ConventionPROGRAM

WEDNESDAY, JANUARY 3

Registration Desk/Office Hours 9 *AM - 5:30 PM*

10:00am-4:00pm

Consumer Protection Program: Institute of Fair Management Course #111

Room: OC Ballroom Salon 1

Speaker: Dr. Stephen Neel & Marla Calico, CFE

Registration Required

Protecting your event-goers, staff, and volunteers has never been so important. The IAFE, working with Dr. Stephen Neel of Technical Solutions International, present the CPP workshop to help fairs understand enteric pathogens such as E. coli and to provide information on controlling traffic flow in all animal areas (not just petting zoos), creating proper signage, installing hand-wash areas, and establishing specific cleaning protocols. The risk management information and tools provided in the CPP can be easily adapted to develop pandemic plans

1:00pm-3:00pm CFA Board Meeting

Room: Platinum Ballroom 1

3:30pm-4:00pm

First Time Attendee Welcome

Room: Platinum Ballroom 2

Are you joining the Convention for the first time? This event is designed for the first time attendees to get the most out of their time at the 2024 Convention and will include tips on getting the most out of the Convention, a review of the programs and hotel in detail.

4:15pm-5:15pm

Career Connections Ment-a-Minute







Room: Grand Ballroom F

Presented by the Career Connections Program

A unique opportunity for all professionals (new and seasoned) to network with industry greats. The "Ment-a-Minute" provides a round robin style meet and greet that will help prepare our newer fair industry leaders for their careers. Also, included will be an overview and a chance to sign up for the WFA Career Connections Program, which is a year-round mentorship program within the Association.

Merrill Finalist Presentations







Room: Grand Ballroom E

Come hear from the TBD Merrill Award Finalist about their nominated programs, why it was implemented, what went well, what could have been improved, and how you can do it at your Fair.

5:30pm-6:00pm

Young Professionals Mixer







Room: Platinum Ballroom 2

Presented by: Young Professional Alliance

Calling all Young Professionals! Come join us at the launch of the new WFA Young Professionals Alliance!!! The WFA Young Professionals Alliance is designed for people between the ages of 18-40 who share an interest in improving themselves and the Fair Industry. The program provides an opportunity for industry members to connect with individuals within the Western Fairs Association who have the same professional interests and challenges. This group will be a central hub for networking, mentorship, personal development, leadership, industry education relating to current issues and recognition opportunities to empower young professionals within WFA.

6:00-11:00pm WFA Welcome Party







ConventionPROGRAM

THURSDAY, JANUARY 4

Registration Desk/Office Hours 9 AM - 5:30 PM

ALL DAY

Achievement Awards Gallery

Room: Platinum Ballroom 3 & 4

8:00am-10:00am **Convention Kick-Off Coffee & Member Mingle**

Room: Ballroom Foyer

Enjoy a cup of complimentary coffee and mingle with other members prior to the Opening

General Assembly

9:15am-10:00am **Strolling Showcase**

Room: Ballroom Foyer

10:00am-12:00pm **Opening General Assembly, Annual**







Meeting, and Keynote David Avrin

Room: Platinum Ballroom

Description About General Assembly and Annual Meeting:

Keynote: David Avrin

RIDICULOUSLY EASY TO DO BUSINESS WITH!

Future-proofing your business by better responding to a new generation of wants, needs and expectations. How, when and where we buy has changed dramatically in recent years. Winning today is often determined by those who can deliver faster and are ridiculously easy to do business with. In this revealing, thought-provoking and very entertaining presentation, popular Customer Experience expert David Avrin, CSP shines a light on the profound shift in customer expectation, while showing your team everyone's role in eliminating friction in the buying process, responding to prospects, and creating Customer Experiences worth sharing.

12:30pm-1:30pm **Education Sessions**

Is California on its Way to **Banning Rodeos? An Update**







Room: OC Ballroom 1

Presented by Tim Baldwin, Reno Rosser, and Allison Keaney, CEO Cow Palace Arena & Event Center

These experts will provide an update on their session from the 2023 Convention. Hear about the legislative attacks on rodeos, and hear how you can put yourself in the best possible position to address these legislative attacks (coalitions, tours, legislative outreach, etc) along with how to handle protestors and free speech legalities.

