



TEXAS ASSOCIATION OF FAIRS AND EVENTS



LEARNING + LEADERSHIP =

LEGACY



**2023 TEXAS ASSOCIATION OF
FAIRS & EVENTS**

Conference Program



Howdy!

Thank you for being here in Galveston for this year's TAF&E Convention! As we turn the calendar to the new year, it is great to kick it off with so many friends and colleagues in our industry. If you are like me, the older we get and because of all the things that have happened in our world over the last few years, I don't take for granted when we get to spend time together! At the end of the day, time is an important treasure, so when we spend it together, we should cherish it.

The TAF&E Board of Directors and the management team recognize our responsibility to put together the best convention for YOU! We all studied the evaluations from last year and have made some changes based on your valuable input. We hope you will enjoy the fruits of this labor.

As some of you know, I am an avid reader and I think my favorite book from 2022 was Think Again by Adam Grant. I loved this quote: "Wisdom doesn't come from experience. It comes from reflecting on experience."

For me, this encompasses this year's convention theme: "Learning + Leadership = Legacy." Our ability and commitment to learning is the foundation of our association. In addition to learning, we can never take for granted that leadership is what got us here. When we combine our commitment to learning and accept our responsibility to serve as leaders, it will lead to legacy. Of course, when you draw a circle around all of this, and take some time to reflect on it, we all become wiser (which, of course, is our wisdom).

So, in closing, let's do this! On behalf of the TAFE Board of Directors and the management team, thank you for being here and we hope you enjoy the convention.

Sincerely,

Chris Boleman
TAF&E President



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Houston, TX

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Talley Amusements
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Bob Williams

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Schedule of Events

THURSDAY, JANUARY 5

- 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
- 1:30 p.m.** **Texas Event Management
Institute (TEMI) Session –**
Yacht Room

Sponsorship Sales & Service - Part 1

There are very few events today that can operate without sponsorship support, but successful sponsorship doesn't just happen. This session will cover the basics of sponsorship and successful sponsorship sales, including why sponsors sponsor and how to identify and create a valuable menu of sponsorship benefits/assets for your event. Students will also learn about the valuable world of mobile marketing. And we'll cover the critical role of sponsor service; the key to renewing and keeping those all-important sponsor partners we all depend on.

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

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

Sponsorship Sales & Service - Part 2

There are very few events today that can operate without sponsorship support, but successful sponsorship doesn't just happen. This session will cover the basics of sponsorship and successful sponsorship sales, including why sponsors sponsor and how to identify and create a valuable menu of sponsorship benefits/assets for your event. Students will also learn about the valuable world of mobile marketing. And we'll cover the critical role of sponsor service; the key to renewing and keeping those all-important sponsor partners we all depend on.

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

5:00p.m. **Past Presidents' Council Meeting**
Spinnaker Room

6:30 p.m. **Presidents' Reception**
(Invitation only)
Grand Ballroom Foyer
(2nd Floor)

Presidents' Reception Sponsor:
Crabtree Amusements

FRIDAY, JANUARY 6

8 a.m.-12 p.m. **Trade Show Exhibitor Set-up**
Exhibit Hall

8 a.m. - 5 p.m. **Registration**
Convention Center Lobby

Honored Sponsor: Ray Cammack Shows

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

Lanyard Sponsor: Fusion Talent Group

Convention Name Badge & Ticket Sponsor: Saffire

8:30 – Noon **Texas Event Management Institute Professional Development Seminars**
Yacht Room

8:30 -10:00 a.m. **TEMI Session #3**
Yacht Room

Running a Successful Merchandise Program

From keepsakes to entry tickets; sponsor promotions to retail outlets; on-line and onsite; a successful merchandise program can drive both memories and revenues. This session will cover the components and considerations of a successful merchandise program.

Speaker - Casey Watts, CFEA

10:00 a.m. **TEMI Break**

10:30 a.m. **TEMI Session #4**
Yacht Room

The New World of Event Ticketing, Financial Transactions, and Audience Expectations

Technology has impacted every part of our world, including events, in ways we could never have imagined just a few short years ago. This session will talk about options, changes, and new considerations in the critical areas of event ticketing, financial transactions, and the constantly changing expectations of those attending our events.

Speaker: Jessica Bybee-Dziedzic, Saffire

12:00 p.m.

TEMI Lunch

11:30 a.m.

**Director for the Day
Orientation Meeting**
Spinnaker Room

1:00 p.m.

