

# 79th ANNUAL CONVENTION

## Missouri Association of Fairs & Festivals

**SATURDAY, FEBRUARY 3, 2024**

### 9:40 / 10:30 am MoFairs ROUNDTABLES

Hosted by Judi Baldwin, Dan Colt, Sam Huey  
6 individual sessions presented by industry peers.  
50 minute sessions of various topics will be presented.

#### **Re-Structuring Your Board and Management for Success**

*Kyle Palmer - Artists & Attractions; Room Parasol II*

We struggle to get volunteers, Our Manager doesn't like trying new things, we can't get people to join our board,  
we seem to be stuck in a rut...

If this is you it is entirely possible that your structure is the problem.

This class will look at a simple example of sports and how we can have too many people playing the wrong positions causing chaos.

#### **You Made the Rules, Do You Follow Them**

*Elizabeth Schlueter - Lincoln Co. Fair; Room 74-75*

Importance of having a working, evolving set of bylaws, of following the bylaws, the importance of reviewing and amending the bylaws.

#### **In & Outs of Truck & Tractor Pulling**

*Ron Stone - Outlaw Truck & Tractor Pulling; Rooms 76-77*

What you need for Truck & Tractor Pulls.

### 10:40 / 11:30 am MoFairs ROUNDTABLES

#### **Marketing Your Fair Avenues to Find Your Audience & Ways they can Find You**

*Leon Edwards - Edwards Marketing; Room 74-75*

Variety of ways to promote your Fair to new and existing audiences, using analytics to build your target audience,  
social media, web presence,  
e-blasts, printing and digital advertising, online ticketing and more.

#### **Expanding Horizons: Using Art & Humanities to Scale Up MO Festivals**

*Ashley Beard-Fosnow - Exec. Dir. Missouri Humanities; Room Parasol II*

Join Missouri Humanities Executive Director Ashley Beard-Fosnow, for an overview of the new partnership between her organization, Missouri Division of Tourism, and Missouri Arts Council to support expanded arts and humanities offerings at fairs and festivals across the state. Ashley will make the case for leveraging culture and humanities to attract new visitors. Join this round table discussion to be "In the Know" and get the latest information on grant opportunities and educational programming offered by Missouri Humanities and the Horizons Initiative.

#### **50% Fewer Carnivals Are In Business in the Last 10 Years; What Fairs Can Do to Make Sure Carnivals Continue to Exist**

*Jennifer Giesike, CFE; President/CEO - Washington Area Chamber; Washington Town & County Fair; Room 76-77*

Everyone's voice is needed to tell Congress to support a bipartisan bill for ensuring Carnivals can get a reliable workforce.  
Let's talk about how to make our voice heard in Washington for support of the CARE Act and the new IAFE/OABA toolkit.  
"Critical Conversations for the Future of the Fair/Carnival Relationship."

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