OFFICIAL PROGRAM

Convention & Trade Show
December 1-4, 2019
Henry B. Gonzalez Convention Center
San Antonio, Texas
#iafe2019
The Leroy Van Dyke

Country Gold Tour

Join legendary, award-winning classic country icon Leroy Van Dyke and friends as they take you on a retrospective, nostalgic journey featuring America’s golden music.

“Country Gold Tour,” by definition, is a stellar evening featuring renowned classic country music performers who have topped the charts and had massive media exposure. Enjoy them in person as they perform the celebrated “Nashville Sound” that took their music around the world and back.

“Country Gold Tour” is a fully-produced show, affordable and specifically tailored to your budget. This fast-moving performance of country’s greatest hits has been successful in twenty-five states and four foreign countries.

The following artists are available for inclusion in our “Country Gold Tour” performances:

| Leroy Van Dyke | Marty Haggard | Bill Anderson |
| Jimmy Fortune | Paulette Carlson | Lacy J. Dalton |
| Dallas Wayne | Barbara Fairchild | Jo-El Sonnier |
| The Malpass Brothers | Claude Gray | Leona Williams |
| Linda Davis | Steve & Rudy Gatlin | Johnny Lee |
| Gary Morris | (The Gatlin Brothers) | Rhonda Vincent |
| T. G. Sheppard | John Conlee | Red Steagall |
| Jeannie Seely | Tommy Cash | Helen Cornelius |
| T. Graham Brown | John Berry | The Whites |
| David Frizzell | Eddy Raven | Becky Hobbs |
| Joe Stampley | Narvel Felts | Ed Bruce |
| Con Hunley | Bobby G. Rice | Quebe Sisters Band |
| Gene Watson | Charlie Rich, Jr. | Billy Dean |
| Moe Bandy | Jeannie Kendall | Shoji Tabuchi |
| Bobby Bare | Tony Booth | Connie Smith |
| Mandy Barnett | Melissa Luman | Jana Jae |
| Larry Stewart | Darrell McCall | Lisa Stewart |

Others available upon request.

All “Country Gold Tour” performers will be available for meet and greets with your patrons at the close of the performance.

Gladys Van Dyke
Leroy Van Dyke Enterprises LLC
29000 Highway V
Smithton, Missouri 65350
e-mail: gvandyke@iland.net
www.leroyvandyke.com
1-800-316-1236

See us at IAFA Booth 324
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It is with great pleasure that I welcome you to the IAFE’s 2019 International Convention & Trade Show. Within the pages of our Official Program, you’ll find all you need to know about the speakers, exhibitors, sponsors and other participants who have come together to make this year’s gathering in San Antonio the best yet! The 2019 Program Committee, chaired by Jennifer Giesike from the Washington Town & Country Fair in Missouri, along with the IAFE staff have worked for the past 24 months to create a program that is relevant, cutting edge, and entertaining with the goal of leaving you excited and renewed.

You’ll find plenty of opportunities within the program, and outside of it, to experience the most important aspect of our convention which is connecting with your peers! Use the time to share a laugh, exchange ideas, and create memories as you meet new friends and connect with the old. Talk about how you are CHAMPIONS OF CHANGE, and how your fairs are impacting your community and your guests.

This has been an exciting year for our industry with success stories being shared from coast to coast and from our partners across the globe. From record-breaking attendance numbers to fostering environments that allow us to be CHAMPIONS OF CHANGE, we have all made a positive impact in the communities for which we serve. We have accepted the challenge to step forward into growth instead of stepping back into safety. Let’s celebrate that choice to step forward and become CHAMPIONS OF CHANGE.

2019 marks the second year calling The Henry B. Gonzalez Convention Center and the city of San Antonio home. Whether this is a return visit or your first time to San Antonio, you’ll find the people warm, welcoming, and eager to do everything possible for you to have a wonderful experience.

Remember, YOU are the spirit, creativity and passion that defines the fair industry. YOU are CHAMPIONS OF CHANGE.

Wishing you the best,

Jessica Underberg
Board of Directors

Officers:

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Scott Suchomski, CFE, Tennessee Valley Fair, Knoxville, Tennessee Zone 6
Brianne Brower, Sublette County Fair, Big Piney, Wyoming Zone 7
Leah Perkins-Hagele, CFE, Washington County Fair Complex, Hillsboro, Oregon Zone 8

The 2019 Board of Directors are (from left) State & Provincial Representative Lisa Hinton of the Florida Federation of Fairs; Representative from Outside the U.S. & Canada Peter Cooper of Royal Agricultural Society of Western Australia in Claremont; Zone 1 Director Mark St. Jacques of the Washington County Fair in Greenwich, N.Y.; Zone 2 Director Vicki Chouris of the South Florida Fair & Palm Beach County Expositions in West Palm Beach; Zone 3 Director Zis Parras of the Canadian National Exhibition in Toronto, Ontario; Zone 4 Director Mathew Immel of the Fond du Lac County Fair in Fond du Lac, Wis.; Zone 5 Director Jo Reynolds of the Warren County Agricultural Association in Indianola, Iowa; Zone 6 Director Scott Suchomski of the Tennessee Valley Fair in Knoxville; Zone 7 Director Brianne Brower of the Sublette County Fair in Big Piney, Wyo.; Zone 8 Director Leah Perkins-Hagele of the Washington County Fair Complex in Hillsboro, Ore.; Past Chair Becky Brashear of the South Florida Fair and Palm Beach County Expositions; Immediate Past Chair Rick Vymlatil of the South Florida Fair and Palm Beach County Expositions; Treasurer Bryon Lopez of the Pima County Fair in Tucson, Ariz.; First Vice Chair Nancy Smith of the South Carolina State Fair in Columbia; Second Vice Chair Gene Cassidy of the Eastern States Exposition in West Springfield, Mass.; Chair Jessica Underberg of the Erie County Fair in Hamburg, N.Y.; and IAFE President and CEO Marla Calico. Not pictured: Canadian Association of Fairs & Exhibitions Representative John Peco of the Canadian National Exhibition; Director at Large from Associate Members Dominic Vivona Jr. of Amusements of America; and Director at Large from Associate Members Thomas Hodson of The Thomas Hodson Company.
# Our Sponsors

## Titanium Level ($20,000 and Up)

- Allied Specialty Insurance
- The Coca Cola Company
- Etix
- Haas & Wilkerson Insurance
- Freestyle Productions Inc.
- ShoWorks

## Platinum Level ($15,000-$19,999)

- Populous

## Diamond Level ($10,000-$14,999)

- Magic Money
- North American Midway Entertainment
- OABA

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- Wade Shows Inc.

