

BUILDING
TOMORROW'S

TAFE
TEXAS ASSOCIATION
OF FAIRS AND EVENTS

Champions
TODAY

2022

TEXAS ASSOCIATION OF
FAIRS & EVENTS

Convention & Tradeshow

TAFE
TEXAS ASSOCIATION
OF FAIRS AND EVENTS

Howdy!

Thank you for joining your TAFE friends in Galveston! It's only fitting that the TAFE Annual Convention happens just after the turn of the New Year. This truly allows us to turn to a new (and blank) page in our book of life with TAFE in mind. As the poet Rainer Rilke once wrote "And let us welcome the new year, full of things that never were". The excitement builds whenever we enter a phase of life where something is unknown or unexpected. Reflect on riding the roller coaster at the fair for the first time or entering the show ring as an exhibitor once again. It's still fun to imagine that feeling! Let's approach 2022 and our upcoming events in this manner, including this convention. The TAFE Board of Directors and the management team have developed a weekend that will be memorable. Just being together again will be a joy, but the chance to grow professionally and as an industry will be icing on the cake. Soak it all in from the sessions, speakers, camaraderie, and music, you deserve it!

Building Tomorrow's Champions Today is our theme for this year's convention. It's my hope that no matter the decisions that are made at our fairs and events we keep the next generation at the forefront. Each time a young person walks into a barn, finds their concert seat, or climbs on a ride, we are planting seeds for future success. Let's do everything we can to have them develop an appreciation for our events, our country, and agriculture. It will be worth the effort!

It will be great to see all of you over the next few days of the 2022 TAF&E Convention. I am humbled to have served as your President. Remember when you open your gates this year, we are Building Tomorrow's Champions Today!

Respectfully,

Jeff Thayne
TAF&E President



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THURSDAY, JANUARY 6

- | | |
|------------------------------|--|
| 10:00 a.m. | TAF&E Board Meeting
Spinnaker |
| 1:00 p.m. – 5:00 p.m. | Trade Show Exhibitor Move In/Setup
Exhibit Hall |
| 1:00 p.m. – 5:00 p.m. | Early Conference Registration
Convention Center Lobby |
| 1:00 p.m. | Texas Event Management Institute (TEMI) Session
Yacht Room |

Food, Beverage and Other Vendor Programs.

Speaker: Melanie Linnear, State Fair of Texas

A well-run food and beverage program can add to both the event experience for attendees and the bottom-line for event. This session will cover the components and considerations of a successful on-site food and beverage program, as well as important considerations for all types of vendor-dependent programs and relationships.

- | | |
|------------------|--------------------------------------|
| 2:30 p.m. | TEMI Break |
| 3:00 p.m. | TEMI Session #2
Yacht Room |

Event Security/Emergency Management.

Speaker: Rusty Fitzgerald, State Fair of Texas

The tragedy of realities like the Boston Marathon bombings, together with more common concerns like stage collapse or vehicular incidents, airshow crashes, crowd panic or control situations, shootings, and drug-related deaths at events and in cities of all sizes, serve as stark reminders of the need to plan and prepare for all the many incidents/ possibilities that can / may affect our events on a moment's notice. This important session will address what keeps us up at night and the steps that we can realistically take to address those concerns through planning and preparation, as well as on-site during an event.

- 5:00p.m.** **Past Presidents’
Council Meeting**
Spinnaker
- 6:30 p.m.** **Presidents’ Reception
(Invitation only)**
Convention Center Grand
Ballroom Foyer (2nd Floor)

**Presidents’ Reception Sponsor
Crabtree Amusements**

FRIDAY, JANUARY 7

- 8 a.m.-12 p.m.** **Trade Show Exhibitor Set-up**
Exhibit Hall
- 8 a.m. - 6 p.m.** **Registration**
Convention Center Lobby

**The Honored Sponsor
Wagner’s Carnival**

**Convention Tote Bag & Gift Sponsor
Houston Livestock Show & Rodeo**

**Convention Name Badge/Lanyard Sponsor
Fusion Talent Group**

**Ticket Sponsor
Saffire**

**Hotel Key Card Sponsor
Ray Cammack Shows**

- 8:00 – 11:45 a.m.** **Texas Event Management
Institute Professional
Development Seminars**
Convention Center Yacht Room
- 8:30 a.m.** **TEMI Session #3**
Yacht Room

Sponsorship Proposals & Follow-Up Reports.

