



TRAILBLAZING FAIRS OF TOMORROW
THE CENTENNIAL HOTEL - SPOKANE, WA
OCT 31- NOV 2 2024

Washington State Fairs Association

DRAFT Convention Program

THURSDAY

October 31, 2024

DAY 1

8:00 AM – Registration Desk Opens

8:00 AM – 2:00 PM **REGISTRATION FOYER**

AM – Trade Show Set-up

9 - 11 AM

Tour of the Spokane County Interstate Fair

Join us for a morning of networking while we tour a portion of the Spokane County Fair and Expo Center's 97 acres. As home to Spokane's largest annual event, the Spokane County Interstate Fair, as well as many more year-round events, we'll share some of the history of the site (established in 1952) as well host a walking tour of the buildings. Don't miss this opportunity to see the facility, visit with others from across the State (and beyond), and ask the staff questions. Light morning refreshments will be served. We are looking forward to seeing you early Thursday morning!

Noon Lunch

Opening Session of the WSFA Convention

Welcome – Roylene Crawford, CFE, WSFA President

National Anthem -

Invocation – Paul Nimmo, WSFA Past President, Fair Commissioner

Committee Reports -

2:00 – 3:00 PM

1: Convention First Timers Session

Do not miss the First Timers Welcome! This session is designed to provide first-time attendees with an overview of the WSFA Annual Convention and how to get the most out of your time while attending sessions.

Carolyn Morley, WSFA Director and Manager, NCW Fair

2: Networking Circles, Meet with your counterparts from other fairs your size, to share your top issues and concerns. Topics will include current industry trends, carnivals, carnival alternatives, commercial and food vendors, and time for sharing from your 2024 Fair.

3:00 – 5:00 PM TRADE SHOW

4:15 – 5:45 PM SESSION

1: State Veterinarian’s Office

Zachary B. Turner DVM, MPVM, DACVPM | Field Veterinarian, Washington State Department of Agriculture

2: IAFE Champions Review

The International Association of Fairs and Expositions hosts special contests in the area of Agriculture, Communications, Competitive Exhibits, Non-Fair Facility Use, and Sponsorships. Many of the Washington State Fairs Association member fairs have submitted applications and have been recognized internationally for their innovation. Congratulations to those recognized by the IAFE! This session will highlight the award recipients and their winning ideas and provide an opportunity to ask further questions to many of them. Fairs of all sizes will be able to utilize the ideas submitted and scale them for their own fair.

Jessica McLaughlin, CFE WSFA Director, Fair Coordinator, Spokane County Interstate Fair

5:30 – 6:00 PM No Host Social in Hallway

6:00 PM Doors Open for Dinner Silver/Bronze

Presidents Welcome – Roylene Crawford, CVFM, IFMG, WSFA President

Introduction of WSFA Directors

Silent Auction

Dinner

Entertainment Showcases

WSFA President’s Reception (following dinner)

FRIDAY

November 1, 2024

DAY 2

8:00 AM – Registration Desk Opens REGISTRATION FOYER

8:30– 9:30 AM SESSION

1: Manager’s Meeting

This session is designed for Fair Managers/CEO/Executive Directors whether you are paid, volunteer, or appointed or a fair board member who serves in the function of a fair manager, The moderator will lead the group through a candid conversation on topics that can be complex or difficult to navigate for leaders.

2: Introduction to FairEntry

Are you looking for an online entry system to manage your fair? Come check out what FairEntry has to offer! The FairEntry Support Team will highlight the features of the FairEntry system and will answer all of your questions.

Christy Blomeke, and Amy Alderson, Support Specialists FairEntry

3: From Leftovers to Masterpieces (Maintenance Track)

Discover how to think outside the box and find creative solutions to common challenges, using the resources you have on hand from an operations/maintenance perspective.

Ramon Ramirez, North Central WA Fair

9:45 – 10:45 AM SESSION

1: Best Practices for Facing Security and Other Adverse Impacts to Events

Washington State Fusion Center Community Awareness Program

2: Alcohol and Cannabis

Washington State Liquor and Cannabis Control Board

3: Look there! (A Sign) (Maintenance Track)

Signs, signs, signs! Entry signs, barn signs, schedule signs, directional signs, educational signs – AND SO MUCH MORE! Come learn more on effective signage that can be easy to develop, cost-effective, and how to extend their usefulness from one year to the next.

