

California Fairs Alliance **Fall Managers' Conference**

In partnership with the California Fair Services Authority



November 7-9, 2017

Courtyard Marriott Sacramento Cal Expo

2-5:15 p.m.
California State Fair
Clubhouse

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 p.m.
California State Fair
Clubhouse

CFSA Dinner and “Show”

Join Conference Partner, California Fair Services Authority, for dinner at Cal Expo. The program features an Actors' Studio-esque 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.



BLUE RIBBON
F O U N D A T I O N

Bring your Blue-Ribbon Foundation auction donations and wine to the conference. We'll even unload it from your car!

<p>8:30-9 a.m. Courtyard Marriott Golden State CD</p>	<p>WELCOME</p> <p>CFA Chair, Cliff Munson, WFA President, Joe Anderson and CFSA Executive Director Becky Bailey-Findley</p>
<p>9-10:30 a.m. Courtyard Marriott Golden State CD</p>	<p>Exceptional Focus, Performance, and Control in Extreme Situations</p> <p>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.</p> <p>Mark Herrera, Director of Education, IAVM</p>
<p>10:30-10:45 a.m.</p>	<p>BREAK</p>
<p>10:45-Noon Courtyard Marriott Golden State CD</p>	<p>Managing Community Unrest</p> <p>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.</p> <p>Jerome Hoban, CEO, Alameda County Fair; Patricia Conklin, CEO, Dixon May Fair</p>
<p>Noon-1:30 p.m. Courtyard Marriott Golden State AB</p>	<p>LUNCH - 2018 State Parks Program Preview</p> <p>California State Parks and California Fairs are joining together! Hear a brief overview on the two-year collaboration promoting State Parks and California Fairgrounds.</p>
<p>1:30-3 p.m. Courtyard Marriott Golden State CD</p>	<p>Fire Camps and Evacuation Centers – What’s the Difference?</p> <p>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.</p> <p>Dusty Martin, Battalion Chief, Cal Fire</p>

3-3:15 p.m.	BREAK
3:15-4:30 p.m. Courtyard Marriott Golden State CD	<p>Responding to a Crisis Effecting our Industry</p> <p>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.</p> <p>Becky Bailey-Findley, Executive Director, CFSA; Stephen Chambers, Executive Director, WFA</p>
	<p>Dinner on your own</p> <p>Your evening is free! Shop at nearby Arden Fair Mall, see the sights of Old Sacramento or join your colleagues for dinner, drinks, and networking. The choice is yours, just have fun!</p>



Achievement Awards Deadline
November 10, 2017

Thursday, November 9

<p>8:30-9:30 a.m. Courtyard Marriott Golden State CD</p>	<p>Youth Quality Care of Animals – YQCA Quality Assurance Program for Livestock Exhibitors</p> <p>Hear an update on the program from the state rules committee and discussion on the future statewide quality assurance program.</p> <p><i>Dave Dillabo, Training Coordinator, CDFAs Fairs & Expositions</i></p>
<p>9:30-9:45 a.m.</p>	<p>BREAK</p>
<p>9:45-11:30 Courtyard Marriott Golden State CD</p>	<p>CEO Open Forum</p> <p>Fair Executive Staff Only – An Open Forum to discuss challenges, trends and opportunities facing California Fairs.</p> <p><i>Moderated by: CFA Chair, Cliff Munson and CFA Co-Chair, Becky Bartling</i></p>
<p>11:30-1 p.m. Courtyard Marriott Golden State CD</p>	<p>Lunch by CFA Area and Closing Remarks</p> <p>Join your respective California Fair Area to review 2017 and plan for a great 2018!</p>

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

<p><u>California Fairs Alliance</u> <i>A division of Western Fairs Association</i> 1776 Tribute Road, Suite 210, Sacramento, CA 95815-4495 (916) 927-3100 Fax: (916) 927-6397 www.westernfairs.org</p>	<p><u>California Fair Services Authority</u> <i>We are Better Together!</i> 1776 Tribute Road, Suite 100, Sacramento, CA 95815-4495 (916) 263-6160 www.cfsa.org</p>
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