

Thursday, January 12, 2023

4:00 p.m. **Joint Meeting of the MN State Ag Society, Midwest Showmen's Association, and the MN Federation of County Fairs**

Bloomington Room
Presided by MFCF President Steve Hallan

5:00 p.m. **MN Federation of County Fairs Board Meeting**

Bloomington Room
Presided by MFCF President Steve Hallan

5:00 p.m. – 8:30 p.m.

MFCF Registration
Grand Ballroom Foyer

6:30 p.m. – 8:30 p.m.

Midwest Showmen's Association Open House
Veranda Ballroom

Come enjoy complimentary food and beverage. Support the great work of the Midwest Showmen's Association by supporting the silent auction!



7:30 p.m.

SHARING TABLE: What's on Your Mind?
Moderator: Troy Beise, MFCF District 6 Director

Friday, January 13, 2023

FRIDAY

7:30 a.m. – 7:00 p.m.

MFCF Registration
Grand Ballroom Foyer

7:30 a.m. – 7:00 p.m.

Convention Socialization
Bloomington Room

8:00 a.m. – 4:00 p.m.

State Agricultural Society Office Open

Grand Ballroom Foyer

9:00 a.m.

General Session

Grand Ballroom East

Communicating a Crisis

Alicia Shoults, Assistant General Manager of the Ohio State Fair

You might think a crisis can't happen at your fair, but it can happen anywhere. When it comes to a crisis, it isn't if, but when, and how bad. It could be anything: a canceled concert, severe weather, animal activists, angry fairgoers, biosecurity issues, protests ... the list goes on. On Opening Day of the 2017 Ohio State Fair, a ride malfunctioned resulting in loss of life and injury. Learn about the firestorm of media coverage and the crisis communications strategies employed to put out the flames. You'll hear about the lessons that were learned, logistics to plan for, where to turn for help, and will take away strategies you can use to ensure a fair of any size is prepared to communicate in the chance of a crisis.

10:30 a.m.

Refreshment Break – Edina Room

Sponsored by Loret Foods

10:45 a.m.

General Session

Grand Ballroom East

Legislative Update

A.J. Duerr, MFCF Lobbyist

Come and hear about where we are headed on the legislative front.

11:15 a.m.

General Session

Grand Ballroom East

MN County Fair Grant Program Update

Dacia Hinkhouse, Grants Supervisor MN Dept of Ag

Get an update on the grant programs (including AGRI and Legacy Funding) and learn what qualifies. Get tips for the application and close-out process.

12:00 Noon – 1:00 pm

LUNCH

Grand Ballroom East – Ticket Required

1:00 p.m.

Sessions

Boost Attendance with Marketing and Promotions

With limited time and a limited budget, you've got to do it all to make sure the community knows about your fair: write press releases, place advertising buys, and create promotions to drive gate attendance. Learn about different techniques and strategies to build a customized plan that works best for your fair, your budget, and your community.

Plaza 6

Presenters: Alicia Shoultz, Assistant General Manager, Ohio State Fair

Moderators: Zach Rinehart, MFCF District 2 Director and

Brian Grunhovd, MFCF District 9 Director

County Fair Grant Q and A

There will not be a presentation. Use this time to bring your questions to Dacia!

Plaza 5

Presenter: Dacie Hinkhouse, MN Dept of Ag Grants Specialist

Moderator: Brian Carlson, MFCF District 8 Director

Meet and Greet with the Midwest Showmen's Association (MSA)

You have probably enjoyed the food, drinks, and fun at the MSA Open House at convention each year, but who is the MSA? Come and meet them and hear about all the great things they do through the Midwest Showmen's Foundation.

Edina Room

Presenters: Midwest Showmen's Association Members

Moderator: Tiffany Gustin, MFCF Executive Secretary

SHARING TABLE:

(The Power of) Partnerships with Other Governmental Agencies

Plaza 1

Moderator: Steve Hallan, MFCF President

SHARING TABLE:

Premiums: What do you pay?

Plaza 2

Moderator: Carol Schumann, MFCF District 1 Director

SHARING TABLE:

Activities for Teens and Young Adults

Plaza 3

Moderator: Troy Beise, MFCF District 6 Director

2:15 p.m.

Sessions

Q and A with the Lobbyist

You've heard the legislative update, now what questions do you have? Bring them to this session and get the answer. Have an idea for legislation that would improve fairs? Bring it to this session!