## Silver Level ($1,000-$4,999)

- Australian Battered Potatoes
- The Best Around
- Fair Publishing House
- Fare Foods
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- Funtastic Traveling Shows
- Giant Slide
- IAFE Education Foundation
- Mattress Firm
- Kissel Entertainment
- North Carolina State Fair
- Saffire
- Staats
- Strates Shows
- Triton Barn Systems
- Ungerboeck
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## Pewter Level ($500-$999)

- Gist Silversmiths
- Laser Spectacles Inc.
- Reithoffer Shows
- Rudy's Inc.

## VIP Sponsors

- dfest
- EventCorp Services LLC
- Noise New Media
- On Grounds Sound
- Plano Pin Company
Walker Montgomery

Performing at IAFE’s Happy Hour
Monday, December 2
5:45 pm-7:00 pm
Stars at Night Ballroom 2/3/4

Presented by WME
30

Saturday, November 30, 2019

11:00 am-5:00 pm
IAFE Board of Directors Meeting & Lunch
Room 221 B

4:00 pm- 6:00 pm
Attendee & Exhibitor Pre-Registration Pickup
Convention Center, Main Entrance, Street Level
Sponsored by ShoWorks

4:00 pm
Mass
Room 221 A

International Convention Program Committee
Thanks to the International Convention Program Committee for the hard work they’ve done in the planning of the 2019 IAFE Convention.

Liaison Director
Nancy Smith
South Carolina State Fair

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Washington Town & Country Fair, Mo.

Vice Chair
jill Albanese
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Ray Allison
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South Florida Fair & Palm Beach County Expositions Inc

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Wyoming State Fair and Rodeo

Tonya Cook
Iowa State Fair

Fran Crone
Southwest Florida and Lee County Fair

Cari Dixon
Washington State Fair

Debra Gard

Tracey Gardner
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Steve Graustein
Fryeburg Fair, Maine

Amanda Griesheimer
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Brandi Herndon
Tulsa State Fair

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San Antonio Livestock Exposition Inc., Texas

Cynthia Hoyle
Indiana State Fair

Chelsea Jungck
Nebraska State Fair

Ken Karns
OC Fair & Event Center, Calif.

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Benton Franklin Fair, Wash.

Kirsten Mason
Alaska State Fair

Angel Moore
Alameda County Fair, Calif.

Miranda Muir
Elkhart County 4-H Fair and Agricultural Exposition Inc, Ind.

Aaron Ottmar
North Dakota State Fair

Jeremy Parsons
Clay County Fair, Iowa

Melinda Parsons
Oklahoma State Fair

Steven Patterson
Hendricks County 4-H & Agricultural Fair, Ind.

Nick Pelham
Steuben County Agricultural Society, N.Y.

Derek Ricci
Brown County Fair & 4-H Show, S.D.

Frank Robey
Iowa State Fair

James Romer
North Carolina State Fair

Pam Shultz
IG Presents (formerly Imagination Gallery)

Pam Simon
Minnesota State Fair

Jim Sinclair
Minnesota State Fair

Gary Slater
Iowa State Fair

Paula Smith
Erie County Fair, N.Y.

Mark Sparks
Triangle Talent LLC

Scott Suchomski
Tennessee Valley Fair

Sue Sullivan
Montgomery County Agricultural Fair, Md.

John Sykes
East Texas State Fair

Jessica Underberg
Erie County Fair, N.Y.

Dennis Voeller
Big Sky Country State Fair, Mont.

Theresa Weinfurtner
Minnesota State Fair

NOTE: A Registered Attendee Badge Is Required for Admittance to ALL IAFE Events and Areas
7:30 am-6:00 pm
Registration
Sponsored by ShoWorks

8:00 am-10:00 am
Principles of Food & Beverage
Room 221 B/C/D
(INTERDUCTORY)
An introduction to the principles and role of food and beverage service at fairs and fairground facilities that suggests ways to create a successful environment for the fair and the concessionaires. Learn to work together for a high level of guest satisfaction and financial return. Other key points covered will include:
• Contract models
• Vendor selection, placement, menus, and layout
• Business needs of successful mobile food operators
• Pricing
• New technologies and trends
• The “front line” role of concessions
Presented by Rey O’Day (Wings of Fame Productions)
This is a for-credit course of the Institute of Fair Management. All attendees are welcome, even if not enrolled in the Institute.

10:00 am
Interdenominational Service
Room 221 A

10:00 am-6:00 pm
The Ed Shed
Stars at Night
Ballroom 1
Unite with Convention attendees and ignite your knowledge! Ed Shed educational activities include: Champions Circle, Power Talk Theater, and the 2019 Contest entries. Complimentary USBs featuring the award-winning contest entries are available, courtesy of the North Carolina State Fair. Contest winners can claim their plaques and certificates in the Ed Shed on Tuesday & Wednesday.

10:30 am-10:45 am
Power Talk: Urban Farming Displays
Ed Shed – Stars at Night Ballroom – Magic Money
Presented by Laura Kwilos, CFE (Erie County Fair, NY)
“Where the farm meets the sidewalk” – from rooftop gardens and backyard farms to reclaimed urban lands being transformed into food producers, this interactive exhibit puts the spotlight on the city of Buffalo’s growing alternative farming movement. This display features “DIY” projects such as raised gardens, mulch bins, and rainwater collection barrels, as well as a narrative explaining the reasons why these farms are popping up all over “New Buffalo.” Included in this exhibit were re-purposed windows and doors to replicate the Buffalo skyline and to use as a photo-taking area.

10:30 am-10:45 am
Champions Circle: Transforming a Rundown Building into a Beautiful Restaurant on the Grounds
Ed Shed – Stars at Night Ballroom
Presented by Casey Owen (Ozark Empire Fair, MO)

GET YOUR CONTEST USB!
Sponsored by North Carolina State Fair
Enjoy most winning entries from the 2019 IAFE Annual Contests from the comfort of your home when you pick up the USB in the Ed Shed.
Limit one per fair – visit the Ed Shed Help Desk for more information.