Silent Auction Opens
Break Out Session Lobby

12:59 p.m.

\$100 On-Time Door Prize
Grand Ballroom

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

1:00 - 2:15 p.m.

Opening General Session
Grand Ballroom

**Texas Youth Livestock & Agriculture – Livestock
Ambassadors**

**Opening Session Presenting Sponsor:
Visit Granbury**

Choose your favorite educational sessions throughout the convention!

2:30 p.m. – 3:45 p.m.

Concurrent Sessions

1. Engaging the Board on Big Picture Projects

Galleon I

One of the responsibilities of a Board of Directors is to be the key decision-making body of an organization or event. However, at what level do you need to engage this body? What is the role of staff vs. leadership? How do you sell a large project to your leadership to get buy in? These and many other pertinent topics will be discussed in this session.

Speaker: Dr. Chris Boleman, Houston Livestock Show & Rodeo

2. Insurance 101

Yacht

Things happen! When you start planning for your next event, one of the first things that you need to purchase is insurance. You don't just need insurance for the lady that twists her ankle in the parking lot but for employees, cancellations, and a number of other things that can happen at an event with thousands of people entering the gates each day. Come hear from an industry expert on what types of insurance that you do and don't need.

Speaker: David Olivares, Kaliff Insurance

3. Marketing With Your CVB!

Schooner

Do you work with your local Convention and Visitor's Bureau? Did you know that they could offer free services to help grow your festival or event's audience? Join Visit Conroe, Visit Galveston and Visit Granbury as they explain how they have helped their local events grow. Bring your questions to this informative session!

Speakers: Jodi Willard, Conroe CVB; Tammy Dooley, Granbury CVB; Alex Thomas, Galveston CVB

4. Booking, Producing, and Managing Fair & Festival Concerts

Galleon II

One of the largest attendance drawers at an event is the ENTERTAINMENT! How do you select the right entertainer that is in your budget? Once you have them secured what happens next to ensure that you draw a crowd and get a return on your investment? Come find out the steps to implementing a successful concert that works for the event, the entertainer, and the crowd.

Speaker: Mark Taylor, The Brock Agency, Inc.

5. Reorganizing your structure – Scary but IMPORTANT!

Harbor

Things do not need to always stay the same especially on a fair board that is always trying to meet the needs of an everchanging community. This session will cover the necessity to re-organize your board and the structure of your organization.

Speaker, Dean Fuchs, Washington County Fair

6. Innovations for Your Ticketing Strategies in the Digital Age

Clipper

Your festival is probably already pre-selling admission online, maximizing revenue and driving engagement long before the event even starts. But that's just the tip of the ticketing iceberg when it comes to addressing your audience's shifting technology expectations for event admissions and attendance. Dialing in your digital marketing, online sales, scanning and redemption, RFID and cashless solutions, all while reducing your dependency on staffing (headaches!) is so important. Come learn about our experience in how comprehensive, integrated digital ticketing and marketing can help you revolutionize the business of your event, save you money and stress and provide critical real-time reporting to help you achieve raging success!

Speaker, Jessica Bybee-Dziedzic, Saffire

3:30 – 6:30

Talley Amusements Lounge
(outside of the Trade Show)

4:00 - 6:00 p.m.

Trade Show Opening
Exhibit Hall

5:45 – 6:15 p.m.

Young Professional Initiative (YPI) Reception
(Open to attendees under 40 years of age)
Spinnaker

Sponsored by State Fair of Texas

6:15 – 6:45 p.m.

First Time Attendee Reception
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 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
dfest®
City of McAllen**

SATURDAY, JANUARY 7

7:00 a.m. – 8:00 a.m. **Breakfast Buffet
& Door Prizes**
Grand Ballroom

**Breakfast Sponsor:
State Fair of Texas & Titus County Fair**

8:00 a.m.- 4:30 p.m. **Registration**
Lobby

7:59 a.m. **\$100 On-Time Door Prize**
Grand Ballroom

**Door Prize Sponsor:
West Texas Fair & Rodeo**

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

General Session

Grand Ballroom

**Best Trade Show Booth Award
2023 TAF&E Ray Cammack
Shows Awards of Excellence
for Marketing**

**Marketing and Communications Award Sponsor -
Ray Cammack Shows**

Choose your favorite educational sessions throughout the convention.