Brandon Andrews, Manager San Juan County Fair

4: Social Media for Entertainers

Payton Ryan, Fair-ly Decent Promotions

11:00 AM

Opening IAFE Keynote Speaker

LIFE IS FULL OF “IFS”

“On my wall at the office, right where I can see it every day is a comic strip of “Pickles” by Brian Crane. The question asked in this strip, is “Did you ever stop and think that in the middle of the word ‘life’ is the word ‘if’?” and the statement is, “That means that life is full of ‘ifs’.” In reality, many of us are afraid of the “if”. We don’t really want to ask, “what if”? We prefer the routine, the expected, rather than the “ifs” that come along. In this message you will be challenged to think about the world of possibilities and opportunities for our fairs to thrive and create a sustainable base for the next generation if we just will embrace the “ifs”.

Marla Calico, CFE, President and CEO International Association of Fairs and Expositions (IAFE)

Sponsored by

Skyroom



Noon – 2:15 PM Legislative Lunch Silver/Bronze

Roylene Crawford CVFM, IFMG, WSFA President
WSFA Director and WSFA Legislative Chair Tawnia Linde
WSFA and Olympia – Mike Burgess, WSFA Lobbyist
Introduction of Legislators
Introduction of WA State Fairs Commissioners
Lifetime Achievement Award
Silent Auction
Entertainment Showcases

2:30 - 3:30 PM SESSION

1: Get Creative with Canva

Learn how to craft compelling narratives through your marketing materials that engage, entertain, and entice

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potential attendees to experience all the excitement and entertainment your fair has to offer. Explore Canva and how easy it is to create themed campaigns.

Carolyn Morley, WSFA Director and Manager NCW Fair

2: Sponsorship 101

Sponsorship is often the leading source of revenues for events, learn how to increase your bottom line from the author of the book, *Event Sponsorship*, and from someone who sells over 400 sponsorships on the Olympic Peninsula. Skinner also sold title sponsorships for the Fiesta Bowl and the Arizona Rock n Roll Marathon and Half Marathon Race.

Bruce Skinner, CFE Executive Director, Washington Festivals and Events Association

3: Temporary Emergency Animal Shelters at the Fairgrounds

Fairgrounds are a common location for temporary emergency animal shelters but what are the expectations when there is a need? We will discuss different types of temporary emergency animal shelters, who may request setting up a shelter, reasons for having a Memorandum Of Understanding (MOU), what services may be provided, having a letter of request/agreement and what details may need to be included when it comes to the fairgrounds and the agency/organization running the shelter.

Tim Perciful, Westcoast Regional Disaster Manager, Rescue Team, American Humane

4: "Unlocking Ingenuity: A Guide to Creative Problem Solving"

In this interactive class, we delve into the art of creative problem-solving, exploring techniques to unleash your innate creativity and tackle specific challenges. Structured problem-solving techniques can provide a framework for tackling challenges, but the true magic often happens when you allow your mind the freedom to explore unconventional solutions and cultivating an environment where creativity can flourish. By balancing structured thinking with creative exploration, you can harness the full power of your mind to generate innovative solutions to even the most complex problems. Come join us and unlock your full potential as a creative problem-solver!

Alan Bruess

3:30 – 5:30 PM TRADE SHOW/NO HOST SOCIAL HOUR

Prize Drawing/Games *Olympic/Gold*

4:00 – 5:00 PM SESSION

1: How can a Nonprofit/Foundation Benefit your Fair?

Carolyn Morley, WSFA Director and Manager North Central WA Fair (Panel or Presentation?)

2: Fair Commission (first session) A Session with the Washington State Fair Commissioners

This session will feature four commissioners.

Department of Ag Fair Commission

3: A Panel Discussion about Temporary Animal Shelters at Fairgrounds Across Washington State during an Emergency.