Presenters: AJ Duerr and Cory Bennett, MFCF Lobbyists

Plaza 5

Moderator: Steve Hallan, MFCF President

Working with County Fair Boards to Support Minnesota 4-H'ers

This session will include a state of MN 4-H address along with updates on county and state showcase events. The workshop will be interactive and will include time for discussion.

Presenters: Jennifer A. Skuza, Associate Dean and MN 4-H State Director;

Amber Greeley, Director of State and County Fairs Programs;

Sharon Davis, Director of Animal Science

Plaza 6

Moderator: Steve Storck, MFCF Past President

Making the Most of your MCIT Property Coverage and Loss Prevention Resources

MCIT's property coverage is broad, providing coverage to members when losses occur. A significant part of ensuring that coverage will respond when a member experiences a loss is having up-to-date property and auto schedules, as well as placing property in the best category for coverage. This session will cover these topics as well as MCIT resources available to members to prevent both the frequency and severity of losses. This session is focused on MCIT member coverage and resources but will provide concepts and practices that are applicable to Agricultural Societies and Fair Boards that are not MCIT members.

Presenters: Paul Hajduk MCIT Risk Management Consultant

Tom Suppes MCIT Risk Management Consultant

Alethea Sheridan MCIT Loss Control Consultant

Plaza 1
Moderator: Brian Grunhovd, MFCF District 9 Director

Rules and Advice for 2023

Come and learn how you can put on a great fair through the lens of the MN Board of Animal Health.

Edina Room
Presenter: Myrrh-Anna Van Zandt, Senior Veterinarian, MN Board of Animal Health
Moderated by the MN County Fair Alumni

SHARING TABLE: Event Discussion: Tractor Pulls

Plaza 2
Moderator: Troy Beise, MFCF District 6 Director

SHARING TABLE: Volunteers: Finding them and keeping them

Plaza 3
Moderator: Don Merkens, MFCF Vice President

3:15 p.m. **Refreshment Break – Plaza Foyer**
Sponsored by Schroder Concessions

3:30 p.m. **Sessions**

Fundraising Opportunities at the MN State Fair

The MN State Fair offers a great way for your team, organization or community group to team-build while raising funds! Groups of all sizes can work alongside friends and teammates AND enjoy the fair!

Plaza 5
Presenters: Kim Scibak and Patrick Schoen – MN State Fair
Moderator: Jennifer Rouillard-Tichy, MFCF District 5 Director

Electrical Licensing and Inspection Information for Fair Board Members

This presentation will be on electrical safety on fairgrounds' permanent and temporary structures, electrical licensing, and inspection requirements.

Plaza 1
Presenters: Steven Dudley, Senior Electrical Representative
Wade Schlie, Electrical Area Representative
Moderators: Milt and Donna Steele

ReThink Everything

This presentation may change your mind on everything you have ever done, from marketing, sponsorships, entertainment buying, venue layout, and partnerships. What if every change resulted in more income, less expense and more value for your clients. Can you imagine if every solution to every problem resulted in more revenue by simply fixing the problem. This presentation us as Fair Managers, Board Members and Staff do to look at things through a different lens. See it from another angle and discover buried treasures right beneath our noses.

Plaza 6

Presenter: Kyle Palmer, Senior Agent, Artists & Attractions

Moderator: Troy Beise, MFCF District 6 Director

Partnering with Farm Bureau to Tell the Story of Agriculture

County fairs across the state began as an opportunity to showcase agriculture in the area, and that goal still holds true today. With a presence in every county, learn how you can partner with your local Farm Bureau to tell the story of agriculture at your county fair – whether that be through displays/exhibits, events, or recognition. Farm Bureau has resources for all of this and more!

Edina Room

**Presenter: Robin E. Kinney, Director, Membership and Marketing
Minnesota Farm Bureau Federation**

Moderator: Zach Rinehart, MFCF District 2 Director

SHARING TABLE:

Ag Grants: How have you used the funds?

Plaza 2

Moderator: Brian Carlson, MFCF District 8 Director

SHARING TABLE:

Event Discussion: Free Stage Entertainment

Plaza 3

Moderator: Kathy Travis, MFCF District 4 Director

4:30 p.m.