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

1. Booking, Producing, and Managing Fair & Festival Concerts

Galleon I

One of the largest attendance drawers at an event is the ENTERTAINMENT! How do you select the right entertainer that is in your budget? Once you have them secured what happens next to ensure that you draw a crowd and get a return on your investment? Come find out the steps to implementing a successful concert that works for the event, the entertainer, and the crowd.

Speaker: Mark Taylor, The Brock Agency, Inc.

2. Safety of Man & Beast

Galleon II

When we think SAFETY typically accidents, injury, or other catastrophes involving people come to mind. One of the important things involved with fairs & rodeo is livestock. It is extremely important that our events take precautions to ensure that all livestock and their owners are safe not only for their well being but to prevent undue scrutiny by attendees. Come learn more about the care and safety of livestock show & rodeo animals.

Speaker: Clint Castellow, Pasadena Livestock Show & Rodeo

3. Reorganizing your structure – Scary but IMPORTANT!

Spinnaker

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Speaker, Dean Fuchs, Washington County Fair

4. Marketing With Your CVB!

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Speakers: Jodi Willard, Conroe CVB; Tammy Dooley, Granbury CVB; Alex Thomas, Galveston CVB

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Speaker, Jessica Bybee-Dziedzic, Saffire

6. Texas Alcoholic Beverage Commission Update

Yacht

This session will cover the latest requirements and updates from the Texas Alcoholic Beverage Commission. Bring your questions and ensure that your event is prepared!

Speaker: TBD

10:00 a.m. TAF&E Associate Member Education Session & Meeting

Harbor

TAF&E Associate Members are invited to attend this education session and meeting. Rachel Cutrer of Ranch House Designs will lead a session on utilizing available tools to promote your business. The meeting will begin at 10:45 to elect leadership, hear updates and to provide input for the betterment of the of the convention and association.

**Concurrent Education Session Sponsors
Montgomery County Fair
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
Durbin Electric
Keith & Lucinda Smith**

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

- Announcement of 2024-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

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

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

**1. Is your business or organization prepared for the
threat of an active shooter incident?**

Galleon I-III

Many disasters are the result of some force of nature such as hurricanes and floods. Some disasters are the cause of human actions such as active shooters. Regardless of the type of disaster your association needs to be prepared. How to prepare for an active shooter, survive the event, and rebuild as an association.

**Speaker: Tina Taylor, Deer Park Police Department and
Pasadena Livestock Show & Rodeo**

2. Utilizing Available Tools to Promote Your Business!

Schooner

It is essential that you utilize every available tool (especially free) to promote your event. Come listen to one of the leading agriculture marketers discuss some of the available options to expand the exposure of your event.

Speaker: Rachel Cutrer, Ranch House Designs

3. YPI Education Session – Preparing Your Path

Yacht

This session will be a discussion by some of the industry's leading professional on how they got to where they are today. Bring your questions to learn more about how you can chart your career path!

Speakers: Panel Discussion

4. 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 (Outside of Trade Show)
3:30 – 5:30 p.m.	Trade Show Open Exhibit Hall
6:00 p.m.	Silent Auction Closes & Check Out Break Out Session Lobby
6:30-7:00 p.m.	Sponsors Reception Pre-Function Area

Sponsored by: Stiffers Concessions

7:00 p.m.	Foundation Night Reception Pre-Function Area
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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: Moe Bandy