Speaker: Carina Jimenez, CFEE, City of McAllen Parks and Recreation

“It’s all in the presentation...” or so goes the old (and true) adage. This session will focus on the writing of sponsorship proposals and follow-up reports; two points-of-critical-impact with sponsors.

10:00 a.m. TEMI Break

10:15 a.m. TEMI Session #4
Yacht Room

Program Development: Designing & Creating the Event Experience. Speaker: Jessica Bybee-Dziedzic, Saffire
Like a work of art in progress, this session will explore how industry leading professionals research and stay current with a selected city / event market and go from concept to reality, developing and visualizing event concepts and event programming / operational plans, taking into account original goals and visions, target audiences, venues, and event site flow, hours of operation, and much more, providing a base from which to begin projecting realistic budget and resource needs, and a road map for making changes along the way.

11:45 a.m. TEMI Lunch

**11:30 a.m. Director for the Day
Orientation Meeting**
Spinnaker

1:00 p.m. Silent Auction Opens
Break Out Session Lobby

12:44 p.m. \$100 On-Time Door Prize
Grand Ballroom

**On-Time Door Prize Sponsor:
Heart of America Shows**

12:45 - 2:00 p.m. Opening General Session
Grand Ballroom

Sid Miller - Texas Agriculture Commissioner
Chet Garner, The Daytripper

Opening Session Presenting Sponsor: San Antonio Livestock Show & Rodeo and Visit Granbury

Choose your favorite educational sessions throughout the convention —Each session is being presented only once.

2:15 p.m. – 3:30 p.m. Concurrent Sessions

1. Update from State Comptrollers Office

Galleon I

Over the past two years several changes and pieces of legislation have been introduced that affect the fair and festival industry in the State of Texas. Come to hear more about these changes and the opportunities that they present to your event.

Speaker: Joshua Nash, Program Specialist/Training Coordinator, Texas Comptroller of Public Accounts

2. Crisis Communication – Promoting Through the Pandemic

Yacht

As the industry and our events return to normalcy continued communication needs to take place with audiences to rebuild awareness and provide a level of confidence. To achieve this communication there are a number of messages and platforms that can be used. Come hear from experts in this field on what they have done for their events to be more successful.

Speakers: Bill Robertson & Barbara Magana Robertson, Magana Media

3. Board Leadership

Schooner

Congratulations, you're on the fair board! Do you know your role? Do you know the responsibilities that come with this honor? All fair board leadership should attend this session to learn, How to be a leader!

Speaker: Gary Lott, Trinity Valley Exposition

4. Sell More Tickets Earlier: Online Ad Strategies That Actually Work

Galleon II

The success of an event is measured by the attendance. Come hear from industry experts on different strategies to sell additional tickets resulting in larger attendance.

Speakers: Mark O'Shea & Steve Richo, Noise New Media

- 3:30 – 6:30** **Talley Amusements Lounge
Open**
(outside of the Trade Show)
- 4:00 - 6:00 p.m.** **Trade Show Opening**
Convention Center Exhibit Hall
- 5:45 – 6:15 p.m.** **Young Professional
Initiative (YPI) Reception**
Spinnaker
- (Open to attendees under 40 years of age)

Sponsored by State Fair of Texas

- 6:15 – 6:45 p.m.** **First Time Attendee Reception**
(Invitation Only)
Galleon III

**First-Time Attendee Reception Sponsor:
Westmoreland Concessions**

**First-Time Attendee Door Prize Sponsor:
Louis & Joan Katz**

- 6:45 – 7:15 p.m.** **Welcome Reception Cocktail Party**
Grand Ballroom Pre-Function Area

**Welcome Reception Sponsor:
Houston Livestock Show & Rodeo**

- 7:15 – 8:00 p.m.** **Dinner**
Grand Ballroom

**Friday Dinner Sponsor:
Rio Grande Valley Livestock Show & Rodeo**

- 8:00 – 8:30 p.m.** **Live Auction**

Live Auction Sponsor: North Texas Fair & Rodeo

- 8:30 p.m. - 10:30 p.m.** **Entertainment Talent
Showcases**
Grand Ballroom

Talent Showcase Sponsor: Fort Bend County Fair

10:30 p.m.

