

**UPDATED SCHEDULE AS OF
12/17/2021**

**WISCONSIN ASSOCIATION OF FAIRS
ANNUAL CONVENTION
JANUARY 9-12, 2022
CHULA VISTA RESORT, WISCONSIN DELLS, WI**

SUNDAY, JANUARY 9, 2022

- 7:00-9:00 AM BREAKFAST BUFFET**
Main Floor
- 9:00 AM Board Meeting**
Executive Board Room
- 9:15 AM Fairest Committee Meeting**
Sierra Vista
- 10:30-11:15 AM Fairest Registration**
Convention Center Lobby
- 12:00-2:00 PM FAIREST SCRAPBOOKS ON DISPLAY**
Aztec
The Fairest of the Fairs Contestants have brought scrapbooks highlighting their local fairest reign. There will be multiple times in the program to view them and maybe borrow some ideas.
- 2:00-8:00 PM CONVENTION REGISTRATION OPEN**
Grand Ballroom Lobby
- 2:15-3:15 PM FAIREST COORDINATOR NETWORKING**
Upper Dells
This will be one of two sessions offered for Fairest of the Fairs Coordinators to gather and network.
- 3:30-5:00 PM MEET THE CONTESTANTS**
Grand Ballroom
Come and watch the Fairest of the Fairs Contestants introduce themselves and answer an impromptu fair question.
- 5:00 PM Legislative Committee Meeting**
Laguna Vista

5:00-6:00 PM YOUNG PROFESSIONALS INITIATIVE
Riverview North
All those under age 40 are invited to join a fun interactive networking session with fellow peers.

5:00 PM Credentials Committee Meeting
Grand Ballroom

5:00-6:00 PM FAIREST SCRAPBOOKS ON DISPLAY
Aztec

6:00-7:30 PM BRIGHT IDEAS WITH DEB GEGARE
Riverview North
Our Fair Members have so many fantastic things they are doing to entice patrons, exhibitors and sponsors. Join Deb Gegare, WI DATCP Fairs Coordinator, as she shares these bright ideas she's seen during her fair travels.

7:30-9:30 PM FAIR SOCIAL RECEPTION
Grand Ballroom
"Nacho" traditional Sunday night activity, but still a great one. Come and network about the past, present and future. Enjoy nacho bar and beverages.

MONDAY, JANUARY 10, 2022

7:00-9:00 AM GRAND BUFFET BREAKFAST
Main Floor

7:00-9:00 AM GRAND BUFFET BREAKFAST
Upper Dells

7:45 AM FIRST TIME ATTENDEES GATHERING
Upper Dells
If it's your first time attending our convention, let us give you an overview of the convention.

8:00 AM-4:00 PM REGISTRATION DESK OPEN

8:30-9:30 AM WE ARE FAIR FAMILY
Riverview North
Back by popular demand, here is your opportunity to get to know as many fair family members as possible in a short time. We are going "speed dating". Whether you are a first time attendee or a life-long convention attendee there is something you can learn from another fair person. Come join the fun and share memories from the past and the present. We're cer-

tain you'll make friendships that will take you far into the future.

9:00 AM-1:00 PM Trade Show Set-up – Ballrooms A-I

**10:00 AM SPECIAL PROJECT ACTIVITIES
Grand Ballroom**

Join us for fun "Back to the Future" activities to get our convention attendees fire up for the start of convention. Bring your fairs decorated centerpiece and vote for your favorite.

**10:30 AM CONVENTION KICK-OFF
Grand Ballroom**

Let's get our convention underway with a few fair stories, awards, welcome from special guests and a keynote address.

*Keynote Speaker: Marla Calico, CFE
IAFE President and CEO presents...*

U READY 4 THE FUTURE?

Back in business! Whew! Wasn't it great? On so many levels it was fabulous to get most of the county and state fairs across the United States open again, doing business almost normally in 2021 after the pandemic shuttered life as we knew it in 2020. In 2021 I visited 31 fairs of all sizes in a dozen states and each one was such a joy to my soul! What is evident, however, is that there will be both short and long-term impacts to our county and state fairs because of the pandemic and the unforeseen consequences of it on every aspect of our daily lives. At this general session, I will share with you some insight into the challenges that we must rise up to meet for the future, but also the opportunities before us that may not happen again for a generation or more. As one of my friends puts it, "R U READY 4 THE FUTURE?"

**12:00 PM Showcase Committee Meeting
Riverview South**

12:00-2:00 PM CHULA LUNCH SPECIALS

Need to grab a quick bite? The Kilbourne Grill will have lunch specials for dine in or grab and go available for sale.

12:00-1:00 PM NETWORKING

Grand Ballroom

Where is your fair headed in the next 5 years? Let's talk about commercial exhibits, concessions, and even competitive exhibits. Come prepared to share ideas and discuss changes we may see in our fair industry to better serve our attendees and exhibitors.

