

**Texas Association of Fairs and Events  
2026 Annual Convention Educational Program**

**Friday, January 9, 2026 | 2:15 – 3:00 p.m.  
Round Tables**

<b>Topic</b>	<b>Room</b>	<b>Moderator</b>	
Keeping the Sponsor Happy!	201B	Dustin Coufal	Heart O' Texas Fair & Rodeo
Pricing it All – Establishing Fair Event Prices	201C	Brady Ragland	Amarillo Tri-State Fair
Crowning Moments: Queen Contests and Pageants	202A	Luis Saldana	Rio Grande Valley Livestock Show
Commercial Vendors: Who, What & Where	202B	Julie Bass	Houston Livestock Show and Rodeo
Of Course, We Have Insurance...	202C	Allen Kaminski	Austin County Fair
Another 8 Seconds: All Things Rodeo	202D	TC Long	Gold Buckle Media Productions

**Saturday, January 10, 2026 | 10:15 – 11:00 a.m.  
Educational Sessions**

<b>Topic</b>	<b>Room</b>	<b>Presenter</b>	
Enhancing the Exhibitor Experience: Building Value Beyond the Show Ring	201B	Michelle Helm	Tulsa State Fair
Small Fairs 101: Livestock Edition	201C	Dean Fuchs	Washington County Fair
Beyond Basic Rain Insurance: Non-Traditional Coverages	202A	Robert Holmes	Spectrum Weather and Speciality Insurance
Media Award Success: More than Just Filling it Out	202B	Joe Garcia	City of McAllen
Artificial Intelligence and Its Impact on Fairs 1.0	202C	S. David Ramirez	SDMRamirez
Strength in Awareness/Freedom in Action	202D	Taylor Talley	Talley Amusements
Everyone Loves a (Safe) Parade	203A	Steve Adelman	Adelman Law Group
Video Production as a Marketing Tool	203B	Diane Lindermann	Great American Entertainment Company

**Saturday, January 10, 2026 | 2:15 – 3:00 p.m.  
Educational Sessions**

<b>Topic</b>	<b>Room</b>	<b>Presenter</b>	
How to Make Talking Points Stick	201B	Tobin Redwine	Montgomery County Fair & Rodeo
Small Fairs 102: People Edition	201C	Dean Fuchs	Washington County Fair
Crowd Control: Tips & Techniques	202A	Tina Taylor	Pasadena Fair & Rodeo
Setting the Sale: Maximizing Your Exhibitor's Return	202B	Madalynn Kainer	Washington County Fair
Artificial Intelligence and Its Impact on Fairs 2.0	202C	S. David Ramirez	SDMRamirez
Plug Into Your CVB: A Partnership for Success	202D	Tammy Dooley and Jodi Willard	City of Granbury CVB and Visit Rockwall
Contracts, Deconstructed and Demystified	203A	Steve Adelman	Adelman Law Group
Attracting Stellar Attractions to Your Event	203B	Keith Smith	Fort Bend County Fair

**Saturday, January 10, 2026 | 3:15 – 4:00 p.m.  
Swap Shops**

<b>Topic</b>	<b>Room</b>	<b>Moderator</b>	
Serving Up Success: Food Vendor Swap Shop	201B	Callie Huber	State Fair of Texas
Making the Most of In-Kind Support	201C	Cody Rosenbaum	East Texas State Fair
All Hands on Deck: Volunteer Management at Your Event	202A	Katy Feller	Heart O' Texas Fair & Rodeo
What Works for You? Ticketing Swap Shop	202B	Lindsay Robertson	Amarillo Tri-State Fair
Managing Your Message: Social Media Management Swap Shop	202C	Hannah Figg	North Texas Fair & Rodeo
I Tried Something New	202D	Madison Harris	Montgomery County Fair & Rodeo

*\*All subject to change.\**