\$100 Door-Prize Drawing
Grand Ballroom

Door Prize Sponsor: Fayette County Fair

Decoration Sponsors:
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City of McAllen

SATURDAY, JANUARY 8

7:00 a.m. – 8:00 a.m.
Prizes

Breakfast Buffet & Door
Grand Ballroom

Breakfast Sponsor:
State Fair of Texas &
Titus County Fair

8:00 a.m. – 2:00 p.m.

Foundation Night Ticket
Exchange for those seated at
sponsored tables
Convention Center Lobby

*Present the dinner ticket from your registration packet
with a sponsor sticker to receive your seating assignment*

8:00 a.m.- 4:30 p.m.

Registration
Convention Center Lobby

7:59 a.m.

\$100 On-Time Door Prize
Grand Ballroom

Door Prize Sponsor:
Walker County Fair

8:00 a.m. - 9:30 a.m.

General Session
Grand Ballroom

Best Trade Show Booth Awards
2022 TAF&E Ray Cammack Shows Awards of Excellence
for Marketing and Communications

Marketing and Communications Award Sponsor:
Ray Cammack Shows
*A special thanks to Magana Media for
facilitating this contest.*

Choose your favorite educational sessions throughout the convention. Each of these sessions will be presented once.

10:00 a.m. – 11:15 a.m. Concurrent Sessions

1. Livestock & Equine Requirements

Schooner

Animal care and health requirements are a big responsibility of any fair or event. ALL animals that enter the grounds must meet some requirement. To make sure that you are prepared, the Texas Animal Health Commission will give an update on requirements for the upcoming year.

Speaker: Dusty Boullion, Texas Animal Health Commission

2. Social Media – Create a Game Plan

Yacht

This session will help your fair or event learn the basics of what to post and not to post. From rodeo to livestock, from food to entertainment-learn the best practices to avoid but most important get a guideline in place to help you navigate to a successful social media plan. The Magana Media duo, Bill Robertson and Barbara Magana Robertson will present and share tips from the “click” of the camera to the posting on the platform.

Speakers: Bill Robertson & Barbara Magana Robertson,
Magana Media

3. Current Event Trends – Using Technology in a Post-Covid World

Galleon II

Do you ever find yourself saying something happened “last year” only to realize what you’re talking about was in 2019? What in the world happened to the last 18 months of our lives? Do you still have some restrictions on large-scale events where you live & need ideas for how to get a safe & approved event off the ground? If you feel like you’ve been living in your own bubble since 2019 and are missing the boat on what’s been happening in the world, this is the session for you!

Speaker: Cassie Dispenza, Saffire

4. Event Security/Emergency Management

Galleon I

The tragedy of realities like the Boston Marathon bombings, together with more common concerns like stage collapse or vehicular incidents, airshow crashes, crowd panic or control situations, shootings, and drug-related deaths at events and in cities of all sizes, serve as stark reminders of the need to plan and prepare for all the many incidents/ possibilities that can / may affect our events on a moment's notice. This important session will address what keeps us up at night and the steps that we can realistically take to address those concerns through planning and preparation, as well as on-site during an event.

Speaker: Rusty Fitzgerald, State Fair of Texas

10:30 a.m.

TAF&E Associate Member Meeting
Harbor

TAF&E Associate Members are invited to attend this meeting to elect leadership, hear updates and to provide input for the betterment of the of the convention and association.

Concurrent Education Session Sponsors:
Rodeo Austin
Washington County Fair

11:30 p.m.

Luncheon
Grand Ballroom

Luncheon Sponsors:
Amarillo Tri-State Fair & Rodeo,
Houston Livestock Show & Rodeo

12:00 – 12:30 p.m.

TAF&E Professional Awards and Hall of Fame Awards
Grand Ballroom

12:30 – 1:30 p.m.

