

WISCONSIN ASSOCIATION OF FAIRS
ANNUAL CONVENTION
JANUARY 8-11, 2023
CHULA VISTA RESORT, WISCONSIN DELLS, WI

Registered convention attendees are invited to attend all of the events listed in the program. Your convention badge is required for these events, so be sure to wear it while attending the convention. If you have any questions about our programmed events, please be sure to ask our Registration Desk. They are here to help. Enjoy the convention!

SUNDAY, JANUARY 8, 2023

7:00-9:00 AM BREAKFAST BUFFET

Main Floor

10:30-11:15 AM Fairest Registration

Convention Center Lobby

12:00-3:00 PM FAIREST SCRAPBOOKS ON DISPLAY

Grand Ballroom

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.

12:00-6:00 PM CONSUMER PROTECTION PROGRAM

Upper Dells Ballroom

Protecting your eventgoers, staff, and volunteers has never been so important. The IAFE, working with Dr. Stephen Neel of Technical Solutions International, present the CPP workshop to help fairs understand enteric pathogens such as E. coli and to provide information on controlling traffic flow in all animal areas (not just petting zoos), creating proper signage, installing hand-wash areas, and establishing specific cleaning protocols. The information and tools provided in the CPP can be easily adapted to develop pandemic plans. This program requires an additional \$50 registration fee.

2:00-8:00 PM CONVENTION REGISTRATION OPEN

Grand Ballroom Lobby

2:15-3:15 PM FAIREST COORDINATOR NETWORKING

Grand Ballroom

This is an opportunity for coordinators to share ideas 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.

6:30-8:00 PM CARNIVAL NIGHT

Grand Ballroom

This reception is sponsored by members of the carnival industry. Enjoy free food and beverages while socializing with our carnival members. In addition, a 50/50 raffle will be held with proceeds going back to WAF to help with our evening receptions.

8:30-9:30 PM YOUNG PROFESSIONALS INITIATIVE

Riverview South

All those under age 40 are invited to join a fun interactive networking session with fellow peers.

MONDAY, JANUARY 9, 2023

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

Photo/Media Judging Open

8:30-9:30 AM SESSION #1

BRIGHT IDEAS WITH DEB GEGARE

Riverview South

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.

8:30-9:30 AM SESSION #2

PREPARE2RESPOND PROGRAM

Grand Ballroom

Available online, this training program is specifically designed for the folks who are managing or volunteering at livestock events. There are three mod-

ules in the program (introductory, Livestock Event Personnel, First Responders). This workshop will give you an opportunity to take a look at what is included and covered in the training. Focusing on awareness of disease risks, establishing emergency response specifically for animal events, and the role that your local first responders might play in a disease outbreak situation. Prepare2Respond is a self-paced online training that is free to anyone. Come to this session and think about how your fair can implement and share the training opportunities with your fair personnel and volunteers.

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 “Keeping it Rural” activities to get our convention attendees fired 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.

Every Person Has a Fair Story Contest Winners Presentation sponsored by the Mid-West Farm Report

Welcome by WI Secretary of Agriculture—Randy Romanski

IAFE Update by Chair, Jennifer Giesike

Associate of the Year Presentation

Keynote Speaker Jerry Apps

Jerry Apps explores the history of county and state fairs in Wisconsin, from their earliest incarnations as livestock exhibitions to today’s multitude of exhibits and demonstrations, grandstand entertainment, games and rides, and competitions of all sorts. Drawing on his extensive research, interviews, and personal experience as a 4-H leader,

county extension agent, fair judge, and lifelong fairgoer, Apps takes readers back through 178 years of Wisconsin fair history, covering everything from horsepulling and calf-showing contests to exhibit judging to the roar of gasoline engines powering the midway rides. He evokes the sights and sounds of fairs through the ages while digging in to the political and social forces that shaped the fair into an icon of our rural heritage. Illustrated with vintage and modern photos and featuring the voices of exhibitors, judges, volunteers, and visitors. Meet Me on the Midway vividly captures the thrills and cherished memories of these beloved annual gatherings.

12:00-1:00 PM WE ARE FAIR FAMILY

Riverview South

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.

1:00-4:00 PM FAIREST CONTESTANT SCRAPBOOKS ON DISPLAY – *Ballrooms A-I*

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.