Tim Perciful, Westcoast Regional Disaster Manager, Rescue Team, American Humane, Erin Gurtel, Director, Spokane County Fair & Expo Center, Heather Kitchen, CEM, Spokane County Emergency Management, Minden Buswell, DVM, RVC Coordinator/Field Veterinarian, Dept. of Ag.

4: Maintenance Challenges at the 11th Hour (Maintenance Track)

5:30 - 6:00 PM No Host Social in Hallway

6:00 PM Denim and Diamonds Banquet *Silver/Bronze*

Candidate Speeches

Service Member of the Year Award

Live Auction

Entertainment Showcases

Costume Contest “Denim and Diamonds”

Hospitality Rooms *Open Following Dinner*

10:00 PM “Jam” Session

SATURDAY

November 2, 2024

DAY 3

8:00 AM Registration Desk Open

REGISTRATION FOYER

8:00 – 8:50 AM SESSION

1: Starting off on the Right Hoof

We know the benefits of youth livestock projects and the value they bring to the exhibitors and general public. Life skills, career connections, and education of food production are to name a few. Let’s discuss some of the barriers facing exhibiting families and how fairs can help youth start out on the right hoof – all the way from animal selection to connecting end users with the local producers. This will be an interactive session to share ideas, solutions, and how to elevate your livestock show.

Lori Williams, Executive Director Junior Livestock Show of Spokane

2: Changing Landscape of Carnivals at Fairs – A Panel Discussion

8:00 – 9:50 AM SESSION

3: Super Saturday Session -

FairEntry Customer Workshop – Enhance your FairEntry Skills (2 Hours)

Join the FairEntry Support Team to learn about the features you may not be using yet or use them more effectively! The team will highlight the features we most often get questions on and introduce you to new features. The team will be available for Q & A and will help you start setting up your next year’s fair!

Christy Blomeke, and Amy Alderson, Support Specialists FairEntry

9:00 – 9:50 AM SESSION

1: Sponsorship – Let’s Get Creative

Let’s chat about the power of collaboration and the mutual benefits that arise from strategic partnerships. Our sponsorship class offers a unique look into how sponsors can elevate their presence, connect with potential customers and leave a lasting impression.

Nikki Sanders, Event Coordinator at the North Central WA Fair

2: AI in Live Event Marketing; What it is, where it’s going and when it’s right for you.

Join us for a fun and informative exploration of AI in the marketing of live events! Whether you're new to AI or seeking to deepen your knowledge, this introductory session will provide clarity on core concepts, terminology and frameworks that will help you understand AI and its potential applications for events of all sizes.

Jason Zinser, EVP Communications Grayscale Marketing/Romeo Entertainment Group

10:00 AM

WSFA Annual Meeting

10:00 – 10:50 AM SESSION

1: Topic to be Announced

2: Social Media for Fair

Payton Ryan, Fair-ly Decent Promotions

**3: Super Saturday Session–
Competitive Exhibits**

11:00 – 11:50 AM SESSION

1: Fair Play: The Evolution of Concerts in the Fair Industry...

This presentation will delve into the evolution of concerts at fairs, starting from their historical roots to the present-day trends. It will explore the economic impact of these events, shedding light on the revenue generation and financial aspects. The discussion will also address the industry’s challenges and potential solutions, highlighting opportunities for growth. Lastly, we will look into the future, speculating on the emerging trends that could shape the concert industry at fairs.”

Eric Marcuse, Entertainment Producer/Buyer, Romeo Entertainment Group

2: Fair Commission (second session) A Session with the Washington State Fair Commissioners

This session will feature four commissioners.

Department of Ag Fair Commission

3: Super Saturday Session –

Working with Staff and Volunteers from Different Generations

Mary Kae Repp, President, Genesis Marketing

12:15 PM – 2:30 PM Luncheon *Silver/Bronze*

Introduction of WSFA Past Presidents

iafe[®] THE NETWORK!

Closing Speaker

Be Better!

This motivational keynote address challenges leaders and listeners to plan, break the rules, and seek knowledge. Lori covers the importance of measurement; the role of women in leadership today from your home with daughters, to the communities you reside in, to the board room; and standing on purpose to make a difference even when you’ve been dealt a tough hand.

Lori Wickett, CFE