Talent Showcases
Grand Ballroom

Talent Showcase Sponsor:
Heart of America Shows

Talent Showcase Drawing Sponsors:
Central Texas State Fair
Central Texas State Fair
Durbin Electric
Keith & Lucinda Smith

1:30 – 2:00 p.m. **TAF&E Annual Meeting**
Grand Ballroom

Announcement of 2023-Convention Theme & Date
TAF&E Nominations Committee Report
Recognition of Outgoing TAF&E Board Members
Recognition of Outgoing TAF&E President
Announcement of Mr. & Ms. X Contest Winners
Drawing of \$500 Presidents' Awards

Mr. & Ms. X Contest Sponsor:
Fort Bend County Fair

Presidents' Award Sponsor:
Visit Granbury

2:00 p.m. **Foundation Night**
Ticket Exchange
Opens to All Attendees
Information booth –
1st floor lobby

Present the dinner ticket from your registration packet to receive your Saturday dinner seating assignment (first come first served).

2:30-3:30 p.m. **Concurrent Educational**
Sessions

1. Auction 2.0 The New Normal Process that Works
Galleon II

COVID, through necessity, caused all of us to rethink and reinvent the Junior Livestock Auction as we knew it. From table snacks to online sales, here's what worked in Washington County. Change, though often intimidating, can be good!

Speaker: Dean Fuchs, Washington County Fair

2. Supply Chain & Employee Issues

Schooner

One of the largest issues facing events is the lack of staff and supplies. In this session one of our associate members will share his experiences and give some potential solutions to what appears to be a long-term issue.

Speaker: Clint Barton, Fare Foods

3. Insurance and Your Legal Risks

Galleon I

In an industry with literally “many moving parts” being properly insured is essential for the protection of our events. Attend this session to learn more about legal risks and what needed protection is available.

Speaker: Bruce Smiley-Kaliff, Kaliff Insurance

4. Sponsorships and Your Event

Yacht

One of the necessities of an event is securing sponsorships. Although, asking for money is not always the easiest make these “asks” beneficial for both parties. Come hear from an industry expert who has been on both sides of the sponsorship equation.

Speaker: Amber Burda, Houston Livestock Show and Rodeo

5. Assessing the Needs of Small & Medium Sized Fairs & Events

Clipper

This session is being planned to bring together small and medium sized fairs & events to identify and discuss their most pressing issues/needs. Bring your list of issues and be prepared for plenty of discussion with other events to get some answers and share experiences.

Moderated by: Kim Quinney, Austin County Fair

Concurrent Education Session Sponsor: Armstrong Shows

3:30 – 6:00 p.m.

**Talley Amusements
Lounge Open**
(Outside of Trade Show)

3:30 – 5:30 p.m.

Trade Show Open
Exhibit Hall

5:30 p.m. **Silent Auction Closes
& Check Out**
Break Out Session Lobby

6:30-7:00 p.m. **Sponsors Reception**
Grand Ballroom Pre-Function
Area

**Sponsored by:
Montgomery County Fair**

7:00 p.m. **Foundation Night Reception**
Grand Ballroom

**Foundation Reception Sponsor:
Heart O' Texas Fair & Rodeo**

7:30 p.m. **Education Foundation
Night Dinner & Dance**
Grand Ballroom

Dinner & Dance included in convention registration fee.
Evening Entertainment: Shenandoah

**Education Foundation Night Sponsor:
Kaliff Insurance**

10:30-11:30 p.m. **TAF&E "After Party"**

Stay for an extended opportunity to dance and fellowship
following the Foundation Dinner, entertainer, and calcutta.