Back2Basics: Employee Safety Programs & Training







Room: OC Ballroom 4

Presented by: Ca IOSHA Representative

In this session come learn what is required by OSHA for employee safety training. How you can manage safety programs at your Fairgrounds and business (mobile and stationary). We will talk about what resources are out there to help you, and how you can scale this with your permanent and temporary workforce.

Year Round Events: Finding, Managing, and Evaluating Them



Room: Grand Ballroom C & D

Panel: Brandi Ebner- Sales, Marketing & Event Coordinator, Deschutes County Expo Center, Jennifer Murad- Deputy Manager, Antelope Valley Fair Association, Jenn Olvera- Event Rental Manager for the Department of Cultural Services, Marin County Fair

Moderator: Joan Hamill - Chief Business Development Officer, OC Fair & Event Center

A panel of Fairs talk about their events programs: how they solicit the best year round events, how they reevaluate underperforming events, how to manage expectations with promoters, and how to engage your audience during their year round events.

Creating a Safe Space: Audience Management







Room: Grand Ballroom A & B

Panelist: Jerome Hoban-CEO, Alameda County Fairgrounds, Mark Elvin- Public Safety Director, San Diego County Fair, and Matt Cranford - Deputy General Manager Cal Expo State Fair

Moderator: Carlene Moore-CEO, San Diego County Fair Sponsored by Balloonacy

When can your audience become a security and safety issue? Do you understand the make up of your audience? Hear from a panel of industry experts about how they have addressed security concerns related to their audiences. Hear discussions about unaccompanied minors, curfew rules, re-entry rules, and much more. The panel will also talk about the impact their decisions have impacted their revenues, and their 3rd party partner revenues.

Did Someone Bump Into Your Happy, or Are You Just Difficult

Presented by: Laurie Giannini - CEO Calaveras

It seems that people are offended more easily than

ever before! Come learn how to deal with difficult

people face-to-face and online, and navigate the

Presented by: Antonio Reyes, Strategic Partnership

In this session, businesses will discover how brands

are finding success on TikTok. Learn best practices

for reaching our wide, highly engaged audience and

stand out from competitors. We will introduce our

suite of solutions to help manage both organic and

paid creative content. Attendees will leave with the

skills and the confidence to create engaging

world of the offended. Get practical tips on when to

County Fair & Jumping Frog Jubilee and Pat

Room: Grand Ballroom H & J

Conklin - CEO Dixon May Fair

react and when to let go.

Room: OC Ballroom 2-3

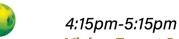
Manager TikTok

TikTok videos!

Planning Your TikTok Strategy







Vision Focus Groups







Room: Grand Ballroom F

Room: Marquis Ballroom

WFA Leadership wants to hear from you!! This is your chance to share what you as a member hope to see from the Western Fairs Association as we

5:30pm-11:00pm **Blue Ribbon Foundation Auction, Chair's Reception** and Showcase







Room: Platinum Ballroom

This event is open to all Convention attendees!! Join us for live music with the best entertainers in the business, a showcase of member fairs, drinks and dancing. Happening concurrently will be the Blue Ribbon Auction and Raffle. Come on down, enjoy a beverage, and bid on some once in a lifetime auction items while supporting the Blue Ribbon Foundation. You won't want to miss this party!



1:30pm-5:00pm

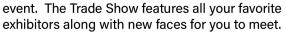
Trade Show







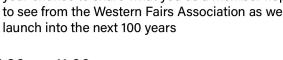


















FRIDAY, JANUARY 5

Registration Desk/Office Hours 9 AM - 5:30 PM

ALL DAY

Achievement Awards Gallery

Room: Platinum Ballroom 3 & 4

8:00am-10:00am **Member Mingle: Coffee & Conversation**

Room: Ballroom Fover

Enjoy a cup of complimentary coffee and mingle with other members prior to the day's sessions

9:45am-10:45am **Service Member Division Breakouts**

Food & Beverage:

Room: Grand Ballroom H&J

Carnival

Room: Grand Ballroom G

Entertainment

Room: OC Ballroom 2-3

Commercial and Service & Supplies

Room: Gold Key 1

Fair Area Meetings

California Cascade Area Room: Platinum Ballroom 2

California Mother Lode Area

Room: OC Ballroom 1

California Sacramento Area Room: Grand Ballroom C & D

California San Joaquin Valley Area Room: Platinum Ballroom 1

California Southern Area Room: Grand Ballroom E Alaska, Washington, Oregon & Nevada

Room: OC Ballroom 4

Montana, Idaho, & Wyoming Room: Grand Ballroom F

Utah, Colorado, Arizona, & New Mexico

Room: Grand Ballroom K

11:00am-12:00pm

Education Sessions

Back2Basics: Bylaws, Policies, Procedures...Oh, My!