There’s an App for That!
THE IAFE CONVENTION APP
Navigate our Annual Convention on this mobile app, available in the Apple and Android stores. (search “IAFE” to find the app)
The IAFE Convention App includes:
Personalized Scheduling, Exhibitors, Featured Exhibitors, Sponsors, Maps, Speakers, Social Media (use #iafe2019), Attendees, and RCS Fun Click Contest (Sponsored by Ray Cammack Shows)
Four (4) winners will be drawn from the contest leaderboard and announced in the Trade Show at 1:15 pm on Wednesday.
10:15 am - 12:15 pm
Room 221 B/C/D

(INTERACTIVE)

Event Management 101
This course provides a broad overview of the professional management of facilities for year-round usage by others: determining inventory, amenities, and capabilities; staff structure, internal and external communications, calendar management and planning; and food/beverage management and rate structures. Presented by Matt Daly, CFE (South Florida Fair & Palm Beach County Expositions)

Power Talk: Livestock Shows Through the Youth’s Eyes – More Than the Showring
Learn about how the youth views your livestock event and pick up a few ideas you can implement from the perspective of a 15-year-old livestock exhibitor. Presented by Lilly Underberg (Erie County Fair, NY)

Champions Circle: Fair Podcast Series: Telling the Story of Fairgoer Experiences
Presented by Alicia Shoults, CFE (Ohio State Fair)

Mass

Power Talk: Champions of Change – The Arts
White Space: Finding a place for art in your facility. We all have it, but have we all thought about including it? Presented by Brianne Brower (Sublette County Fair, WY)

Champions Circle: Social Media Video Series: Strategies To Develop and Distribute
Presented by Andrea Thayer (Washington State Fair)

Power Talk: Ag Insider Video Series
Have you ever wished there was a way to answer some of "those questions" that we all get from fairgoers? The Erie County Fair this year created a video series on Facebook that was posted daily from different areas of their agriculture facilities. They covered a range of subjects – from why sheep get baths to why there aren’t any animals in the barns during a change-over. Come see what they cooked up and gather ideas for how you might implement something similar at your fair! Presented by Kirby Dygert (Erie County Fair, NY)

Champions Circle: Mentor Program to Increase Competitive Exhibits
Presented by Jill Albanese, CFE (Wisconsin State Fair)

12:10 pm - 12:25 pm
Ed Shed – Stars at Night Ballroom – Magic Money Champions Circle

Champions Circle: Hosting American Ninja Warrior at Your Fair
Presented by Kelly Larson, CFE, Alaska State Fair

Power Talk: Out at the Fair
Presented by Dan Mourning & Antoinette Kulminn (New Mexico State Fair)

12:35 pm - 12:50 pm
Ed Shed – Stars at Night Ballroom – Magic Money Power Talk Theater

Champions Circle: Fair Bear Sewing Contest – Same Pattern, Endless Creativity
Presented by Darcey Smith (Bonner County Fair, ID)

Power Talk: When the Sun Goes Down – Family Fair to Festival Fun
“Rodeo After Dark” – Creating a lively evening experience that builds new fair fans, while giving existing fans a reason to come early, stay late, and visit often … and we are just getting started! Presented by Mallory Hines, CFE (San Antonio Stock Show & Rodeo, TX)

1:00 pm - 4:00 pm
Fair-A-Thon Discussions – Growing Pains/No Room to Grow
You submitted the challenges; now, let’s see what creative minds can do to solve them! Change Agents will conduct interviews and discussions on one of the biggest challenges facing fairs today: how to better plan for the future, how to future-proof, and incursion of space with no room to grow. During this conversation, they will gather information and work to discover solutions. Solutions will be presented at 4:30 pm on Wednesday. Change Agents to include Brendan Christou (EKKA Royal National Agricultural & Industrial Association, QLD); Rob Lumsden (Western Fair, ON); Jeff Ketcham (Laramie County Fair, WY); Maria Lucero (Erie County Fair, NY); and Scott Worth (Iowa State Fair) Change Orchestrator: Jessica Klumpp (Florence County Fair, WI) Sponsored by ShoWorks

1:00 pm - 1:15 pm
Ed Shed – Stars at Night Ballroom – Magic Money Power Talk Theater

1:10 pm - 12:25 pm
Room 302 B & C

Sunday, December 1, 2019
A Business Review of Commercial Exhibits
located at the Ballroom level
Head to The Ed Shed in Stars at Night Ballroom 1, which is
located at the Ballroom level (top floor) of the Convention
Center. The Ed Shed is home to educational activities including: Champions Circle, Power Talk Theater, and the 2019 Contest
to The Ed Shed in Stars at Night Ballroom 1, which is
located at the Ballroom level (top floor) of the Convention
Center. The Ed Shed is home to educational activities including: Champions Circle, Power Talk Theater, and the 2019 Contest
entries. Be sure to pick up your complimentary USB (limit one per fair) featuring the award-winning contest entries, courtesy of the North Carolina State Fair. Contest winners can claim their plaques and certificates in the Ed Shed on Tuesday and Wednesday.

THE ED SHED HOURS:
Sunday – 10:00 am-6:00 pm
Monday – 10:00 am-12:30 pm
Tuesday – 10:15 am-2:00 pm
Wednesday – 1:30 pm-4:30 pm

$125 additional fee required. Please note
that seating is limited, and on-site registration
may not be available.
This is a required for-credit course of the
Institute of Fair Management. All attendees are
welcome, even if not enrolled in the Institute.

Power Talk: Trough Talk
"Trough Talk" was implemented at the Tulsa State Fair
as an AGVOCATE program to the general fair-going
public. Trough Talk applications are received and
reviewed from 4-H & FFA students across the state. Those selected are worked into a 30-minute time slot
where they give a demonstration of their 4-H/FFA live-
stock project. The animal is present with the students
where they give a demonstration of their 4-H/FFA live-
stock project. The animal is present with the students

Power Talk: DIY Festival
Presented by Judy Duncombe, CFE (Utah State Fair)

Legend-Led: Entertainment Production
Soak up knowledge from industry Legends and have a
chance to ask them questions. This discussion-based
session is a great opportunity to meet those estab-
lished individuals you’ve been watching throughout
the years.
Moderated by Theresa Weinfurtner, CFE
(Minnesota State Fair) and Tony Carey (LD Systems)

Room 301 A
(ADVANCED)

Institute of Fair Management Graduate Course #306

1:15 pm - 2:45 pm
Contracts, Requests for Proposals, and
Requests for Qualifications
An in-depth course that looks at the steps necessary for
a successful negotiation, from RFP’s to administering
the contract. Contents include negotiation preparation,
setting targets, roles of team members, setting strate-
gy, conducting negotiations, and documenting the
final agreement. Upon completion, the enrollee will be
able to prepare for, secure, and administer contracts.
Presented by Jim Tucker, Legal Counsel (IAFE)
(IAFE Graduate Marketing Track enrollees ONLY)