12:00-4:00 PM FAIREST CONTESTANT SCRAPBOOKS ON DISPLAY – *Aztec Room*

The Fairest of the Fairs Contestants have brought scrapbooks highlighting their local fairest reign. There will be multiple times in the program to view them and maybe borrow some ideas.

1:00-4:00 PM TRADE SHOW OPEN

Ballrooms A-I

Come and network with our Associate Members in the trade show with more than 60 booths to visit. Then when you are done in the trade show, be sure to visit the Associates in Vendor Row in the condos. They are great Fair partners for us, so be sure to visit as many as you can.

**1:00 PM Premiums Committee Meeting
*Laguna Vista***

**1:30 PM Auction Committee Mtg
*Riverview North***

**2:30 PM Resolutions & Awards Committee Mtg
*Grand Ballroom***

**4:00 PM CHEESE RECEPTION & VIEWING OF FAIREST AUCTION ITEMS
*Riverview Rooms***

Join us for snacks, beer and soda, including Wisconsin's favorite, cheese. Then view the items our Fairest of the Fairs Contestants have brought to donate to our auction.

**5:00 PM AUCTION
*Riverview Rooms***

Bid high and bid often on these amazing Fairest of the Fairs auction items. Proceeds first go back to the Fairest of the Fairs Program, and then to offset convention expenses to keep your registration fees low.

7:00 PM SHOWCASE OF ENTERTAINMENT

Riverview Rooms

Enjoy tonight's entertainment from our Associate Members. We are excited to share these talented groups with you. We hope one or more of them will be invited to play your fair.

(Immediately following the auction)

- ◆ Rockland Road – Liz Gregory Talent
- ◆ Steve Russell, EMCEE – G.L. Berg Ent.
- ◆ The Bubbler – Video
- ◆ Dan Lepien Band – ACA Music
- ◆ Mike Walker – Artists & Attractions
- ◆ WI Lawn Mower Racing Association – Video
- ◆ Madd Hoss Jackson – Variety Attractions
- ◆ Lumberjack Enterprises – Video
- ◆ Electric Shock – Buzz Entertainment
- ◆ Sound, Lights & Video—*Sosonic*

FOLLOWING SHOWCASE

GREAT SCOTT, LET'S GO FIND A VENDOR: Not been to visit one of our Associates yet on Vendor Row, now is your chance. Or if you prefer to stay and network for awhile following the showcase, the Riverview Room is open for that too!

TUESDAY, JANUARY 11, 2022

6:30-9:00 AM GRAND BUFFET BREAKFAST
Main Floor

7:00-9:00 AM GRAND BUFFET BREAKFAST
Upper Dells

8:00-4:00 PM REGISTRATION DESK OPEN
Photo/Media Judging Open

8:30-9:30 AM DATCP AG UPDATE
Riverview North
Join Dr. Konkle, WI DATCP Veterinarian, for an update on Animal Health Update, Terminals shows, etc.

10:00AM-2:00 PM Fairest Contestant Scrapbooks
ON DISPLAY – *Aztec Room*
The Fairest of the Fairs Contestants have brought scrapbooks highlighting their local fairest reign. There will be multiple times in the program to view them and maybe borrow some ideas.

10:00-11:00 AM WORKSHOPS/ROUND TABLE SESSIONS

SESSION #1:

WHEN THE CARNIVAL COMES TO TOWN—A UNIQUE INSIGHT INTO THE DAILY LIFE OF A CARNIVAL OWNER

Upper Dells Ballroom

Ever wonder what goes on before the carnival opens to the public? This workshop, presented by carnival owners and OABA President and CEO, Greg Chiecko, will relate the history of carnival shows, what it takes to move the carnival from town to town, and what unique challenges face the industry every day, including the latest on H2B workers. You will hear both comical as well as serious stories about life on the carnival road.

SESSION #2:

PASSING THE REINS

Grand Ballroom

The future of your fair board is at stake if you've not addressed the "elephant in the room", succession planning. Join Marla Calico, CFE, President and CEO of the International Association of Fairs and Expositions, for a workshop presenting concepts on preparing your board for your next new leaders, both directors and managers.

SESSION #3:

FACILITIES: THE NUTS AND BOLTS OF THE FAIRGROUNDS

Riverview North

Let's talk everything from garbage, manure, equipment, building displays and maintenance of your fairgrounds. Not always the prettiest side of the fair, but usually the glue that keeps everything running smoothly.

11:00-2:00 PM CHULA LUNCH SPECIALS

Need to grab a quick bite? The Kilbourne Grill will have lunch specials for dine in or grab and go available for sale.

