



Spring District Meeting Details

We are excited to announce that we are bringing the “You Make THE Difference Tour”, sponsored by Fairs.com to each of our spring district meetings. Our convention keynote speaker will be presenting for the day with WAF and WI DATCP Fairs Coordinator updates over lunch. Whether you heard Ian speak at convention, watched his videos from convention follow up, or will be hearing him speak for the first time, attend the meetings. You can learn from the information at any time. Please see all of the things you’ll “Build and Walk Away With” after the meetings on the additional flyer. For even more information, please watch the video: <https://vimeo.com/1058433200/6791757374>

“You Make THE Difference Tour” focuses on volunteerism, organizational change, culture and revenue streams for fairs. The Tour has gone nationwide and we are one of many states that are hosting. Thanks to Fairs.com every attendee that makes their reservation **by March 15**, will get a free t-shirt promoting the tour.

Each Spring District Meeting will take place at a central location within each district. If you cannot make one of those meetings, we are also hosting a Saturday option in Merrill (15 minutes north of Wausau). We do need a minimum of 20 people to attend to host the Saturday meeting. There will not be a Zoom meeting, however, we will record at the sessions and share a link after the meetings are completed as these sessions are just that important to take in. Please make plans to join this great opportunity!

2025 Spring District Meetings Agenda

- 9:00 Registration / rolls & beverages
- 9:30 Call to Order
 - Pledge of Allegiance
 - Roll Call
 - President Welcome and Introductions: Mary Check
 - IAFE Economic Impact Survey & WAF Grant Process
- 10:00 You Make the Difference Program with Ian Hill, sponsored by Fairs.com
- 12:00 Lunch
- 12:30 Legislative Update – Jolene Plautz/Jayne Buttke
 - WI DATCP Fairs Coordinator – Deb Gegare
- 1:00 You Make the Difference Program with Ian Hill
 - Wrap up with Scott Hillyer, Fairs.com
- 3:00 Travel Home



You Make THE Difference Tour – Wisconsin Edition <https://vimeo.com/1058433200/6791757374>

Coming to Your Local Area the First Week of April!

The You Make THE Difference National initiative is returning to Wisconsin this April with a hands-on, results-driven workshop designed specifically for Wisconsin's fair organizers.

This isn't just another training session—it's a working session where you'll walk away with tangible, ready-to-implement plans for your fair's success.

Following this year's impactful keynote address and 30-day follow-up following convention, this next phase is designed to help you act on the biggest challenges Wisconsin fairs face: fundraising, volunteer recruitment, social media marketing, and board harmony.

This time, we're rolling up our sleeves and getting to work. You won't just learn strategies—you'll build your own customized plans that you can put into action immediately, with continued support to ensure your success.

What You'll Build and Walk Away With:

- ✂ A Fundraising & Fund Development Plan – Walk out with a clear, step-by-step strategy to secure grant funding, attract sponsors, and ensure financial sustainability.
- ✂ A Volunteer Recruitment & Retention Plan – Build a customized strategy to attract, engage, and retain the dedicated volunteers who make your fair possible.
- ✂ A Social Media Marketing Plan – Create a targeted digital strategy to increase attendance, engagement, and community support using proven social media tactics.
- ✂ A Board Harmony & Leadership Strategy – Develop a practical framework to improve communication, collaboration, and effectiveness within your fair board.

Continued Support After the Workshop

This isn't just a one-day event—for the 30 days after, I'll personally provide ongoing coaching and support as you implement the strategies we develop. You'll have access to guidance, feedback, and expert insights to help you fine-tune your approach and see real results.

Wisconsin Association of Fairs 2025 Spring District Meetings Reservation Details

- Advance reservations are required.
- Cost for all in-person district meetings is \$20 per person.
- Payable to WAF the day of the meeting via cash or check. (Credit card option is available. Let your District Director know that you'd like this option and they will pass that onto Jayme to process.)
- Your fair will be responsible for the cost of each meal if a reservation is made & not canceled two days prior to the meeting.
- **Deadline for reservations is March 15 by noon.** The reason for the early date is that we have not offered a Saturday meeting in the past. We'd like enough time to adjust if not enough people register to attend. Thank you in advance to adhering to the early deadline.
- "You Make THE Difference Tour" Shirts will be free for attendees registered by March 15, 2025. Shirt size for each attendee is required. Shirts run true to size.

District 4: April 1, 2025 (Tuesday)

- Hosted in the Expo at the Fond du Lac County Fairgrounds in Fond du Lac.
- RSVP to Mary Check, 608-755-1470 or info@rockcounty4hfair.com
- GPS Address: 530 Fond du Lac Avenue, Fond du Lac, WI 54935

District 3: April 2, 2025 (Wednesday)

- Hosted at the Chula Vista Resort, River View North (this is where the showcase and auction take place during the convention) in WI Dells.
- RSVP to Amy Olson, 608-723-2135; aolson@co.grant.wi.gov
- GPS Address: 2501 River Road Wisconsin Dells, WI 53965

District 2: April 3, 2025 (Thursday)

- Hosted at the Barron Electric Cooperative, Barron.
- RSVP to Jackie Kumm, 715-381-3744 or jackiekumm@edinarealty.com
- GPS Address: 1434 State Highway 25 North, Barron, WI 54812

District 1: April 4, 2025 (Friday)

- Hosted at the Rusty Moon Acres in Merrill.
- RSVP to Dale Christiansen, 715-218-1148 or cwsfexedir@gmail.com
- GPS Address: W4751 County Road Q, Merrill, WI 54452

State-Wide Meeting (All can attend): April 5, 2025 (Saturday)

- Hosted at the Rusty Moon Acres in Merrill.
- RSVP to Mary Check, 608-755-1470 or info@rockcounty4hfair.com
- GPS Address: W4751 County Road Q, Merrill, WI 54452

Upcoming Fall Meeting Schedule:

October 7	District 1 Meeting in Merrill
October 8	District 2 Meeting in Barron
October 15	District 4 Meeting In Fond du Lac
October 16	District 3 Meeting in WI Dells