**Sponsored by:
Wagner's Carnival**

SUNDAY, JANUARY 9

10:00 a.m. **TAF&E Board of Directors Meeting**
Spinnaker



**Mark Your Calendar
for 2023:**

January 6-8, 2023

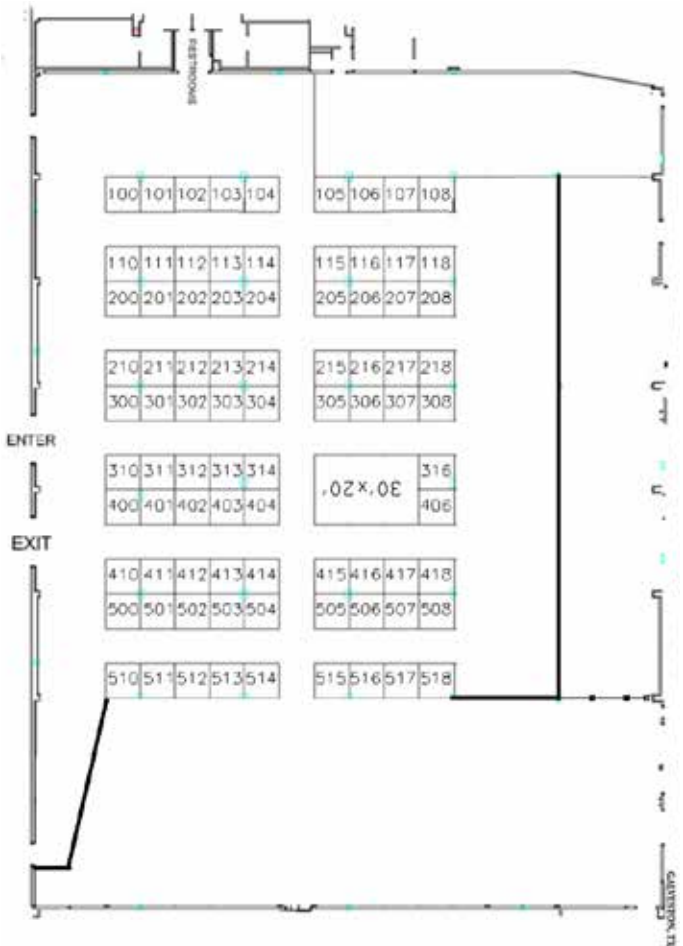
**Galveston Island Convention
Center
Galveston, Texas**

Galveston Island Convention Center





Tradeshow Map



TRADE SHOW EXHIBITORS

- A Clean Portoco #117
- Artists & Attractions #303-304, 313-314
- Atomic Music Group #115
- Bleacher Rentals #116
- Bryan Jackson Stunt Shows #502
- Cattle in Motion #105
- Circle S Parties & Events #518
- Cirque Du Kidtastic #505
- Cody Wayne Music #404
- Comedy & Juggling and Stuff #515
- Communications Direct, Inc. #503
- Crabtree Amusements #312
- DFEST #415
- D'Vaude Entertainment #402
- ETIX #100
- Fare Foods Corp. #217
- Fusion Entertainment #208
- Good Karma K9Z #205
- Grant Entertainment #215
- Great American Entertainment Co. #410
- Haas & Wilkerson Insurance #403
- Hayden Baker Music #212
- Hometown Ticketing #417
- Honey Bucket Portable Sanitation #507
- HorseHead Records #504
- Hypnotist Tina Marie #310
- Irresponsibly Drawn #506
- J. International Management &
Robocars Entertainment #413-414
- Kaliff Insurance #200
- Ken-Ran Productions #101
- Lagniappe Productions #201
- Lanky's Corner #516
- Leapfrog Entertainment #500

Linda Brown & Associates #311
McGowan Allied Specialty Insurance #216
 Music for Fairs #107
 Music Legends Live #113
NASA Searchlight Company #411-412
 Noah's Way Exotics #213
Paul Bunyan Lumberjack Show #118
 Priefert Complex Designs #308
 Red 11 Music #218
 Ride Hard Entertainment #307
Robert Smith Presents, LLC #306
Rorring Entertainmant, LLC #316,406
 Saffire #305
 Shawnee LED & Signs #302
ShenaniGuns Comedy Shows, Inc. #300-301
 Something More Media #104
Superior Trophies & Buckles #110
 Swiftly Swine #214
 Talley Amusements #501
TC Long Productions #510-514
 Texan Petting Zoo #114
Texas Event Management Institute (TEMI) #416
Texas Sounds Entertainment Agency #400-401
 The Birdman #508
 The Dynamite Dames #106
 The Strong Man #103
 Thomas Carnival #517
 Unique Images #102
Variety Attractions, Inc. #207
Ventriloquist Phil Nichols #112
Virtual Ticket Solutions #206
Vortex Weather Insurance #418
Wagner's Carnival #210-211
WOW Attractions: 202-204
 Yuck Game Show #111

**SPECIAL THANKS TO OUR
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SPONSORS:

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Fort Bend County Fair

Fusion Talent Group

Heart O' Texas Fair & Rodeo

Heart of America Shows

Montgomery County Fair

North Texas Fair & Rodeo

Rio Grande Livestock Show & Rodeo

Rodeo Austin

San Antonio Livestock Show & Rodeo

Titus County Fair

Visit Granbury

Washington County Fair

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Fayette County Fair

Louis & Joan Katz

Keith & Lucinda Smith

Walker County Fair



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