Room: Grand Ballroom G

Presented by Pat Conklin- CEO Dixon May Fair What governs your organization? What are Bylaws and who are they for? What is the difference between policy versus procedure, who gets to set what? Come have all these questions answered and more, as you learn what are the tools to help govern your organizations, and how they allwork together.

Youth for the Quality Care of Animals (YQCA) and Prepare 2 Respond (P2R) are Dynamic Learner Engaged Online **Training Programs Collectively Designed** to Mitigate Risk Associated with Food **Safety, Animal Welfare and Disease**

Room: OC Ballroom 4

Presented by: Lindsay Chichester - University of Nevada, Reno Extension, VP of the YOCA Board and co-PI on P2R project and Paul S. Kuber- Washington State University Extension, Past-President of the YQCA Board and lead on the P2R project

This session will introduce participants to both YQCA and P2R. Mitigating risk prior to, during and post fair or exhibition is a way to be proactive. Many who plan, organize and execute fairs and expositions are looking for avenues to help navigate risk. Youth for the Quality Care of Animals (YQCA) educates youth producers in the area of producing a safe wholesome consumer product prioritizing animal well-being and life-skill development in the process. Numerous other quality assurance

ConventionPROGRAM

programs are out there but YQCA holds an equivalency endorsement for NCBA-BQA, NPPC-PQA and ASI-SSQA making it an ideal choice for youth in the show barn. Prepare 2 Respond (P2R) was a collaborative effort between YOCA board members to develop a disease risk awareness and mitigation program for fair management, staff, and volunteers toprotect the food supply chain and minimize disease spread. This program will help you prepare and execute a risk management plan to protect animals, attendees and exhibitors at your fair or exhibition

Get More BANG for Your Buck -**How to Maximize the Impact of Your Ground Acts!**



Room: OC Ballroom 1

Presented by PAZ from Equilibrium Circus

Are you getting maximum impact out of your "grounds acts"? Join PAZ as he presents a simple guide full of small steps that your event can utilize to get more Bang for your Buck. PAZ provides an entertainer's perspective on how much more "grounds acts" can bring to an event, if they are properly set up for success.

Good Communication Matters







Presented by NICA

Communication is the cornerstone of every good partnership. Consistent, timely, and transparent communication is the best way for building efficiencies and maintaining trusting relationship with all of your colleagues and business associates. Learn how to develop successful Communication Committees at your Fairgrounds that seek solutions that address mutual concerns like

great customer service, timely deliveries, and pricing. This session includes a "How To" handout.

Rebuilding the San Diego County Fair: A Case Study







Room: Grand Ballroom C & D Presented by PAZ from Equilibrium Circus

Are you getting maximum impact out of your "grounds acts"? Join PAZ as he presents a simple guide full of small steps that your event can utilize to get more Bang for your Buck. PAZ provides an entertainer's perspective on how much more "grounds acts" can bring to an event, if they are properly set up for success.

Social Media for **Service Members**



Room: Grand Ballroom H & J

Presented by: Payton Ryan, Owner, FDP

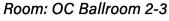
Join us to learn the nuts & bolts of social media campaigning, and how your social media can be an asset in the booking process! We'll cover crafting unique content, connecting with a (geographically) wide fanbase, how bookers (and fairs) will perceive your social media, and keeping your pages active in the off-season. You'll also leave with our Social Media Handbook, and 25 easily transferable content ideas!

11:00am-12:15pm How To Build a **Flourishing Brand Post-Pandemic**









Presented by Emily Soccorsy, Owner and Lead Brand Strategist Root + River

In this lively facilitated discussion, Emily Soccorsy, owner and lead brand strategist of Root + River will explore and answer these foundational questions and share the 6 key elements of a flourishing brand, providing insight on how each element helps build culture and brand awareness. Then, using benchmarking, participants will self-score each of the 6 traits of a flourishing brand, and participate in a workshop and live coaching around brand, culture, communication and marketing. Emily will also weave in tips for using AI in the expression of your brand.