Institute of Fair Management Graduate Course #306

1:15 pm - 4:15 pm
The Changing Landscape of Commercial Exhibits –
A Business Review of Commercial Exhibits
While fairs and expos have featured commercial
exhibits from their inception, they are experiencing a
business environment that requires “Champions of
Change.” Generational shifts in buying habits, coupled
with direct competition from the internet, are altering
the way patrons engage with fair commercial exhibit
offerings. Session participants will discuss and analyze
current practices and share ways to reimagine and pro-
mote their commercial exhibit programs so they will
thrive in today’s business context. Plan to attend this
interactive session regarding the future of commercial
exhibit offerings.
Moderated by James Romer (North Carolina State
Fair), Pam Simon, CFE (Minnesota State Fair), and
Rey O’Day (NICA - National Independent
Concessionaires Association)
Panelists to include Beth Pomije (Wisconsin State
Fair); Nancy Chapman (Chapman Fashion Int.);
Michelle Page (Mattress Firm); Jeff Thornberry
(Pristine Systems dba Gadgets & Neat Stuff); David
Webster (Webster Enterprises); James Radke (Cal-
gary Exhibition & Stampede, AB); and Randall
Ashcraft (Randy’s Pet Supply)

1:15 pm - 4:45 pm
Emergency Planning for Today’s Crisis
All fairs face the risk of emergency incidents – from a
broad range of threats. This course provides an over-
view of the emergency planning process and duty of
care responsibility. It will be addressed through the
Lifecycle of Incident Management: Awareness,
Prevention, Preparedness, Response, and
Recovery. Key components will be discussed to sup-
port the emergency planning process – for those just
beginning to formulate their plan, as well as those who
are refining their existing plan. A short, team-based
planning exercise is included, and each attendee will
receive a book containing comprehensive written
materials, templates, and a resource list.
Presented by Harold Hansen

Power Talk: Teaching Ag Education on a String Bean Budget
Sometimes you have to make do with what you have! Learn how to grow an Ag Education Center on a
limited budget.
Presented by Emily Grunewald
(Red River Valley Fair, ND)

Power Talk: Trough Talk
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public. Trough Talk applications are received and
reviewed from 4-H & FFA students across the state. Those selected are worked into a 30-minute time slot
where they give a demonstration of their 4-H/FFA live-
stock project. The animal is present with the students
where they give a demonstration of their 4-H/FFA live-
stock project. The animal is present with the students

Power Talk: DIY Festival
Presented by Judy Duncombe, CFE (Utah State Fair)
2:15 pm-2:30 pm  Champions Circle: Dill Pickle Eating Contest - Growing Attraction at the Fair  
Ed Shed – Stars at Night Ballroom  
Presented by Stacy Starr (El Paso County Fair, CO)

2:30 pm-4:00 pm  Fair CEO Networking Session  
Room 220  
CEO of your fair? Come join this moderated discussion and network with other CEOs. You are sure to walk away with new ideas and new peers.  
Open to CEOs only.  
Moderated by Jerry Hammer, CFE (Minnesota State Fair) and Vicki Chouris, CFE (South Florida Fair & Palm Beach County Expositions)

2:40 pm-2:55 pm  Power Talk: New Ideas for Growing Non-Livestock Entries  
Ed Shed – Stars at Night Ballroom  
Presented by Tiffany Burrow (Alameda County Fair, CA)

3:00 pm-3:45 pm  Membership Committee Meeting  
Night Ballroom  
This committee meeting is open to all attendees. Interested in helping the IAFE membership? Come check it out!

3:05 pm-3:20 pm  Champions Circle: Disability Swine Show – Bacon Buddies  
Ed Shed – Stars at Night Ballroom  
Presented by Jen Cannon, Iowa State Fair

3:05 pm-3:20 pm  Power Talk: The Grove: Updating Western Fair’s Core Mandate  
Ed Shed – Stars at Night Ballroom  
Presented by Rej Ash (Western Fair, ON)

3:15 pm-4:00 pm  Measuring What Matters – Putting Ticket Sales at the Heart of Your Marketing Strategy  
The Etix Hub for Ticketing/Marketing/Sponsorship  
Room 225 D  
(INTERMEDIATE)

3:30 pm-3:45 pm  Power Talk: Post-Fair Sponsorship  
Ed Shed – Stars at Night Ballroom  
Presented by Ellie Mruzek (Event Marketing Strategies, Inc.)

3:55 pm-4:00 pm  Champions Circle: Hometown Hero Military Appreciation Day  
Ed Shed – Stars at Night Ballroom  
Presented by Breann Lenzmeier (Red River Valley Fair, ND)

3:55 pm-4:10 pm  Power Talk: E-Gaming and the Fair  
Ed Shed – Stars at Night Ballroom  
Presented by Josh Gross (Du Quoin State Fair, IL)

3:55 pm-4:10 pm  First Friends Reception for First-Timers  
Room 225 B/C  
This is a reception for first-time attendees and mentors. Fun, interactive reception to answer all your questions about the Convention, the IAFE, and to meet lots of fellow fair folk! The reception will be followed by an optional tour of the meeting facilities.  
Sponsored by The Coca-Cola Company

6:00 pm-8:00 pm  Raisin’ for a Reason: Wagons & Whiskey  
LDR Room for the Convention Center  
Enjoy a social evening full of wine, spirits and food while supporting a great cause. Auction proceeds benefit the IAFE Education Foundation which supports the Institute of Fair Management.  
Special Admission Required (includes food and drinks). Purchase tickets at the IAFE Registration Desk or at the door of the event.  
Drinkware Sponsored by Rudy’s Inc.
Come visit us at the IAFÉ Convention Trade Show
booths: 417, 419, 421, 516, 518, 520

ShoWorks™

The new 2020 arrives!

With lots of new things like:

» Universal, permanent logins for exhibitors.
» Exhibitors can reuse entries across all fairs, year-after year.
» Instantly notify exhibitors on their iPhone, Android, or Apple Watch.
» Exhibitors can check-in and print tags using their mobile device.
» Clubs and buyers can edit their account and register online.
» Allow fee item logic/limits online.
» Issue 3D-Virtual Awards (ribbons, belt-buckles, trophies) to exhibitors.