11:00-11:30 AM COFFEE BREAK

Grand Ballroom Lobby

11:15 AM-12:15 PM WORKSHOP/ROUND TABLE SESSIONS

SESSION #4:

WHAT ADDS VALUE? HOW DO YOU DEFINE AND UNDERSTAND THE VALUE OF YOUR FAIR?

Grand Ballroom

This session will help you to determine how your patrons, partners, and exhibitors value your fair. Join Matt Immel, CFE, Fond du Lac County Fair, as we will discuss the approach to valuing your fair and how that valuation impacts ticket prices, sponsorship fees, vendor rates, entertainment and more. A real-life example will be given regarding how a fair went through the valuation and transition process to rebrand the fair. Participants are encouraged to bring questions and items for discussion.

SESSION #5:

AG NETWORKING

Riverview North

Discussion on all things AG at your fair. Where are you finding judges, what type of show guidelines does your fair have in place, and anything else agricultural. Jeff Swenson, WI DATCP, Livestock and Meat Specialist, will lead this networking session.

SESSION #6:

MAKING EXHIBITS MORE EXCITING

Upper Dells

Are some of your exhibits stuck in the past? How can we make them new and exciting? Join Jill Albanese, CFE, WI State Fair and Mary Check, Rock County 4-H Fair, and come ready to create amazing displays and be inspired.

12:15-1:00 PM SILENT AUCTION DONATIONS RECEIVED

Riverview North

Have an item for our Silent Auction? Now is the time to bring them so the committee can have time to organize for the silent auction. All Member Fairs and Associates are invited to bring donated items.

12:30-1:00 PM Associate Member Mtg

Grand Ballroom

All Associate Members are invited to attend a short member meeting to provide feedback on the convention.

- 1:00-4:00 PM TRADE SHOW – *Ballrooms A-I***
Come and network with our Associate Members in the trade show. More than 60 booths to visit. Then when you are done in the trade show, be sure to visit the Associates in Vendor Row in the condos. They are great Fair partners for us so be sure to visit as many as you can.
- 1:00-4:30 PM SILENT AUCTION OPEN FOR BIDS
*Riverview North***
View the items and, if you find an item or two you like, make a bid. Bids will be open again from 6:00-7:00 pm.
- SESSION #7:**
- 1:00-2:00 PM WI DATCP UPDATES WITH DEB GEGARE
*Upper Dells***
Deb Gegare, Fairs Coordinator for the WI DATCP, will give an update from the office including judges, SharePoint, and updates to ATCP 101.
- 2:00-4:00 PM DATCP WITH DEB GEGARE
ONE-ON-ONE SESSIONS
*Upper Dells***
For those members that would like a little more assistance with SharePoint, you can sign up for a one-on-one session. Sign up forms were available in December on the convention website.
- 2:00-3:00 PM ICE CREAM BREAK IN TRADE SHOW**
- 2:30-4:00 PM FAIREST PRELIMINARIES
*Grand Ballroom***
Contestants will present a 30 second Radio Advertisement and answer an impromptu question on stage in front of our convention attendees.
- 6:00-7:00 PM PRESIDENT’S RECEPTION
*Riverview Rooms***
Join us for a night of snacks, soda and beer.
- 6:00-7:00 PM SILENT AUCTION FINAL HOUR
*Riverview Rooms***
Keep bidding! The silent auction closes at 7:00 pm. Thank you for your support!

7:00 PM SHOWCASE OF ENTERTAINMENT

Riverview Rooms

Enjoy tonight's entertainment from our Associate Members. We are excited to share these talented groups with you. We hope one or more of them will be invited to play your fair.

(Immediately following the auction)

- ◆ Ashley Barron – Creative Comm. Promotions
- ◆ Buddy Holly Tribute, EMCEE – Nick Dattilo
- ◆ Lumberjack Enterprises – Video
- ◆ Poppa Bear Norton – G.L. Berg Ent.
- ◆ Brendan Mayer – ABE Agency
- ◆ WI Lawnmower Racing Association – Video
- ◆ Dylan Gerard – Creative Comm. Promotions
- ◆ The Bubbler – Video
- ◆ CJ Ryder & The Pastmasters – Creative Comm. Promotions
- ◆ Sound, Lights & Video—Sosonic

FOLLOWING SHOWCASE

GREAT SCOTT, LET'S GO FIND A VENDOR: Not been to visit one of our Associates yet on Vendor Row, now is your chance. Or if you prefer to stay and network for awhile following the showcase, the Riverview Room is open for that too!

WEDNESDAY, JANUARY 12, 2022

6:30-9:00 AM GRAND BUFFET BREAKFAST
Main Buffet

7:00-9:00 AM GRAND BUFFET BREAKFAST
Upper Dells

8:00 AM-4:00 PM REGISTRATION DESK OPEN

8:30 AM ASSOCIATION BUSINESS MEETING
Grand Ballroom

All Fair and Associate Members are invited to attend our Annual Business Meeting. We'll share highlights from this past year and plans for 2022.