12:30pm-1:30pm

Education Sessions

Back2Basics: How to Read and Understand a Financial Statement





Presented by: Carlene Moore, CEO San Diego County Fair

A Classic! Knowing the financial health of your organization is key to its success. This session is designated for both staff and board members or Fairs and Fair Foundations. You shouldn't have to be an accountant to understand the financial statements presented at your board meetings. Learn what information needs to be included and simple ways to present it so that you and the public can understand the numbers!

Don't Leave \$ on the Table





Room: Grand Ballroom H & J

Presented: Steve Clayton, President SOUNDSKILZ

Sponsorship is a big part of the game for Fairs and Foundations. Come learn how to identify all your possible sponsorship assets, create an engaging sponsorship deck, solicit the right sponsors and write sponsor contracts. Learn how to leverage your sponsor's assets to market and engage your audience.

Creating a Safe Space: How You Can Make Little Changes On Your Grounds to Make Them Safer



Room: OC Ballroom 2-3

Presented by: Jim Mercurio, CEO/OWNER, JCM Events, Management & Consulting LLC, and Craig Graber, Senior Director, JCM Events, Management & Consulting, LLC.

Come join Jim Mercurio & Craig Graber, former 49ers/Levi's Stadium Executives, for an in-depth discussion on best practices for safety and security. They will share policies, procedures and deployment strategies applicable to fairgrounds and event days to help better manage, secure, and operate your venue.

Now working for JCM Events Management & Consulting, LLC these industry leaders will take us through a step-by-step presentation involving Risk, Threat, and Vulnerability Assessments, identifying

potential cost-effective measures when deploying safety and security staffing, guest services and strategic use of new technology.

Critical Conversations: The Future of the Fair and Carnival Relationship







Room: OC Ballroom 1

Presented by: Greg Chiecko - Executive Director, OABA, Lance Moyer-Butler Amusements

The OABA and Fair Associations have a long history of collaboration and working together on items which impact the entire fair industry. In 2006, the "Best Practices for the Fair/Carnival Relationship" was produced and has been an industry standard since. In late 2022, a new task force to review that document and discuss the current situation and future of the fair and carnival relationship. The result is the new and cutting-edge document, "Critical Conversations: The Future of the Fair and Carnival Relationship," a practical guide to facilitate communications between fairs of all sizes and their carnival midway provider. In this session we will discuss the guide in detail.

Vendor Engagement with Small Businesses and the Creative Economy



Room: Grand Ballroom C & D

Panel: Taylor Collins-Project & Event Specialist, Big Fresno Fair, Tisha Tucker- Exhibits Director, California Mid-State Fair, and Suzanne Villegas-Associate Director of Sales Fairplex

Moderator: Sabrina Sakaguchi-Vendor Manager, California Mid State Fair

Look at the different ways that Fairs engage their local artisans and business at the Fair, whether that is having a consignment shop, artist village, or other set up that creates a new commercial vendor experience

Marketing 2024





Room: Grand Ballroom A & B

Panelist: Courtny Conkle-CEO, Wyoming State Fair, Brianda Martinez- Marketing Director, Arizona State Fair, and Laurie Giannini- CEO, Calaveras County Fair & Jumping Frog Jubilee

Moderated by: Payton Ryan-Owner, FDP

The 2024 Marketing Panel will showcase what people have done and are planning to do in 2024. No matter what your budget, our panel will discuss the tools, hacks and best practices to maximize reach for their particular fair

1:30pm-5:00pm Trade Show







Room: Marquis Ballroom

Come to the show and shop for your upcoming event. The Trade Show features all your favorite exhibitors along with new faces for you to meet.

5:30pm-6:00pm Member Happy Hour

Room: Platinum Ballroom 3-4

Open to all Convention Attendees! Gather in Platinum Ballroom 3-4 for Happy Hour to toast our 2023 award winners prior to the Industry Awards Dinner.

6:00pm-8:00pm Industry Awards Dinner

(Ticket Required)







Room: Platinum Ballroom

The Industry Awards dinner features presentations of the Barham Award (sponsored by TBD), for outstanding entrepreneurship, the Merrill Award (sponsored by TBD), for innovation and vision in Fair Management, and the Hall of Fame Award honoring those individual's commitments to the Fair Industry.

8:00pm-11:00pm Industry Awards Party

Room: Platinum Ballroom

Open to all Convention attendees. Join the Western Fairs Association as we host the party of the Century! Celebrate 100 years and the next 100 years of WFA, and help celebrate all of our award winners!