And over 100 new enhancements and additions!
MONDAY
Monday, December 2, 2019

7:00 am-6:30 pm
Registration
Sponsored by ShoWorks
Convention Center, Main Entrance, Street Level

8:30 am-9:00 am
Convention Blast-Off
IAFE members unite to launch the 2019 Champions of Change Convention, with an official welcome by your 2019 IAFE Chair of the Board, Jessica Underberg, CFE!
Sponsored by Strates Shows
Stars at Night Ballroom

Immediately Following Blast-Off
Zone Meetings
Room 301 B & C
Room 221 A
Room 302 A
Room 225 B & C
Room 221 B/C/D
Room 302 B & C
Room 301 A
Room 225 D
Zone 1:
Connecticut (CT), Maine (ME), Massachusetts (MA), New Brunswick (NB), New Hampshire (NH), Newfoundland (NF), New Jersey (NJ), New York (NY), Nova Scotia (NS), Pennsylvania (PA), Prince Edward Island (PE), Quebec (PQ), Rhode Island (RI), Vermont (VT)
Zone 2:
Delaware (DE), Florida (FL), Georgia (GA), Maryland (MD), North Carolina (NC), South Carolina (SC), Virginia (VA), West Virginia (WV)
Zone 3:
Indiana (IN), Kentucky (KY), Michigan (MI), Ohio (OH), that portion of Ontario (ON) less than 85° longitude west of Greenwich
Zone 4:
Manitoba (MB), Minnesota (MN), North Dakota (ND), Saskatchewan (SK), South Dakota (SD), Wisconsin (WI), that portion of Ontario (ON) more than 85° longitude west of Greenwich
Zone 5:
Illinois (IL), Iowa (IA), Kansas (KS), Missouri (MO), Nebraska (NE)
Zone 6:
Alabama (AL), Arkansas (AR), Louisiana (LA), Mississippi (MS), Oklahoma (OK), Tennessee (TN), Texas (TX)
Zone 7:
Alberta (AB), Colorado (CO), Idaho (ID), Montana (MT), New Mexico (NM), Utah (UT), Wyoming (WY)
Zone 8:
Alaska (AK), Arizona (AZ), British Columbia (BC), California (CA), Hawaii (HI), Nevada (NV), Oregon (OR), Washington (WA)
*Active members outside the U.S. and Canada may participate in any one of the eight zones.

10:00 am-12:30 pm
The Ed Shed
Stars at Night Ballroom
Unite with Convention attendees and ignite your knowledge! Ed Shed educational activities include: Champions Circle, Power Talk Theater, and the 2019 Contest entries. Complimentary USBs featuring the award-winning contest entries are available, courtesy of the North Carolina State Fair. Contest winners can claim their plaques and certificates in the Ed Shed on Tuesday & Wednesday.

10:15 am-10:30 am
Champions Circle: Taste of the Fair
Culinary Competition Among Concessionaires
Presented by Anna Whelchel (Indiana State Fair)

10:15 am-11:00 am
Power Talk: Digital Transformation for Fairs & Carnivals
This session will examine the path to digitizing fair and carnival tickets and creating a single currency for your event. We’ll focus on real-world examples highlighting the steps taken to make the transition, strategies to overcome common challenges, and the outcome as it affects fairs, vendors, and attendees.
Presented by Doug Clarke (Magic Money)

10:15 am-11:00 am
Workshops – All Attendees Welcome
Critical Conversation: Attracting a New Demographic Through Entertainment
Looking for ideas and suggestions on engaging new guests to watch your programming? Hear from our panelists about the entertainment they are using to draw a new target audience to their fairs.
Moderated by Zis Parras (Canadian National Exhibition Association, ON)
Panelists to include Melissa McKay (Calgary Stampede, AB); Justin Aquino (San Mateo County Fair, CA); and Jamie Porter (MontanaFair)
Sponsored by WME
Saffire Tech Pavilion – Room 302 A

**Tech Pavilion: Online, Mobile, and RFID, Oh My! A Roadmap to the Future of Ticketing and On-Site Transactions**

(INTERMEDIATE)

If your team isn’t discussing the future of your event’s ticketing and on-site transactions, you may already be falling behind. Rapidly advancing technology is shaping customers’ expectations, and their experience with our events hinges on how well we keep up. Find out what your event needs to become a Champion of Change!

*Presented by Jessica Bybee-Dziedzic (Saffire)*

Room 303 B

**Legend-Led: Venue Safety & Security**

Soak up knowledge from industry Legends and have a chance to ask them questions. This discussion-based session is a great opportunity to meet those established individuals you’ve been watching throughout the years.

*Moderated by Bill Dutcher, CFE (MontanaFair) and Bryan Schulz, CFE (Red River Valley Fair Association, ND)*

The Etix Hub for Ticketing/Marketing/ Sponsorship – Room 225 D

**Tapping into Your Most Engaged Customers**

How do you leverage your most engaged customers to move from attending the fair to participating in the fair? Each fair has superfans who attend (sometimes more than once). This session explores ways to tap into that passion to increase participation and drive new participation in other programs at the fair, as well as techniques to identify superfans and develop marketing strategies to expand engagement.

*Presented by Jennifer Schuder (State Fair of Texas)*

10:15 am-11:00 am

Room 225 B & C

**Animal Health Planning – Proactive Steps to Reduce Risk and Be Prepared for Animal Health Situations**

With diseases like High Path Avian Influenza (HPAI), Swine Flu, and others that may pose a risk to animal and human populations during fairs, the need to be better prepared to handle these situations to mitigate risk has become very important. Michigan State University, the Michigan Department of Agriculture & Rural Development, and the Michigan Association of Fairs and Exhibitions have developed a planning guide to help fairs develop a step-by-step local plan for preparing for animal and human populations to be brought together using good biosecurity practices, regimented check-in processes, and pre-event exhibitor education. In this session, you will learn about the proactive steps that fairs in Michigan are encouraged to take to help reduce disease risk and what is in place to assist in responding to animal health situations.

*Presented by Katie Ockert, MPA (Michigan State University Extension)*

10:15 am-11:45 am

Room 220

**Networking Session**

Come join this moderated session with other volunteer fair managers. Kicked off with a networking activity, you are sure to walk away with new ideas and a network of peers.

*Moderated by Amanda Weber (Sac County Fair, IA) and Nick Pelham, CVFM (Steuben County Agricultural Society, NY)*

10:15 am-11:45 am

Room 221 B/C/D

**Insurance Basics**

“Per incident; errors and omissions; excluded; C&O; property damage; general liability per claim” – If you’re fuzzy on the terms, this workshop on insurance basics will help you sort through it all. This course is especially designed for new board or staff members to help them understand the particular insurance needs and terms related to fair business and is a good refresher course for anyone working within the fair industry.

