bar Trade Show Door prizes and cash bar YPI Meet & Greet</p>	Ballroom
6:00 – 9:00 pm	Dinner and showcases	Ballroom
9:00 – 11:00 pm	Hospitality Room for attendees	Breckenridge Room (2 nd floor)

Saturday November 6, 2021

8:00 am	<p>Registration Breakfast on your own</p>	
8:30 – 9:45 am	Breakouts	
	<p>Roundtables (20 minutes each)</p> <ol style="list-style-type: none"> 1. Livestock committees – Robin Toft, Colorado State Fair 2. Public funding options during pandemic – Scott Stoller, Colorado State Fair 3. Ways to recognize volunteers – Kellie Lombardi, NWSS 4. CSU Vet educational trailer – Wade Ingle, CSU 5. Colorado Agricultural Leadership Program – Shelby Rich, CALP Class 15 6. Western Media – Taylor Spears, The Cowboy Channel 	Garden Atrium

9:45 – 10:00 am	Refreshment Break	Ballroom
10:00 – 11:15 am	<p>The Need and the Power of the Historic Western Sports Industry Coalition</p> <p><i>Moderated by Chris Wiseman, Pueblo County Commissioner</i></p> <p>Understand the importance of early recognition of the laws that will affect their fairs and shows, as well as the importance of building a coalition of members that can affect change in their favor and/or minimize damage.</p> <p><i>Scott Dorenkamp, PRCA Livestock Program and Government Relations Manager</i></p> <p><i>Dave Duquette, Western Justice President</i></p>	Ballroom
11:30 am – 1:00 pm	<p>Lunch</p> <p>Awards</p> <p><i>Business Meeting</i></p>	Ballroom
1:15 – 3:00 pm	Showcase Acts	Ballroom
3:00 – 3:30 pm	Refreshment Break & Trade Show	
3:30 – 4:45 pm	Breakout Sessions	
	<p>What is a Positive Fair Experience, from the Livestock/Horse Judge Perspective?</p> <p>Hear from an expert panel of livestock and horse show judges to discuss planning for a successful livestock and horse show for volunteers, competitors and judges. Considerations to be addressed prior to show day: judges vs. show manager expectations, facility/equipment requirements, volunteer roles, etc. and how to find common ground.</p> <p><i>Moderated by MJ Fisher, CSU Extension Pueblo County</i></p> <p><i>J.T. Gillmore, Colorado State Fair</i></p> <p><i>Kali Benson, CSU Extension Elbert County</i></p> <p><i>Jenette Mesari, Weld County Fair</i></p>	Pikes Peak 1
	<p>Why Your Facebook Ads Make Us Cringe</p> <p>Your social channels allow you to compete with multimillion-dollar companies! Because it's about creating engaging content that determines the success of your social campaign, and not who has the largest budget. Grow your show with one ad platform that you fully manage. Produce successful social ads and avoid the most common mistakes that businesses make when curating content.</p> <p><i>Rebecca Ronk Williams, Ronk Communications</i></p>	Pikes Peak 3 & 4
4:45 – 6:00 pm	<p>Trade Show</p> <p>Door Prizes</p>	Ballroom
6:00 pm	<p>Royalty Fashion Revue</p> <p>Dinner</p>	Ballroom
8:00 – 11:00 pm	Hospitality Room for attendees	Breckenridge Room (2 nd floor)