SATURDAY, JANUARY 6

Registration Desk/Office Hours 9 AM - 5:30 PM

ALL DAY

Achievement Awards Gallery

Room: Platinum Ballroom 3 & 4

8:00am-10:00am
Member Mingle:
Coffee & Conversation

Room: Ballroom Foyer

Enjoy a cup of complimentary coffee and mingle with other members prior to the Opening General Assembly

9:45am-10:45am

Peer to Peer

Room: Grand Ballroom F

Fair staff will have the same opportunity to meet with others in the industry that share their same job duties. Peer to Peer groups will include Executive Staff, Marketing/Sponsorship, Exhibits/Livestock, Maintenance, Accounting/Business Administrators/HR, Concessions/Commercial Managers and Foundations/Boards. Share suggestions, struggles and solutions while you build a network that will continue to support you in your role

Service Member Gathering

Room: Grand Ballroom G

Service members can join together one last time on the final day of the Convention.

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11:00am-12:00pm General Session, **Keynote Sarita Mayben**

Room: Platinum Ballroom Keynote: Sarita Mayben

HOW TO MAINTAIN HIGH-TOUCH RELATIONSHIPS IN HIGH-TECH TIMES

This program is perfect for Organizations with multiple layers of communication, including remote workers

From Facebook to email and texting, technology has taken over as the primary means of communication. Yet conversations are still a crucial part of relationship-building, professionally and personally. This upbeat presentation will provide real-life strategies for maintaining high-touch relationships even when working remotely

12:30pm-1:30pm

Education Sessions

Best Practices in Commercial and Concessionarie Vendor Management

Room: OC Ballroom 2-3

Panelist: Chris Pickering-CEO, Pickering Events LLC, Jason Warrenburg-Concessions Supervisor, San Diego County Fair

Moderated by: Michael Bleu- CEO, EventHub. Panelist: Jason Warrenburg, Concessions Supervisor San Diego County Fair, Chris Pickering, CEO Picking Events LLC

Come hear a panel of different Fairs that will go in-depth on some of the best practices across the fair industry for optimizing the vendor and sponsor program, including application collection, payments, required paperwork, layout design and space assignments, load-in/loadout logistics, and more! Here how fairs optimize booth layouts and space assignments to increase foot traffic, increase total amount of attendees engaging with vendors, and increase average time spent on vendor booths per attendee. Plus much more that will encompass best practices for fairs of all sizes.

The Rogue Street Vendors Outside Your Gate





Room: OC Ballroom 1

Presented by Carolan Ferreria- Owner, Professional Event Services, Joe Ganino- Owner, Blackhawk Protection Inc., and Pat Conklin-CEO, Dixon May Fair

How to manage/remove rogue street vendors outside of fairgrounds and events. This is a challenge for both Fairs and vendors to preserve the quality and revenue of the experience. This session will talk about what strategies Fairs have used to deal with this issue. Learn what you can and what are possible options in the future.

Affordability Defines Perceived Value





Room: Grand Ballroom A & B

Panel Conversation Presented by NICA

We know Affordability matters to our Guests and Fairs and Vendors who are all plaqued by inflation at every level of the supply and labor chains. Fairs and Vendors will have to work together to manage their Cost of Doing Business together to solve this. It probably involves careful buying, Pricing for what we need rather than for what we want, and some rent discussions if we are going to take care of our Guests. When prices become too high it strongly affects the perception of Value. We must do all we can to not lose Value in the minds of our Guests

Creating a Safe Space: Cybersecurity





Room: Grand Ballroom C & D

Presented by IT Teams from OC Fair & Event Center, and San Diego County Fair

You may think that it will not happen to you, but cyber threats are real. What are you doing to protect your organization? This session will focus on the best management practices of the OC, and SD County Fairs in regard to Cybersecurity. Come hear what their IT departments are doing, and what could be scalable to your organization. Hear also what cybersecurity insurance is available, and what you should consider it.

