

# California Fairs Alliance Fall Managers' Conference

In partnership with the California Fair Services Authority



***November 1-3, 2016***

Courtyard Marriott Sacramento Cal Expo

Tuesday, November 1

**2:30-4:30 p.m.**  
California State Fair  
Clubhouse

**CEO Open Forum**

Fair Executive Staff Only – An Open Forum to discuss challenges, trends and opportunities facing California Fairs. All Agency Chairs/Presidents invited.

WFA President: Barbara Quaid      WFA Vice-President: Joe Anderson  
CFSA Chair: Brian Bullis          CFFA Chair: John Vasquez  
CARF Chair: John Alkire

*Moderated by: **CFA Chair, Cliff Munson, Siskiyou Golden Fair & CFA Co-Chair, Carlene Moore, Napa County Fair***

**5-7 p.m.**  
California State Fair  
Clubhouse

**CFSA Dinner**

Join conference partner, the California Fair Services Authority, for dinner, fun games and networking.



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

Wednesday, November 2

<p><b>8:30-9 a.m.</b> Courtyard Marriott Golden State CD</p>	<p><b>Welcome</b></p> <p><b>Undersecretary, Jim Houston, CFA Chair, Cliff Munson &amp; WFA President, Barbara Quaid</b></p>
<p><b>9-10:30 a.m.</b> Courtyard Marriott Golden State CD</p>	<p><b>Dr. Rita Murray – Generation Translation: Tools for Bridging the Gap</b></p> <p>Are you noticing that the generation gaps between us in the workplace are growing in number and size? Could you use some practical ideas to energize your leadership and or teambuilding style and bridge these gaps?</p> <p>Join Dr. Murray as she helps your recognize why “generation” impacts values and behaviors and why these differences matter. Learn how to leverage a diverse workforce to increase innovation and high performance, and understand generational motivators to improve team performance.</p> <p>Participants will be challenged to think, reflect, and make decisions differently. Whether joining in an exercise or an audience response polling question, participants will engage in experiential learning which enables them to learn from other participants and even from their environment. Our goal is to create transformational learning that has a profound effect on how participants think, learn and apply this new knowledge in their workplace and personal lives.</p> <p><i>Rita M. Murray, PhD, is a first generation American, educational psychologist, certified speaking professional (CSP), executive coach, private pilot, and avid golfer. She consults with Fortune CEOs, US military leaders, nonprofits and international leadership teams. A transplanted Oklahoman who grew up in Boston, Dr. Rita’s career includes CEO of a national energy services company, board Chair and Hollywood production company chair, and leadership positions at GE and Lockheed in Washington, DC, where she held top secret clearances.</i></p>
<p><b>10:30:10:45 a.m.</b></p>	<p><b>Break</b></p>
<p><b>10:45-11:45 a.m.</b> Courtyard Marriott Golden State CD</p>	<p><b>California Marijuana Laws – Medical Cultivation – Recreational</b></p> <p>California Department of Food &amp; Agriculture has a Medical Cannabis Cultivation Program already in place and active – meanwhile, the November ballot initiatives include Prop 64 which seeks to legalize recreational use of marijuana. Existing and future laws have significant impacts on fairs from policy issues to funding alternatives. We have invited experts from several perspectives to share their understanding.</p> <p><b><i>Amber Morris, Branch Chief, Medical Cannabis Cultivation Program, CDFA</i></b></p>

