

# FALL MANAGERS CONFERENCE

NOVEMBER 3-5, 2020

The Fall Managers Conference is hosted every year by the Western Fairs Association subsidiary California Fairs Alliance in partnership with the California Fair Services Authority and the California Department of Food and Agriculture, Fairs and Expositions Branch. This premier training conference brings Fair CEO's and executives together to learn, collaborate, innovate, and create. Fall Managers Conference keeps our Network of Fairs, connected, current, and excited to serve our great industry.

This year's conference will be completely virtual. You can connect and learn from the comfort of your office or home! We look forward to "seeing" you this year via our Virtual Conference Platform for our premier executive leadership development program for networking, keynote speakers, open forums, and much more.



**WESTERN FAIRS ASSOCIATION**  
BUILDING BETTER FAIRS



## TUESDAY, NOVEMBER 3

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1:00 – 5:30 pm

### **New CEO Training**

Welcome to the California Fair Industry! Each year WFA, CFA, CFSA, and CDFA host a New CEO Training. Though this year will look a little different than before we are committed to equipping our CEO's and Fair Managers with all of the tools that you need for success. This year you are just a click away from meeting the California Fair Industry agency staff where you will receive an overview of each agency's responsibilities. You will also learn about the resources available to you from CFA, WFA, CFSA, CCA and CDFA, and each of their roles in our great industry. Sign on to learn about all of the opportunities available to you.

Need a refresher course? No worries - all CEO's are welcome!

Get to know and gain industry insight from our great team of Industry Agencies and Associations:

*1:15 – 2:15 pm* Western Fairs Association & California Fairs Alliance

*2:15 – 3:15 pm* California Fair Services Authority

*3:30– 4:30 pm* California Construction Authority

*4:30 – 5:30 pm* CDFA Fairs & Expositions Branch

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5:30 – 6:30 pm

### **Virtual Happy Hour with Industry Legends**

Join us for an Evening to meet and hear from Fair Industry regulars. You will have the chance to make connections and new industry acquaintances, or catch up with long time friends in a fun and social zoom setting!

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## WEDNESDAY, NOVEMBER 4

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9:00 – 9:30 am

### **Welcome to Fall Managers Conference**

- *Sarah Cummings, President & CEO WFA/CFA*
  - *Pat Conklin, Chair CFA, Chairs' Report*
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9:30 – 11:00 am

### **How To Lead Reinvention Without Losing Your Mind**

*Nadya Zhexembayeva, Chief Renovation Officer*

Dealing with change is overwhelming. Just as we handle one disruption, another crisis looms on the horizon. How do you survive and even thrive? Nadya and her Chief Reinvention Officer team understands the struggle and helped countless companies and leaders deal with change by reinventing their products, processes, and leadership practices. Are you ready to reinvent?

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11:00 am – 12:00 pm

### **What CFA Does for You and Where We are Going**

*Presented by CFA Leadership and Staff*

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CFA Chair Patricia Conklin, Vice Chair Dan Jacobs and CFA's legislative team of Louie Brown and Norm Towne, will walk us through a recap of CFA activities over the past year and beyond, specifically in relation to funding, COVID response and legislative activity.

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12:00 – 1:00 pm

**Lunch Break**

Offline

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1:00 – 2:00 pm

**CDFA Fairs and Expositions Branch Update**

*Presented by CDFA's Deputy Secretary Arturo Barajas and Fairs & Expositions Branch Chief John Quiroz*

The Fairs & Expositions Branch will give an update on Fair Funding, Deferred Maintenance Programs, Training, COVID Guidelines, and Fairground Operating Models.

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2:00 – 3:00 pm

**The Year 2020**

*Presented by CFSA Executive Director Rebecca Desmond*

At CFSA, some things are different and some things stay the same. Learn the latest updates in staffing and services along with an overview of the steadfast policies and procedures that keep you, your team and your fairground covered!!

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3:00 – 4:00 pm

**Get to Know California Construction Authority**

*Presented by CCA Executive Officer Randy Crabtree*

Join us as we welcome CCA's new executive officer! Randy Crabtree and his team will be leading this session on all things CCA, under its new leadership, with Randy at the helm. Randy and his team will give an all-inclusive presentation, and will open up the floor for questions from the group. Come prepared to welcome Randy and fire away with questions on all thing's construction.

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4:00 – 5:00 pm

**Moving Beyond COVID Open Forum**

Join fellow Fair Managers and CEOs in an open forum to discuss ways that the California Fair Industry can move beyond 2020 and continue to build better fairs into 2021 and beyond.

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## THURSDAY, NOVEMBER 5

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9:00 – 10:00 am

**Creativity during COVID-19**

*Lauri King, Deputy Manager Big Fresno Fair; Staci Rianda, Deputy Manager Big Fresno Fair; Angel Moore, Vice President Business Development Alameda County Fair; Jerome Hoban CEO Alameda County Fair, Allison Keane CEO Sonoma-Marin Fairgrounds & Event Center*

Hear from our creative think tank panelists on ways that they turned the challenges of 2020 into opportunity. Login to listen, learn and ask questions from some of your colleges who went above and beyond to make the most of this troublesome year.

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10:00 – 11:45 am

**Quest for Community: How to Reconnect, Reengage, and Reenergize Your Life!**  
*Ron Rosenberg, QualityTalk Inc.*

The COVID-19 pandemic has brought to the forefront a challenge that many people have been facing for some time: the need for real and authentic community. The isolation your feeling can severely impact your mental health and well-being, their personal relationships, and even their work performance!

At this point, fair managers understand how the pandemic is impacting your lives and you don't need yet another "COVID-19 Survival Program." Instead, you need to start regrouping to position their facilities, programs, and marketing strategies for success when we reemerge from the crisis into the "new normal." This is the time to leverage the relationships you have with their peers in other cities, look for solutions in unexpected places, and "bank goodwill" with your clients by providing resources and information to help you get ready to book live events as soon as it's safe to do so.

In this enlightening program, Ron Rosenberg will help you discover why it's absolutely essential to identify, create, and actively promote communities with like-minded people who share similar passions, goals, and objectives.

This isn't some abstract collection of "psycho-babble" concepts. Instead, you'll discover a comprehensive, step-by-step approach to help you build the type of communities that will help you develop better relationships with your clients and reenergize their lives with a sense of belonging they haven't felt in years.

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11:45 – 12:00 pm

**Closing Remarks**

Sarah Cummings, WFA/CFA President & CEO and Pat Conklin, CFA Chair conclude with closing remarks.

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1:00 – 2:00 pm

**CFA Board Meeting**

The CFA Board of Directors will conduct their monthly board meeting at the conclusion of the Fall Managers Conference.

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3:00 – 4:00 pm

**WFA Board Meeting**

The WFA Board of Directors will conduct their monthly board meeting at the conclusion of the Fall Managers Conference.

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**REGISTER TODAY AT:**

[https://westernfairsassociation.regfox.com/  
2020-california-fairs-alliance-fall-managers-conference](https://westernfairsassociation.regfox.com/2020-california-fairs-alliance-fall-managers-conference)