**Education Foundation Night Sponsor: Amusement Midway
Providers/AMP, Inc.**

10:30 p.m. **Drawing of President's Award**

Presidents' Award Sponsor – Dr. Chris & Randi Boleman

Last Chance Drawing

SUNDAY, JANUARY 8

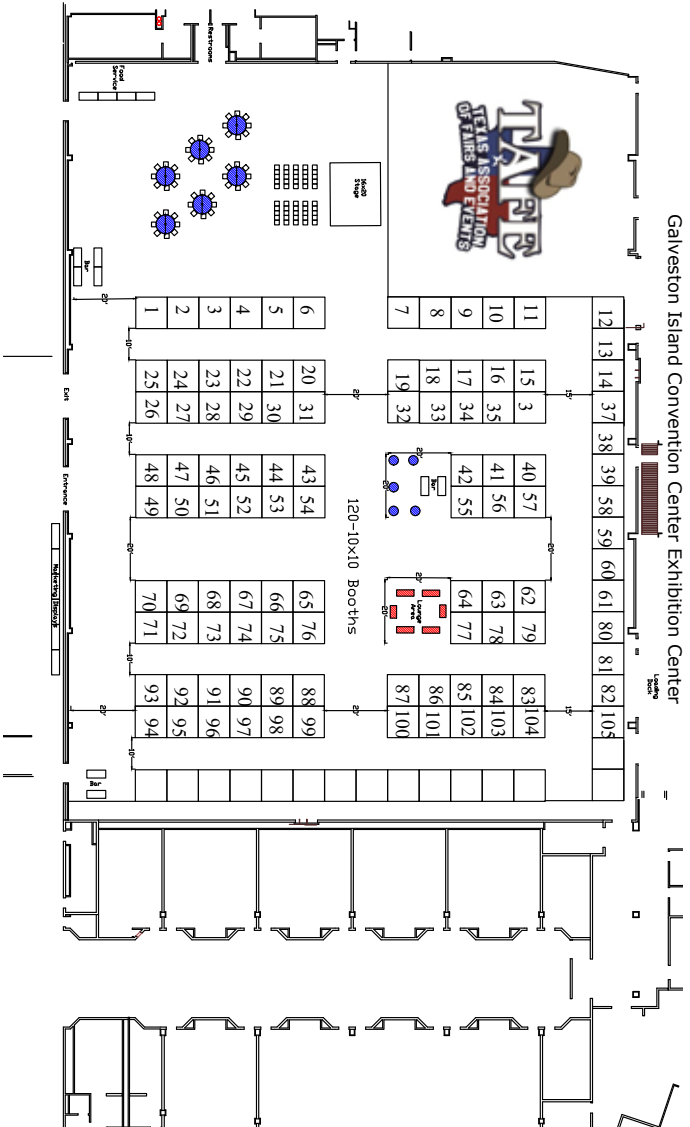
9:00 a.m. **TAF&E Board of Directors
Meeting**
Spinnaker

Galveston Island Convention Center





Tradeshow Map



TRADE SHOW EXHIBITORS

Business Name	Booth
Agricadabra	78
AMP Live Events LLC	91
Amusement Midway Providers	47-48
Artists and Attractions	65-70
Bons Temps Growers	73
Buddy the Bull	79
Chef Landry	53
Cirque Du Kidtastic	45
Coffey Anderson	55
Comedy & Juggling and Stuff	86
DFEST	56
Eli Mosley	42
Fare Foods Corp	89
Fusion Talent Group	40
Globe of Death Squad	31
Good Karma K9Z	30
Grant Entertainment	32
Great American Entertainment Co	43-44
Haas & Wilkerson Insurance	33
Honey Bucket	72
Hot Glass Academy	9
Hypnotist Tina Marie	10
J. International Management	24-27
Kaliff Insurance	51
Ken-Ran Productions	35
Lagniappe Productions	36
Lanky's Corner	34
Leapfrog Entertainment	29
Lil' Plunkett Circus	8
Linda Brown & Associates, LLC	71
Marathon Music Group	17
NASA Searchlights	7
Paul Bunyan Lumberjack Show, Inc	2
Plymouth Industries	22

Pride of Texas Shows	1
Priefert Complex Designs	46
Redman Janny	5
Rhinestone Roper Show	90
Ribbons & More by TL Productions	74
Ride Hard Entertainment	85
Robert Smith Presents, LLC.	19
RORRing Entertainment	82-83, 104-105
Saffire, LLC	54
Salsa Steel	11
Sensational Murcia Productions	21
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Specialty Insurance Agency	28
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Swiftly Swine	88
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The Bird Man	15
The Butterly Enounter	20
The H-Town Clowns/Ventriloquist Phil Nichols	41
The Magical World of Jeffrey Jester	16
The Source Management Group	87
Thomas Carnival	23
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Unique Images LLC	3
Vortex Weather Insurance	4
Washington County Fair	77

**SPECIAL THANKS TO OUR
TEXAS ASSOCIATION OF
FAIRS & EVENTS CONVENTION
SPONSORS**



SPONSORS:

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Armstrong Shows

Dr. Chris & Randi Boleman

Crabtree Amusements

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

State Fair of Texas

Stiffler's Concessions, LLC.

Titus County Fair

Visit Granbury

Washington County Fair

Westmoreland Concessions

DOOR PRIZE SPONSORS:

Central Texas State Fair

Durbin Electric

Fayette County Fair

Louis & Joan Katz

Keith & Lucinda Smith

West Texas Fair & Rodeo

**Mark Your Calendar
for the 2024 TAF&E
Convention:**

January 4-6, 2024

**Galveston Island Convention
Center
Galveston, Texas**



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