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)

- ◆ The Big Rigs – Variety Attractions
- ◆ Queens Blvd – Variety Attractions
- ◆ The Milwaukee Flyers – Video
- ◆ Jarrod Turner – Artists & Attractions
- ◆ Brew City Wrestling – Video
- ◆ Bon Jour – Artists & Attractions
- ◆ Sound, Lights & Video—*Sosonic*

FOLLOWING SHOWCASE

TIME TO SOCIALIZE: Take this time to Visit our Associate Members on Vendor Row. You are also welcome to stay and network in the Riverview Rooms following the showcase.

TUESDAY, JANUARY 10, 2023

6:30-9:00 AM GRAND BUFFET BREAKFAST

Main Floor

7:00-9:00 AM GRAND BUFFET BREAKFAST

Upper Dells

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

Photo/Media Judging Open

8:00-9:00 AM SESSION #4: DATCP AG UPDATE

Riverview South

Join Dr. Konkle, WI DATCP Veterinarian, for an update on Animal Health Update, Terminals shows, etc.

9:30-10:30 AM SESSION #5: FAMILY STAGE SHOWCASE OF ENTERTAINMENT

Grand Ballroom

Looking for family stage acts for your fair? The Milwaukee Flyers, Kenny Ahern, Mark Hayward and Nick's Kids Show to Showcase. Acts selected were part of the Showcase Application process.

9:30-10:30 AM SESSION #6: NETWORKING FOR FAIRS THAT ARE COUNTY RUN/OWNED

Upper Dells

Network with fairs that are county run or owned of all sizes. The floor is open for all of your networking topics.

9:30-10:30 AM SESSION #7: NETWORKING FOR FAIRS THAT ARE AG SOCIETY/PRIVATELY OWNED

Riverview South

Network with fairs that are privately owned or part of an Ag Society The floor is open for all of your networking topics.

10:30-11:00 AM COFFEE BREAK

Grand Ballroom Lobby

10:45-11:45 AM SESSION #8: INSURANCE

Grand Ballroom

Contracts, coverages and what we need to be aware of moving out of Covid in 2023. Join Andrew Vandepopulier, Haas & Wilkerson Insurance, as he covers the need for thorough contract reviews including entertainment, contractors, vendors and renters. We will also do a brief review of the coverages and exclusions to be aware of in the new age of fair insurance and risk management.

10:45-11:45 AM SESSION #9: AG NETWORKING

Riverview South

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.

10:45-11:45 AM SESSION #10: VOLUNTEERS

Upper Dells

How do you recruit, train and retain the volunteer for your fair? Jennifer Dunn, CVFM, IFMG, who comes from The Linn

County Fair, Association in Iowa, talks about how things work for her all volunteer fair!

**11:30 AM-12:00 PM Associate Member Mtg
*Ballrooms A-I***

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

**11:45 AM-12:30 PM SILENT AUCTION DONATIONS RECEIVED
*Riverview South***

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

12:00-3:00 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.

12:00-3:00 PM FAIREST CONTESTANT SCRAPBOOKS ON DISPLAY – *Ballrooms A-I*

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.

**1:00-4:30 PM SILENT AUCTION OPEN FOR BIDS
*Riverview South***

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.

1:00-2:00 PM ICE CREAM BREAK IN TRADE SHOW

**1:00-2:00 PM SESSION #11: WI DATCP FAIRS COORDINATOR UPDATE
*Upper Dells***

Deb Gegare, Fairs Coordinator for the WI DATCP, will give an update from the office including judges, SharePoint, and updates to ATCP 160.

**2:00-4:00 PM DATCP WITH DEB GEGARE
ONE-ON-ONE SESSIONS**

Aztec

For those members that would like a little more assistance with SharePoint, you can sign up for a one-on-one session.

3:00-4:00 PM SESSION #12: TAXES

Upper Dells

Are you paying too much tax? What should you be paying? What is the difference between a 501(c)3 and 501(c)5? Join Amy Bible, EA, Confidential Accounting & Tax Service LLC, and look at the State of Wisconsin's Sales Tax rules regarding fairs, tools to help you calculate what should be reported, and an overview of what forms should be getting reported.