*Presented by Ryan Wilkerson (Haas & Wilkerson Insurance)*

10:15 am-11:45 am

Room 221 B/C/D

**Institute of Fair Management Course #113**

This is a for-credit course of the Institute of Fair Management. All attendees are welcome, even if not enrolled in the Institute.

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**Check out the Trade Show in Exhibit Hall 1 where there are nearly 300 exhibitors waiting to serve you and your fair. Find a partner in all things fair, including insurance, entertainment, website/ticketing, and more!**

**TRADE SHOW HOURS:**

- **Monday** – 2:00 pm-5:30 pm
- **Tuesday** – 1:00 pm-5:30 pm
- **Wednesday** – 10:00 am-1:30 pm
Think Like an Inventor – The Mindset & Motivation to Spot Opportunities, Take Initiative, and Embrace Change

“It’s not my problem.” “It’s not my job.” “I wouldn’t know where to start.” “I can’t.” “I won’t.” “I quit.”

Imagine inventors saying these kinds of phrases. What if those inventors STOPPED thinking, creating, and solving? Terrifying, right?! But this is exactly what’s happening in YOUR teams, organization, and maybe even in your own mind every single day. Finding opportunities to “invent” starts with just one little word and it ends with collaboration, teamwork and an attitude of ownership. Learn how you and your organization can turn the tables on your performance by simply knowing how to think like an inventor.

Learning Outcomes:
- Personal initiative will soar when you learn the secret to spotting any problem or opportunity waiting to be solved
- Increase that sense of ownership by understanding how invention is fun, easy, and (almost always) free
- Inspire an unlimited supply of ideas and opportunities when you see the world through inventors’ eyes

An audience that’s eager to learn for the rest of the day and the rest of their lives

Presented by Julie Holmes (Professional Speaker – julieholmes.com)
Sponsored by Fare Foods

10:15 am-11:45 am
Room 302 B & C

(INTRODUCTORY)

10:35 am-10:50 am
Ed Shed – Stars at Night Ballroom – Magic Money
Champions Circle

10:55 am-11:10 am
Ed Shed – Stars at Night Ballroom – Magic Money
Champions Circle

11:00 am-12:15 pm
Lunch & Learn
Stars at Night Ballroom

Enjoy your lunch with people with similar interests. This is another opportunity to network and steal ideas from fair industry colleagues. The lunch ticket is required to partake in the meal, but everyone is welcome to participate in the conversations. Lunch tickets were only available prior to the convention and cannot be purchased on-site.

Presented by Allied Specialty Insurance

11:10 am-11:25 am
Power Talk: YP Leadership
Ed Shed – Stars at Night Ballroom – Magic Money
Power Talk Theater

Want to get more young professionals involved at your fair year round? This Power Talk will share how the South Florida Fair started the “Beyond the Fair” program to do just that.

Presented by Andrea Simeone
(South Florida Fair & Palm Beach County Expos)

Champions Circle: Campground Facility: Developing Online Reservation System
Presented by Bill Thompson (Walworth County Fair)

Champions Circle: 3-Acre Farm Park – Educational Opportunity During Fair and Beyond
Presented by Alexcia Jordan (North Idaho State Fair)

A Special Thank You to These Additional Sponsors:

- Contest USBs – North Carolina State Fair
- Media Backdrop – dfest
- General Session Stage and Production – Freestyle Productions Inc.
- Mobile App RCS Fun Click Contest – Ray Cammack Shows
- Convention Survey – EventCorp Services LLC
- Convention Lapel Pins – Plano Pin Company
- Badge Lanyards – Etix
- Water Bottles – Talley Amusements
- Badge Ribbons – Fair Publishing House
- Contest Rosettes – Fair Publishing House
- Convention T-shirt – Kissel Entertainment
- Happy Hour Drink Cards – Magic Money
- Happy Hour Hospitality Sponsorships – Staats Awards and Talley Amusements
- Trade Show Lounge Drink Cards – ConnectFun by Etix
- Registration Rewards – Triton Barn Systems
- Video Production – Noise New Media

NOTE: A Registered Attendee Badge Is Required for Admittance to ALL IAFE Events and Areas
Monday General Session
You won’t want to miss the first general session of the 2019 IAFE Convention! This session will include the presentation of the State & Provincial Association of Fairs’ Executive of the Year, Rising Star Award (sponsored by Wade Shows), Heritage Awards (sponsored by Haas & Wilkerson Insurance) and IAFE Hall of Fame. And you won’t want to miss energizing motivational speaker Bill Stainton, delivering the keynote (sponsored by Haas & Wilkerson Insurance)!
Keynote Speaker: Bill Stainton
“Connecting Dots: Breakthrough Thinking in the World of Fairs and Expositions”
Being a Champion of Change begins with an idea. An idea about what comes next. An idea about how to be better. An idea about the future of Fairs and Expositions. But where do these ideas come from? And why can some people come up with seemingly hundreds of breakthrough ideas while others … well … can’t? Is it a gift? An inborn talent? A divine “spark from above?” 29-time Emmy Award-winner Bill Stainton says it’s none of these things. Creativity, innovation, and breakthrough thinking are skills that anyone can master. In this interactive keynote, we’ll find out what creativity really is, what it actually feels like, and how we can harness it so that we can all become Champions of Change!
Sponsored by Haas & Wilkerson Insurance

Monday’s Beyond the Booth Showcases in Showcase Areas 1 & 2 in Exhibit Hall 1

SHOWCASE AREA 1
2:30 pm-2:45 pm – The Birdman – World-Class Bird Show
Presented by Birds N Beasts Inc.
3:15 pm-3:30 pm – Mike Walker, Lasting Impressions MTH
Presented by Creative Community Promotions
4:00 pm-4:15 pm – Alec Davis
Presented by ABE Agency
4:45 pm-5:00 pm – Boom! Percussion Entertainment
Presented by Star Attractions

SHOWCASE AREA 2
2:45 pm-3:00 pm – A.C. Jones
Presented by Liz Gregory Talent & Productions
3:30 pm-3:45 pm – Waylon, Willie, and the Boys
Presented by Creative Community Promotions
4:15 pm-4:30 pm – Trailer Choir
Presented by Bula Booking
5:00 pm-5:15 pm – Dale Jones
Presented by Dale Jones Entertainment

Beyond the Booth Showcases (see below)
Equipment and Production Services provided by On Grounds Sound

YPI Connecrt & Cocktail Hour
Are you age 40 or under? Come join your industry peers for this YPI session full of socializing, networking, and Zone gatherings. New in 2019 - get a chance to meet other YPI members in your area and those with similar job responsibilities! Hopefully, you can “connect” with someone new! Light snacks and drinks will be provided.
Sponsored by Haas & Wilkerson Insurance