- Call to order

President, Deb Gotlibson

- America the Beautiful

- President's Report

President, Deb Gotlibson

- Roll Call of Fairs/Financial Report

Sec/Treas Jayme Buttke, CFE

- Wisconsin State Fair Report

Shari Black, CFE

Interim CEO/Exec Director

- DATCP Report of 2021 Fairs

- Debbie Gegare, Fairs Coordinator
- Zone 4 Update, Scott Kozelka
 - Committee Reports by Chairperson
 - Fairest of the Fairs
 - Tonya Dvorak &
 - Cayley Vande Berg
 - Auction – Chris Engebretsen
 - Audit – Bill Marohl
 - Credentials – Amy Olson
 - Ed/Spec Projects – Jill Albanese, CFE
 - Legislative – Jessica Klumpp, CFE
 - Premium – Mary Check
 - Resolutions/Awards
 - Showcase – Jaime Kwiatkowski, CFE
 - Old Business
 - New Business
 - Adjournment
-
- Photo & Media Winners Announced
 - Bob William Ag Fair Grants Winners Announced

10:30-11:30 AM WORKSHOP/ROUND TABLE SESSIONS

SESSION #8: IT'S YOUR FAIR

Grand Ballroom

Let's talk about some things that are helpful in keeping your fair running like the business that it is. Do you have job descriptions/expectations of your board members and committees? When is the last time you updated your bylaws? How far into the future do you plan? All good things to discuss so we can keep the fair traditions we've created in the past there for future generations.

SESSION #9: MAXIMIZING REVENUE WITH DIGITAL MARKETING & TICKETING

Riverview North

Though 2020 was a bit of a bummer, 2021 showed incredible pent-up demand for a return to live events! Are you ready to maximize this new consumer engagement & make it easy to do business with your fair? Are you fully leveraging online ticketing and digital marketing strategies? Join the Saffire team as we share lessons from 2021 and detail core strategies that lead to 2x and 3x ticketing revenue growth. We'll share success stories from events that grew this year and talk about how you can keep up the momentum for 2022!

SESSION #10:

ENTERTAINMENT

Riverview South

Let's network about entertainment at your fair from the grandstand to the free stages. What do you bring to your fair that keeps patrons coming? What behind the scenes things do you do that keep the your hired entertainers coming back?

SESSION #11:

FAIREST COORDINATORS

Laguna Vista

Q&A with the WAF fairest committee and local fairest coordinators.

11:30-12:00 PM REFRESHMENT BREAK

Grand Lobby and Riverview

Cookies

12:00-1:00 PM WORKSHOP/ROUND TABLE SESSIONS

SESSION #12:

LIVE STREAMING AT YOUR FAIR EVENTS

Grand Ballroom

Let's look at your programming and how your fair can offer live streaming for guests that cannot come to the fair. Join Steve Boe, from the Jackson County Fair to discuss how their fair is utilizing this technology.

SESSION #13:

CODE OF CONDUCT

Riverview North

What type of information is included in your fairs code of conduct? Do you have them for exhibitors, fair board members, or parents? What procedures do you have in place if the code of conduct rules are broken?

SESSION #14:

REVENUE STREAMS

Riverview South

How can we create more streams and improve the one's we have? Let's talk sponsorship ideas, perks and contracts for fairs of all sizes including gate specials, bundles, and packages. Have you tapped into non-fair events for additional revenue? Come share what's been working for your fair.

12:00-4:00 PM FAIREST SCRAPBOOKS ON DISPLAY

Aztec

The Fairest of the Fairs Contestants have brought scrapbooks highlighting their local fairest reign. There will be multiple times in the program to view them and maybe borrow some ideas.

2:00-2:30 PM DISTRICT MEETINGS

District 1 – *Grand Ballroom*

Randy Meyer & Chris Engebretsen

District 2—*Laguna Vista*

Kevin Roske & Jackie Kumm

District 3—*Riverview South*

Amy Olson & Lori Ripp

District 4—*Riverview North*

Amy Listle & Mary Check

2:45-3:30 PM NETWORKING SESSION

Riverview North

One last chance at convention to bring your ideas and learn from other fairs on topics not yet covered at the convention.

4:30-8:30 PM AWARDS BANQUET & FAIREST OF THE FAIRS FINALS

Ballrooms A-I

Join us as we wrap up the 2022 convention. We are excited to recognize award winners and select the 2022 WI Fairest of the Fairs. Separate banquet ticket is required.

AFTER BANQUET CELEBRATE & CONGRATULATE SOCIAL

Grand Ballroom

Come and introduce yourself to the 2022 Wisconsin Fairest of the Fairs and congratulate our award winners. Join us for a few snacks and cake as we conclude our convention.