MFCF Committee Meetings

Audit Vista 2202

Credentials Vista 2204

MN County Fair Alumni Meeting

Bloomington Room

5:00 pm – 11:00 pm

Trade Show Open

6:00	MFCF Banquet Dinner – Doors Open at 5:45 Grand Ballroom – Ticket Required
7:00 pm – 10:00 pm	Silent Auction Open Bloomington Room
7:05 – 10:00 pm	Showcase
11:00 pm	Trade Show Closes

Saturday, January 14, 2023

7:30 a.m. – 7:00 p.m.	MFCF Registration Grand Ballroom Foyer
7:30 a.m. – 7:00 p.m.	Convention Socialization Bloomington Room
8:00 a.m. – 9:15 a.m..	Grab and Go Breakfast Grand Ballroom – Ticket Required
9:00 a.m. – 4:00 p.m.	State Agricultural Society Office Open Grand Ballroom Foyer

9:30 a.m. **Sessions**

Working with County Fair Boards to Support Minnesota 4-H'ers

This session will include a state of MN 4-H address along with updates on county and state showcase events. The workshop will be interactive and will include time for discussion.

**Presenters: Jennifer A. Skuza, Associate Dean and MN 4-H State Director;
Amber Greeley, Director of State and County Fairs Programs;
Sharon Davis, Director of Animal Science
Moderator: Don Merkens, MFCF Vice President**

County Fair Boot Camp

Come and learn about some common calendar items and points to ponder for all fairs, hear about the MFCF, and its role in Minnesota's fairs. If you have any questions, this is a great place to ask them!

Plaza 5

**Presenters: Steve Storck, MFCF Past President and
Zach Rinehart, MFCF District 2 Director**

Partnering with Farm Bureau to Tell the Story of Agriculture

County fairs across the state began as an opportunity to showcase agriculture in the area, and that goal still holds true today. With a presence in every county, learn how you can partner with your local Farm Bureau to tell the story of agriculture at your county fair – whether that be through displays/exhibits, events, or recognition. Farm Bureau has resources for all of this and more!

Plaza 6

**Presenter: Robin E. Kinney, Director, Membership and Marketing
Minnesota Farm Bureau Federation
Moderator: Troy Beise, MFCF District 6 Director**

Inclusion: Expanding Access for All

As we move our fairs forward, making them welcoming for all means more than doing what's legally required. Let's share ideas and experiences as we explore topics including website design, word choice, sensory sensitivities, employment, ASL, translation and more.

Edina Room

**Presenters: Christine Noonan, Minnesota State Fair Marketing
and Guest Services Supervisor
Moderator: Jeff Potter, MFCF District 7 Director**

Making the Most of your MCIT Property Coverage and Loss Prevention Resources

MCIT's property coverage is broad, providing coverage to members when losses occur. A significant part of ensuring that coverage will respond when a member experiences a loss is having up-to-date property and auto schedules, as well as placing property in the best category for coverage. This session will cover these topics as well as MCIT resources available to members to prevent both the frequency and severity of losses. This session is focused on MCIT member coverage and resources but will provide concepts and practices that are applicable to Agricultural Societies and Fair Boards that are not MCIT members.

**Presenters: Paul Hajduk MCIT Risk Management Consultant
Plaza 1
Moderator: Kathy Travis, MFCF District 5 Director**

SHARING TABLE: Fairgrounds Beautification and Signage

Plaza 2

Moderator: Carol Schumann, MFCF District 1 Director

SHARING TABLE:

Entry Systems: ShoWorks

Plaza 3

Moderator: Jennifer Rouillard Tichy, MFCF District 5 Director

10:30 a.m.

Refreshment Break – Plaza Foyer

Sponsored by Variety Attractions

10:45 a.m.

Federation Caucuses

District 1	Plaza 4
District 2	Atrium 4
District 3	Plaza 3
District 4	Vista 2202
District 5	Vista 2204
District 6	Plaza 5
District 7	Plaza 1
District 8	Plaza 2
District 9	Atrium 7

You are encouraged to attend your district's caucuses, even if you are not a delegate of alternate. However, if you do not attend a caucus, the following sessions are available to you:

ReThink Everything

This presentation may change your mind on everything you have ever done, from marketing, sponsorships, entertainment buying, venue layout, and partnerships. What if every change resulted in more income, less expense and more value for your clients. Can you imagine if every solution to every problem resulted in more revenue by simply fixing the problem. This presentation us as Fair Managers, Board Members and Staff do to look at things through a different lens. See it from another angle and discover buried treasures right beneath our noses.