2:30 pm-5:15 pm
Showcase Areas 1 & 2 – Exhibit Hall 1

3:00 pm-4:30 pm
Room 225 B & C

Monday’s General Session Keynoter: Bill Stainton
Stainton is a multiple Emmy Award winning TV producer, writer, and performer; an author; a business humorist; and an internationally-recognized Beatles expert. He blends the business smarts he learned from 20 years in corporate management with the show business sparks he garnered from working with people like Jerry Seinfeld, Ellen DeGeneres, and Bill Nye the Science Guy to create entertaining and enlightening presentations enjoyed by audiences around the world!
As the executive producer of Seattle’s legendary comedy TV show “Almost Live!”, Stainton led a talented and highly creative team to unparalleled success: a #1 rating for 10 straight years, and more than 100 Emmy Awards (29 of which went to Stainton himself). At the same time, he also owned his own corporate training company, authoring nine training programs in subjects ranging from office politics to customer service to team motivation. He’s been quoted in The Wall Street Journal and Forbes and is a regular columnist for Seattle Business magazine.
From Maine to Malaysia, Bill is committed to helping his audiences achieve their highest potential – while maintaining a sense of fun along the way!

Monday, December 2, 2019

12:15 pm
Doors Open for General Session
Lila Cockrell Theatre

12:45 pm-2:00 pm
Monday General Session
Lila Cockrell Theatre

2:00 pm-5:30 pm
IAFE Trade Show
Exhibit Hall 1

2:30 pm
Monday’s Beyond the Booth Showcases in Showcase Areas 1 & 2 in Exhibit Hall 1

#iafe2019   #followmetotheiafe

#iafe2019   #followmetotheiafe

2:45 pm-3:00 pm – A.C. Jones
Presented by Liz Gregory Talent & Productions

3:30 pm-3:45 pm – Waylon, Willie, and the Boys
Presented by Creative Community Promotions

4:15 pm-4:30 pm – Trailer Choir
Presented by Bula Booking

5:00 pm-5:15 pm – Dale Jones
Presented by Dale Jones Entertainment

Sponsored by Haas & Wilkerson Insurance
Monday’s Happy Hour Entertainment:
Walker Montgomery
Walker Montgomery grew up in Nicholasville, KY steeped in country music heritage. As the son of John Michael Montgomery and nephew of Eddie Montgomery, of Montgomery Gentry, Walker lives up to that heritage, and then some. His self-penned song “Simple Town,” which is the title track of his EP, is approaching THREE MILLION streams on Spotify alone.

He is performing to standing room only crowds, at fairs, festivals and sporting events. His debut EP, SIMPLE TOWN was released last fall and the single “Just Say When” has garnered almost TWO MILLION streams. Walker’s video for the song world premiered on CMT and he has been a featured artist in CMT’s “Artist Discovery” campaign. His current music video “You Heard It Here First” was a World Premiere on CMT and spent FOUR weeks in the #1 spot of CMT’s 12 Pack.

2020 Committee Chairs

ACTIVITY COMMITTEES
Convention Program
jill Albanese
Wisconsin State Fair

Management Conference

Membership
Mathew Immel, Fond du Lac County Fair, Wis.

ADMINISTRATIVE COMMITTEES
Awards
2019 Hall of Fame Winner

Budget & Finance
Byron Lopez
Pima County Fair, Ariz.

Certification
Scott Stoller
Colorado State Fair

Industry Relations
Pam Simon
Minnesota State Fair

Nominating
Jessica Underberg
Erie County Fair, N.Y.

Young Professionals Initiative (YPI)
Emily Grunewald
Red River Valley Fair Association, N.D.

EDUCATION PROGRAM COMMITTEES
Advertising, Promotions & Public Relations
Anna Wheelchel
Indiana State Fair

Agriculture
Elena Hovagimian
Eastern States Exposition, Mass.

Commercial Exhibits & Concessions
Tim Wilson
South Carolina State Fair

Competitive Exhibits
Stuart Sanders
State Fair of Virginia

County Fairs
Eileen Grezenia
Walworth County Fair, Wis.

Entertainment
Andrea Thayer
Washington State Fair

Master Planning & Physical Plant Operations
Matt Daly
South Florida Fair & Palm Beach County Expositions Inc.

Non-Fair Facility Usage
Tom Eshelman
Shenandoah County Fair, Va.

Sponsorship
Tod Miller
North Georgia State Fair

Website & Technology
Jeff Shreaves
Florida State Fair
Our Chicks Love to Perform!

Incoming IAFE President, Nancy Smith, General Manager, SC State Fair
Rocky and The Chicks Thank You for allowing us to perform since 2014! We look forward to debuting Carolina Lights during your 150th Anniversary Celebration!

Congratulations!

Come By & Visit Us...Booth 701

800.377.4625
nppshows@gmail.com
NPPShows.com
Tuesday, December 3, 2019

7:30 am-5:00 pm
Convention Center,
Main Entrance,
Street Level

8:00 am
Lila Cockrell Theatre

8:30 am-10:00 am
Lila Cockrell Theatre

TUESDAY

Tuesday General Session
This general session is packed full of excitement as you watch the presentation of the competitive exhibits (sponsored by North American Midway Entertainment) and agriculture awards (sponsored by ShoWorks). And stay tuned for the fascinating keynote speaker during this session, Tim McIntyre – VP of Communications at Domino’s Pizza
Keynote Speaker: Tim McIntyre (Domino’s Pizza)
Sponsored by Protect the Harvest

The Ed Shed
Unite with Convention attendees and ignite your knowledge! Ed Shed educational activities include: Champions Circle, Power Talk Theater, and the 2019 Contest entries. Complimentary USBs featuring the award-winning contest entries are available, courtesy of the North Carolina State Fair. Contest winners can claim their plaques and certificates in the Ed Shed on Tuesday & Wednesday.

GET YOUR CONTEST USB!
Sponsored by North Carolina State Fair

Enjoy most winning entries from the 2019 IAFE Annual Contests from the comfort of your home when you pick up the USB in the Ed Shed.
Limit one per fair – visit the Ed Shed Help Desk for more information.