<p><b>11:45-1 p.m.</b>  <b>Courtyard Marriott</b>  <b>Golden State AB</b></p>	<p><b>Lunch – Development Opportunities and Convention Preview</b></p> <p>Hear about the new, collaborative, training calendar between WFA, CFSA, and F&amp;E, and the opportunities it provides.</p> <p>WFA will share highlights of the January 2017 WFA Convention &amp; Trade Show in Reno. Reconnect!*</p>
<p><b>1:15-1:30 p.m.</b>  <b>Courtyard Marriott</b>  <b>Golden State CD</b></p>	<p><b>California Grange Update</b></p> <p>The California Grange will provide a brief summary of the Grange Youth Fair Program and specific updates for determining eligibility of participants.</p> <p>After a challenging year, the Grange will offer insight on how they are setting measures in place to learn from and actively assist local fairs.</p> <p><b><i>Ed Komski, President &amp; Tacy Currey, Youth Programs</i></b></p>
<p><b>1:30-2:15 p.m.</b>  <b>Courtyard Marriott</b>  <b>Golden State CD</b></p>	<p><b>Trends in Fairgrounds Events</b></p> <p>From music festivals to cultural events, fairgrounds are being sought out more and more as the ideal venue for these large multi-day events. Hear from a panel of fairs and industry experts that host unique events at their fairgrounds. Issues ranging from required insurance to requests for animal sacrifices will be discussed.</p> <p>Following the panel discussion, attendees will then have the opportunity to gain more, in-depth knowledge at round table discussions.</p> <p><b><i>Joe Anderson, Napa Valley Expo, Carlene Moore, Napa County Fair, Lori Marshall, Cow Palace, Lauri King, Big Fresno Fair</i></b></p>
<p><b>2:15-2:30 p.m.</b></p>	<p><b>Break</b></p>
<p><b>2:30-5 p.m.</b>  <b>Courtyard Marriott</b>  <b>Golden State CD</b></p>	<p><b>Trends in Fairground Events – Round Tables  (45 Minutes each)</b></p> <p>Music Festivals-<b><i>Joe Anderson, Napa Valley Expo, Rea Callender, Nevada County Fair</i></b>  Self-Promoted Events-<b><i>Carlene Moore, Napa County Fair; Marta Viola, El Dorado County Fair</i></b>  Hemp Con/Fests-<b><i>Lori Marshall, Cow Palace &amp; Becky Bartling, Sonoma County Fair</i></b>  Cultural Events-<b><i>Lauri King, Big Fresno Fair &amp; Teresa Burrola, Merced County Fair</i></b></p>
	<p><b>Dinner on your own</b></p> <p>Your evening is free! Shop at nearby Arden Fair Mall, see the sights of Old Sacramento and the newly completed Golden 1 Center, or join your colleagues for dinner, drinks, and networking. The choice is yours, just have fun!</p>

\*Special Presentation for Assemblymember Adam Gray

<p><b>8:30-8:45 a.m.</b>  <b>Courtyard Marriott</b>  <b>Golden State CD</b></p>	<p><b>Ask an Expert! Introductions</b></p> <p>Hear a brief overview of what each “Ask an Expert” session entails then you choose which ones are right for you!</p>
<p><b>8:45-11:45 a.m.</b>  <b>Courtyard Marriott</b>  <b>Golden State CD</b></p>	<p><b>Ask an Expert!</b></p> <p>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. DAA and non-DAA experts will be on hand.</p> <ul style="list-style-type: none"> <li>• CDFA HR/Personnel - <b>Hank Jennings, Labor Relations Officer; Cindy Torres, Exam Analyst; Erin Meade, Personnel Supervisor; Laura Oliver, Personnel Specialist; Stephanie Kerr, Personnel Specialist; Boualy Xiong, Associate Personnel Analyst</b></li> <li>• Show Ring Ethics – <b>Dave Dillabo, Training Coordinator, F&amp;E</b></li> <li>• Accounting for GASB 68 – <b>Joji Kume, Financial Analyst, F&amp;E</b></li> <li>• Deferred Maintenance Grants and Public Works Construction – <b>Bryan Eubanks, CFFA &amp; Candace Gates, CDFA</b></li> <li>• Non-Traditional Revenue Sources – <b>Robert Tse, USDA State Broadband Coordinator, Strategy for Agriculture Technology &amp; Innovation &amp; Connie Stewart, Executive Director, California Center for Rural Policy</b></li> <li>• Economic Impact Report – How to use it – <b>John Quiroz, Branch Chief, F&amp;E</b></li> </ul>
<p><b>11:45 a.m.-1 p.m.</b>  <b>Courtyard Marriott</b>  <b>Golden State CD</b></p>	<p><b>Lunch by CFA Area &amp; Closing Remarks</b></p> <p>Join you respective California Fair Area. Meet those new to your area, review 2016 and set 2017 Area meeting dates. Areas who have board seats expiring, should conduct elections at this time.</p> <p><i>Ballots, if needed, will be provided.</i></p>
<p><b>Upon Conclusion of lunch</b>  <b>1-3 p.m.</b></p>	<p><b>CFA Board Planning Session</b></p> <p>The CFA Board will meet to plan the 2017 Legislative Calendar.</p>