3:00-4:30 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)

- ◆ Brady Lee – ACA Music & Entertainment
- ◆ The String Meltdown – GL Berg Entertainment
- ◆ Lumberjack Enterprises – Video
- ◆ Casey Muessigman – Muessigman Ent.
- ◆ Wisconsin Lawnmower Racing – Video
- ◆ Richrath Project 3:13 – Spectrum Ent.
- ◆ Sound, Lights & Video—Sosonic

FOLLOWING SHOWCASE

TIME TO SOCIALIZE: Take this time to Visit our Associate Members on Vendor Row. You are also welcome to stay and network in the Riverview Rooms following the showcase.

WEDNESDAY, JANUARY 11, 2023

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 2023.

- Call to order
President, Mary Check
- America the Beautiful
- President's Report
President, Mary Check
- Roll Call of Fairs/Financial Report
Exe Director, Jayme Buttke, CFE
- Wisconsin State Fair Report
Shari Black, CFE, CEO/Exec Director
- WI DATCP Report of 2022 Fairs
Debbie Gegare, Fairs Coordinator
- Zone 4 Update, Scott Kozelka
- Committee Reports by Chairperson
- Fairest of the Fairs
Tonya Dvorak & Jackie Rosenbush
- Auction – Chris Engebretsen
- Audit – Bill Marohl
- Credentials – Liz Cook
- Ed/Spec Projects – Richelle Kastenson
- Legislative – Jessica Klumpp, CFE
- Premium – Mary Check
- Resolutions/Award– Denise Zirbel
- 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 DISTRICT MEETINGS

District 1 – *Grand Ballroom*

Dale Christiansen & Rhonda Klement

District 2—*Upper Dells*

Jackie Kumm & Linda Degner

District 3—*Riverview South*

Amy Olson & Liz Cook

District 4—*Riverview North*

Amy Listle & Mary Check

**10:30-11:30 AM SESSION #13: FAIREST COORDINATORS
*Kaminski Chophouse***

Q&A with the WAF Fairest Committee and local fairest coordinators.

12:00-1:00 PM SESSION #14: NATIONAL WEATHER SERVICE

Grand Ballroom

Join Tim Halbach, "Warning Coordination Meteorologist" for the National Weather Service in Sullivan about how the NWS and the State Fair work together when it comes to weather and keeping our fairgoers safe. Additionally, how the NWS can help local fairs around the state.

12:00-1:00 PM SESSION #15: UW-MADISON, DIVISION OF EXTENSION RESOURCES AND UPDATES

Riverview North

UW-Madison's Division of Extension offers a wide array of programming services. Have you ever wondered how to tap into those resources? This session will dig into more about what Extension offers outside of youth development programming (4-H) and how you may be able to utilize those resources. Also, Extension will provide additional updates about the Division that may be important for Fairs to be aware of.

**12:00-1:00 PM SESSION #16: DIY SPECIAL CONTEST
*Riverview South***

Have no fear, special contests are here! A fun interactive workshop on how to create your own special contest from concept to completion. Presented by Shae Fox, Monroe County Fair, Eileen Walsh Grzenia, Walworth County Fair & Jill Albanese, Wisconsin State Fair.

12:45-1:00 PM REFRESHMENT BREAK

Grand Lobby

Cookies

1:15-2:45 PM SESSION #17: COMMUNICATING IN A CRISIS

Grand Ballroom

You might think a crisis can't happen at your fair, but it can happen anywhere. When it comes to a crisis, it isn't if, but when, and how bad. It could be anything: a canceled concert, severe weather, animal activists, angry fairgoers, biosecurity issues, protests ... the list goes on. On Opening Day of the 2017 Ohio State Fair, a ride malfunctioned resulting in loss of life and injury. Learn about the firestorm of media coverage and the crisis communications strategies employed to put the out the flames. You'll hear about the lessons that were learned, logistics to plan for, where to turn for help, and will take away strategies you can use to ensure a fair of any size is prepared to communicate in the chance of a crisis. Presented by Alicia Shoults, CFE from the Ohio State Fair.

2:45-4:30 PM FAIREST SCRAPBOOKS ON DISPLAY

Grand Ballroom

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.

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

Ballrooms A-I

Join us as we wrap up the 2023 convention. We are excited to recognize award winners and select the 2023 WI Fairest of the Fairs. Separate banquet ticket is required.

AFTER BANQUET CELEBRATE & CONGRATULATE SOCIAL
Grand Ballroom

Come and introduce yourself to the 2023 Wisconsin Fairest of the Fairs and congratulate our award winners. Join us for cake as we conclude our convention.