Marketing Magic: Using First Party Data to Sell More Tickets Than Ever Before



Room: OC Ballroom 4

Presented by: Maddie Snider Director of Marketing Services, Etix/Rockhouse Partners

We know Affordability matters to our Guests and Fairs and Vendors who are all plagued by inflation at every level of the supply and labor chains. Fairs and Vendors will have to work together to manage their Cost of Doing Business together to solve this. It probably involves careful buying, Pricing for what we need rather than for what we want, and some rent discussions if we are going to take care of our Guests. When prices become too high it strongly affects the perception of Value. We must do all we can to not lose Value in the minds of our Guests

12:30pm-1:45pm **Education Sessions**

Practical Artificial Intelligence









Presented by: Chris Jones-CEO, LT and Courtny Conkle-CEO, Wyoming State Fair

Artificial Intelligence (AI), Machine Learning (ML), and Generative AI are areas receiving a lot of hype recently. But what do these terms really mean? And more importantly, how can we use these technologies in our operations today? This session will break down the acronyms, see through the hype, provide a high-level overview of this landscape, and provide live, real-world examples of how every attendee can start to leverage AI for incredible efficiencies and innovation.

1:45pm-2:45pm

Education Sessions



Keeping the Media Engaged Room: Grand Ballroom C & D

Presented by: Angel Moore-Chief Operating Officer, Alameda County Fairgrounds

With ever increasing competition for the public's attention it's vital for organizations and services to stay top-of-mind and increase presence. Cultivating relationships with media outlets and influential voices while providing "newsworthy" content plays a key role. But who to reach out to and how do you grab their attention? This session will provide insights and best practices on how best to develop a strong network.

A Collaboration About the Future of Tips





Room: OC Ballroom 2-3

Hosted by: John Steffanic, WFA Board Member

There are several opinions on how to handle tips, but what are the best practices and what are the legal limitations. This session will foster a dialogue between Fairs and Concessionaires on what is the best path moving forward.

Back2Basics: Foundations & **Non-Profits Organizations**



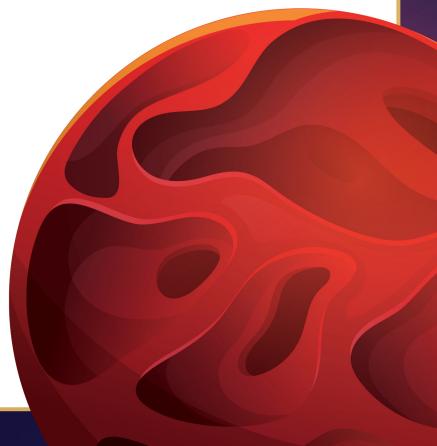




Room: OC Ballroom 1

Presented by: Allison Keaney- CEO Cowpalace Arena & Event Center, and Jeannie Kegebein - Executive Director Santa Cruz County Fair Foundation

A non-profit "Friends of the Fairgrounds" organization could be the answer to fairgrounds funding challenges, but is it really the "silver bullet" you have been looking for? Why have one, and what does this "silver bullet" offer in your situation? How do you make sure it works and provides what your fairgrounds needs? We'll dive into the basic organizational relationship between non-profits and fairgrounds. Explore with us the myths and realities of this "silver bullet" and determine if it is the right tool for you





Off Season Opportunity-Arts Education Programming



Room: OC Ballroom 4

Presented by: Brian Bon- Director Powerhouse

Many service members are busy in the Summer and Fall and slow the rest of the year. Curriculum based arts education programming (assemblies/workshops) provide opportunity for work during the off season. Fairs/Events can take advantage of artists with this type of content to help build/strengthen/promote youth/family activities during the Fair, especially if the event takes place during the school year. During this workshop we will explore ideas to turn your current content into a marketable, year round product.

1:45pm-3:15pm

Unlock the Secrets of Effective Human Resources Management-IAFE Human Resources I (IFM#103)



Room: Grand Ballroom H & J

Presented by: Patrick Schoen, Human Resources Manager Minnesota State Fair

Join us at Human Resources I (IFM #103) a session designed to equip fair management professionals and anyone working with paid staff and volunteers with the essential knowledge and skills to optimize their human resources practices. Developed as a for-credit course by the IAFE Institute of Fair Management, and open to all meeting attendees, this session promises to be an invaluable opportunity. Learn the secrets of effective job posting and advertising strategies. Discover how to efficiently review applications and identify the cream of the crop! Review the art of conducting interviews. Gain unparalleled insights into the key components that make up a comprehensive employee handbook. Human Resources I (IFM #103) is not just a session; it's an investment in your professional growth and the success of your organization. This session is specifically tailored for meeting attendees seeking to enhance their human resources management skills. You are not required to be enrolled in the Institute for Fair Management to attend this session.

5:00pm-9:00pm
Winter Fest OC at the OC Fair
& Event Center

