

Tuesday, November 7th at Cal Expo

New CEO's Luncheon (invite only)

2 –5:15 p.m.

Ask an Expert!

Join our roundtable forums with industry experts available to address your questions and concerns. Each round table lasts 45 minutes, giving you the opportunity to visit four different topics.

- CDFA HR/Personnel
- Deferred Maintenance Grants and Public Works Construction
- DGS Real Estate Division – Lease/Revenue opportunities
- DGS Office of Insurance and Risk Management
- 'We're Better Together' – Understanding Risk Pooling – General Liability Program
- State Controllers' Office – GASB75
- CalPERS – Retirement Services

5:30 – 9:00 p.m.

CFSA Dinner and "Show"

Join Conference Partner, California Fair Services Authority, for dinner at Cal Expo. The program features an Actors' Studiosque chat with California fair's lead historian Stephen Chambers! This is our final chance to listen to the ruminations and musings from the man who has been immersed in the colorful, electrifying and idiosyncratic world of Western Fairs.

Wednesday, November 8th

8:30 - 9 a.m.

Welcome - CFA Chair, Cliff Munson; WFA President, Joe Anderson; CFSA Executive Director, Becky Bailey-Findley

9 – 10:30 a.m.

Exceptional Focus, Performance, and Control in Extreme Situations

Mark Herrera, Director of Education, IAVM

Learn about the physiological response to stress and stressful situations. Attendees will learn how to enhance their ability to sense danger, engage in mental preparation, and respond to environmental threats. This presentation will provide direction and tools on how to incorporate these principles into venue training and operations.

10:30 - 10:45 a.m. Break

10:45 a.m. – 12 p.m.

Managing Community Unrest

Jerome Hoban, CEO, Alameda County Fair; Patricia Conklin, CEO, Dixon May Fair

From the Livestock Barn to the Front Gate, tensions seem to be at an all-time high. In an open forum format, hear how other fairs are preparing for and managing community and social unrest as well as navigating the media implications involved.

12 – 1:30 p.m. Lunch – 2018 State Parks Program Preview

California State Parks and California Fairs are joining together! Hear a brief overview on the two year collaboration promoting State Parks and California Fairgrounds.

1:30 – 3 p.m.

Fire Camps and Evacuation Centers – What’s the Difference?

Dusty Martin, Battalion Chief, Cal Fire

A catastrophic act of Mother Nature has started in a nearby community...fire department personnel need a place to set up camp and families need a safe place to evacuate to. Learn what the major differences are between fire camps and evacuation centers and how each organization involved works in conjunction with you and your fairgrounds to build a mutually beneficial relationship.

3 - 3:15 p.m.

Break

3:15 – 4:30 p.m.

Responding to a Crisis Effecting our Industry

Becky Bailey-Findley, Executive Director, CFSA; Stephen Chambers, Executive Director, WFA

You have all received the call after an incident at another fair, whether it is in the neighboring town or another state, questioning how you plan to respond at your event. Learn what resources are available to you and how to navigate the media and public concern when a crisis hits somewhere else.

Free Evening

Thursday, November 9th

8:30 – 9:30 a.m.

Youth Quality Care of Animals – YQCA Quality Assurance Program for Livestock Exhibitors

Dave Dillabo, Training Coordinator, CDFA Fairs & Expositions

Hear an update on the program from the state rules committee and discussion on the future statewide quality assurance program.

9:30 – 11:30 a.m.

CEO Open Forum

Moderated by: CFA Chair – Cliff Munson & CFA Co-Chair – Becky Bartling

Fair Executive Staff Only – An Open Forum to discuss challenges, trends and opportunities facing California Fairs.

11:30 a.m. – 1p.m.

Lunch by CFA Area and Closing Remarks

Join your respective California Fair Area to review 2017 and plan for a great 2018!

Area	CFA Director	WFA Director
Cascade	Kerby Workman, Shasta District Fair	Cliff Munson, Siskiyou Golden Fair
Central Coast	Joe Brengle, Contra Costa Fair	Mike Bradley, CA Mid-State Fair
Mother Lode	Jody Gray, El Dorado County Fair	Marta Viola, El Dorado County Fair
North Coast	Carlene Moore, Napa County Fair	Jim Brown, Mendocino County Fair
Sacramento	Rita Moore, Yolo County Fair	Samantha Brown, CA State Fair
San Joaquin Valley	Matt Cranford, Stanislaus County Fair	Lauri King, Big Fresno Fair
Southern	Jennifer Murad, Antelope Valley Fair	Geoff Hinds, San Bernardino County Fair