

# FAIR MANAGERS CONFERENCE

November 1-3, 2022

The Fair Managers Conference is hosted every year by Western Fair Association's subsidiary California Fairs Alliance in partnership with 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. Fair Managers Conference keeps our network of California Fairs connected, current and excited to serve our great industry.

This year's conference is hosted at the Courtyard Marriott, Sacramento Cal Expo. We are excited to welcome you all back to connect with your peers at our premier leadership executive conference with top notch programming, open forum sessions, keynote addresses and so much more!



## TUESDAY, NOVEMBER 1<sup>st</sup>

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2:00 – 2:30 PM

### Welcome to Fair Managers Conference

*Sarah Cummings, Western Fairs Association/California Fairs Alliance, President & CEO*

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### Fair Industry Updates

*Hear from CFA, CFSA, CCA, and CARF. Get a quick refresher with an overview of who they are, their current objectives, and what to expect moving forward.*

2:00 – 2:30 PM

California Fairs Alliance – Dan Jacobs, Chair; Tom Mitchell, Vice Chair; Sarah Cummings, CEO

2:30 – 3:00 PM

California Fair Services Authority – Rebecca Desmond, Executive Officer

3:00 – 3:30 PM

California Construction Authority – Randy Crabtree, Executive Officer

3:30 – 4:00 PM

California Authority of Racing Fairs – Larry Swartzlander, Executive Officer

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4:00 – 5:30 PM

### Fairgrounds 101 – 365 Days a year

*Panel of Industry Peers discussing number mini topics relevant to operating a Fairgrounds year around as well as Fair Time.*

Steve Kenny, CEO, Butte County Fair – Succession Planning

Michele Richards, CEO, OC Fair – Service Member Relations

Laurie Giannini, CEO, Calaveras County Fair – Marketing

Pat Conklin, CEO, Dixon May Fair – Being a Good Neighbor

John Steffanic, CEO, Plumas-Sierra Fair – Community Engagement

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5:30 – 7:30 PM

### Dinner with State Treasurer Fiona Ma

*Join us for dinner at the hotel with special Guest Treasurer Ma*

California State Treasurer Fiona Ma will be joining us for a casual dinner at the hotel.

Treasurer Ma is a HUGE fan of Fairs and is eager to spend the evening with us, socializing and enjoying a meal together. Grab a drink, find a friend, and enjoy a very special meal together with your industry leadership and California Treasurer Fiona Ma.

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## WEDNESDAY, NOVEMBER 2<sup>nd</sup>

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8:45 AM

### Good Morning

*Sarah Cummings, Western Fairs Association/California Fairs Alliance, President & CEO*

*Dan Jacobs, CFA Chair & Tom Mitchell, CFA Vice Chair*

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9:00 – 12:00 PM

### Making Meaningful Connections

*Melissa Ortiz, Activate Human Capitol Group*

Drawing on your individual superpowers to make meaningful connections in the industry, with your staff and your local community. Connect with your CFA Area, using specific, positive, and useful pre-session work which will act as a foundation for the meaningful connections you will be making.

*A link to your individual strengths assessment will be included in a pre-conference email. Please complete your assessment by October 17 to allow AHCG time to process and prepare for our session!*

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12:00 PM – 1:00 PM

### Lunch

*Join us for a catered lunch onsite at the Hotel*

California Department of Food & Agriculture's Secretary Karen Ross and Deputy Secretary Michael Flores will join us for lunch to discuss the future of Fairs in California.

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**1:00 – 2:30 PM**

**CDFA Update**

*CDFA's Division of Fairs & Expositions Team*

The Team at the California Department of Food & Agriculture and Division of Fairs and Expositions will give updates on deferred maintenance, proposed new fair funding (AB 1499) regulations, prop 12 in relation to Fairs, stage crew legislation, and DAA specific topics which will include trainings, compliance audits, gun shows and contracting.

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**2:30 – 3:30 PM**

**State Fire Marshall**

*Event Management from the eye of the Office of the State Fire Marshall*

Join OSFM's Chiefs Henning, Stinson, Sakamoto, and Goodrich, along with their 9 regional supervisors for a session on integrating with the State Fire Marshall and recommendations for ingress and egress during an event.

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**3:45 – 5:00 PM**

**CEO's Open Forum**

*Moderated by California Fairs Alliance – Dan Jacobs, Chair; Tom Mitchell, Vice Chair*

CEO's Only - An open forum to discuss challenges, trends and opportunities facing California Fairs.

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**5:00 PM**

**Cocktails in the Lobby and dinner on your own**

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## **THURSDAY, NOVEMBER 3<sup>rd</sup>**

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**8:00 – 9:00 AM**

**CFSA Update & Breakfast**

*CFSA Member Fairs Only*

Join the CFSA team for breakfast and learn what the latest trends in liability and workers' claims are and how they impact your risk pools!

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**9:00 – 10:00 AM**

**The Ins and Outs of avoiding Employment Practice Lawsuit**

*Rebecca Desmond, Executive Director, CFSA & Dan Jacobs, CEO, Antelope Valley Fair*

Hear from fair CEOs and an employment practices attorney who have waded through these challenging waters. New Fair Funding requirements also impact which labor codes apply to you. This is a session that you should not miss!

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**10:15 – 12:15 PM**

**Maintaining a Respectful Work Environment: EEO Compliance**

*Justin Hopper, Chief, Office of Civil Rights, CDFA*

This two-hour course takes a deep dive into Federal and California State civil rights laws and educates on the protected classes in California and in CDFA policy, and defines discrimination, harassment based on protected classes, sexual harassment, and retaliation. This course also discusses violence and bullying in the workplace, reasonable and religious accommodations, complaint reporting requirements, supervisor responsibility, liability, and other CDFA programs you may be eligible for. The training includes exercises, group discussion, and problem-solving lead by qualified trainers from CDFA's Office of Civil Rights, is AB1825 compliant, and provides a signed certificate upon completion.

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**12:15 – 1:00 PM**

**Closing Remarks and Area Meetings**

*Lunch on site*

*Sarah Cummings, President/CEO, WFA/CFA; Dan Jacobs, Chair, CFA & Tom Mitchell, Vice Chair, CFA will give their final remarks, before Area meetings and then grab a boxed lunch with members in your CFA Area before you depart. Be prepared to participate in a formal CFA Area meeting led by your CFA Area Chair and conduct Area business including elections for CFA board seats.*

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**1:30 – 2:30 PM**

**CFA Board Meeting**

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

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Registration for Fair Managers Conference can be found at:  
<https://www.westernfairs.org/p/attend/fair-managers-conference>

Book your room at the Courtyard Marriott today. Use the link below:  
<https://www.marriott.com/event-reservations/reservation-link.mi?id=1647905956008&key=GRP&app=resvlink>

All three days of the Fair Managers Conference will be held at the  
Courtyard Marriott Cal Expo.  
1782 Tribute Road, Sacramento, CA 95815