Plaza 6

Presenter: Kyle Palmer, Senior Agent, Artists & Attractions

Moderators: Milt and Donna Steele

Chapter 38

Come and learn more about the Minnesota Statutes that establishes County Agricultural Societies.

Edina Room

Presenters: AJ Duerr and Cory Bennett, MFCF Lobbyists

10:45 a.m.

Sessions

11:15 a.m. (or following Federation Caucuses)

State Ag Society Caucuses (Districts 1, 3, and 6)

12:00 p.m.

LUNCHEON

Doors open at 11:45 a.m.

Grand Ballroom – Ticket Required

1:30 p.m.

Sessions

Electrical Licensing and Inspection Information for Fairs

This presentation is for owner/operators of carnivals, inflatables, concessions, circuses, or any other transitory use of electrical power. We will address the licensing and inspection requirements.

Plaza 1

**Presenters: Steven Dudley, Senior Electrical Representative and
Wade Schlie, Electrical Area Representative, MN Department of Labor and Industry
Moderator: Brian Grunhovd, MFCF District 9 Director**

Introduction to the Legislative Process

How do ideas become laws? Learn about the legislative process, what our lobbyists do during that process, and ways you can participate.

Presenter: AJ Duerr, MFCF Lobbyist

Moderator: Steve Storck, MFCF Past President

Plaza 6

Better Together; Partnering with 4-H

Come to this panel discussion and learn some of our keys to success in making our county fairs and partnership work.

Edina Room

Moderator: Jennifer Rouillard Tichy, MFCF District 4 Director

SHARING TABLE: Legacy Grants: What did you do?
Plaza 5
Moderator: Brian Carlson, MFCF District 8 Director

SHARING TABLE: Social Media Marketing Ideas
Plaza 3
Moderator: Zach Rinehart, MFCF District 2 Director

SHARING TABLE: Entry Systems: Martech Blue Ribbon
Plaza 2
Moderator: Carol Schumann, MFCF District 1 Director

2:30 p.m. Refreshment Break – Plaza Foyer
Sponsored by Spectrum Weather and Speciality Insurance

2:45 p.m. Sessions

Fundraising Opportunities at the MN State Fair

The MN State Fair offers a great way for your team, organization or community group to team-build while raising funds! Groups of all sizes can work alongside friends and teammates AND enjoy the fair!

Plaza 1
Presenters: Kim Scibak and Patrick Schoen – MN State Fair
Moderator: Jennifer Rouillard-Tichy, MFCF District 5 Director

Better Together; Partnering with 4-H

Come to this panel discussion and learn some of our keys to success in making our county fairs and partnership work.

Edina Room
Moderator: Jen Penzenstadler, MFCF Treasurer and District 3 Director

SHARING TABLE: Succession Planning: How can you prepare?
Plaza 5
Moderator: Troy Beise, MFCF District 6 Director

SHARING TABLE: Social Media Marketing Ideas

Plaza 2
Moderator: Zach Rinehart, MFCF District 2 Director

SHARING TABLE:

Event Discussion: Demolition Derbies

Plaza 3
Moderator: Jeff Potter, MFCF District 7 Director

SHARING TABLE:

Off-Season Events

Plaza 6
Moderator: Michaela Liebl, Anoka County Fair Manager

4:30 pm – 11:00 pm

Trade Show Open

5:00 – 6:00 p.m.

Silent Auction Closes

End times will be staggered. Successful bidders should pay in the Bloomington Room.

7:05 – 10:00 pm

Showcase

11:00 pm

Trade Show Closes

Sunday, January 15, 2023

7:00 a.m. – 8:00 a.m.

State Agricultural Society Office Open
Grand Ballroom Foyer

8:00 a.m. – 10:00 a.m.

State Fair Breakfast and Annual Meeting
Grand Ballroom

10:00 a.m. – 10:30 a.m.

State Fair Life Member Meeting
Atrium 2

10:15 a.m. – Noon

State Fair Board Meeting
Atrium 7

The Minnesota Federation of County Fairs Annual Business Meeting will be held in the Edina Room approximately 15 minutes after the conclusion of the State Fair Breakfast and Annual Meeting.