10:15 am-2:00 pm
Stars at Night
Ballroom 1

10:30 am-10:45 am
Room 221 A
Meeting called to order at 10:45 am

IAFE Associates Board Selection Credentialing Meeting & IAFE Update
All Associate Members are invited to attend. Associate memberships are included in one of four categories. The categories are: Entertainment; Commercial Exhibits & Concessions; Carnivals/Ride Owners/Ride Manufacturers; and Suppliers & Services. Each Associate membership shall be entitled to cast one vote for a nominee for Associate Director. The name of the person who is not a member of the Commercial Exhibits & Concessions category who receives the most votes shall be submitted to the IAFE Nominating Committee for consideration for the nominating report during the Business Meeting on Wednesday morning.
Presiding: IAFE Director at Large Dominic Vivona, Jr. (Amusements of America)

10:30 am-10:45 am
Ed Shed – Stars at Night Ballroom – Magic Money
Power Talk Theater

Power Talk: How to Have a Fair When Your Grounds Are Under Construction
Learn how one fair survived a complete fairgrounds reconstruction project and created a brand-new fair layout that included several years of preplanning and just months of implementation – all by fair time!
Presented by Denise Owens
(Jackson County Fair, MI)

10:30 am-11:15 am
Ed Shed – Stars at Night Ballroom – Magic Money
Champions Circle

Champions Circle: Why Going Cashless Isn’t Enough – Show Me the Money
This session will focus on the financial side of digital ticketing systems like Magic Money. There are five true financial benefits for those using digital systems; we’ll examine each in depth, as well as highlight the power of full transparency in reporting when a single currency is created.
Presented by Doug Clarke (Magic Money)

Tuesday’s General Session Keynoter: Tim McIntyre
McIntyre, executive vice president of communication of investor relations and legislative affairs with Domino’s Pizza, will deliver Tuesday’s keynote address. He is responsible for Domino’s internal communication, public and media relations, event management, crisis communication, philanthropy, investor, and government relations functions. Prior to the appointment, he had served as vice president of communication since January 1997. He joined Domino’s in 1985.
McIntyre is Domino’s chief spokesperson and has represented the company in major national and international media. He led media relations during the elimination of Domino’s famous 30-minute guarantee in 1993, conducting more than 300 interviews with media worldwide during a three-day span.
In 2009, McIntyre was named “Crisis Manager of the Year” by PR News for his handling of an unauthorized employee video posted on YouTube, which garnered worldwide attention and became a case study in social media crisis management. In June 2010, he was named “Communicator of the Year” by the Detroit chapter of the International Association of Business Communicators.
He is also coauthor of the book titled Hire the American Dream: How to Build Your Minimum-Wage Workforce into a High-Performance, Customer-Focused Team, published in 2009 by Wiley & Sons.
McIntyre is on the Board of Directors of Food Gatherers, a food rescue organization dedicated to eliminating hunger and its causes in the Washtenaw County area. He also serves on Eastern Michigan University’s College of Business Marketing Advisory Board and is previous chair of the Public Relations Advisory Board at EMU.
10:30 am-11:15 am
Room 301 B & C –
Critical Conversations
Room

Workshops - All Attendees Welcome

Critical Conversation: Strategic Collaboration for Non-Fair and Marketing Departments
Maximizing your facilities use on a year-round basis involves a well-developed plan that promotes efficiency between all departments. What are some key elements your Management, Marketing, and Operations staff need to achieve sustainability and increase the economic impact for your fairgrounds? Come and listen to the answers to questions from IAFF membership by a panel of industry experts with years of experience. If you still have questions at the end, share them with the group for an opportunity to get the answers you are looking for!
Moderated by Dennis Voeller, CFE
(Big Sky Country State Fair, MT)
Panelists to include Rusty Volk, CFE (Northern Wisconsin State Fair); Jamie Jones (Grady County Fair, OK); Chris Ashby (Larimer County Fair, CO); Rita Demier-Lincoln (South Florida Fair & Palm Beach County Expositions); and Sheri Musgrave (Alaska State Fair)

(INTERMEDIATE)

Saffire Tech Pavilion – Room 302 A

Tech Pavilion: Change Made Easy – Increase Your Revenue & Never Look Back
Change at your fair can be scary. Changing your technology can be the scariest of all. How do you know what works? What will make things easier for your customers? Who can you trust? Saffire has over 20 years of experience and is celebrating 10 years of partnering with fairs to embrace innovation and stay on the cutting edge of technology for their events. Our platform, along with unparalleled partnership and service, has eloped fairs increase their revenue by combining their website, ticketing, and RFID technology into one customer-friendly experience. We’ve launched over 500 event websites with a laser focus on revenue generation and have learned a thing or two about what works for this industry along the way. Friends, come join us for a fun, fast-paced conversation about Saffire's “Secret Sauce” – so you, too, can fearlessly make the change to take technology head-on and never look back!
Presented by Cassie Roberts Dispenza and Jodi Buresh, CFE (Saffire)

(INTERDUCTORY)

Legend-Led: The Changing Partnerships Between Fairs & Carnivals
Soak up knowledge from industry Legends and have a chance to ask them questions. This discussion-based session is a great opportunity to meet those established individuals you’ve been watching throughout the years.
Moderated by Jim Sinclair, CFE (Minnesota State Fair) and Gary Slater, CFE (Iowa State Fair)

Room 303 B

The Etix Hub for Ticketing/Marketing/ Sponsorship – Room 225 D

Future Fair – Ticketing Tech and the Cashless Fan Experience
In recent years, advances in ticketing technology have dramatically changed the fan experience. Shorter lines, reserved seating, and better access control have all improved fan experience while generating incremental revenue for fairs along the way. In this session, Etix will take a deep dive into the next generation of ticketing technology (including our new ConnectFun cashless solution!) that will propel your fair into the next decade, and beyond.
Presented by Travis Janovitch, Etix

Room 225 B & C

Champions of Change – Daring to Do Different (A Fair Case Study)
Come hear about changes that the South Carolina State Fair and the Tulsa State Fair have recently made in “daring to do different” at their fairs. Learn about the Tulsa State Fair’s results and see how the South Carolina State Fair fared during their “year of change.”
Presented by Nancy Smith, CFE (South Carolina State Fair) and Amanda Blair, CFE (Tulsa State Fair)

10:30 am-11:15 am
Room 220

Risk Management Networking Session
Come join this moderated session with other attendees interested in understanding and utilizing risk management for their fair. Kicked off with a networking activity, you are sure to walk away with new ideas and a network of peers.
Moderated by Brittany Till (San Antonio Stock Show & Rodeo, TX) and Steve Patterson (Hendricks County 4-H & Agricultural Fair, IN)

10:30 am-11:15 am
Room 302 B & C

Be a Change Champion: Using Breakthrough Thinking to Create the Future of YOUR Fairs and Expositions
At Monday’s General Session, 29-time Emmy Award-winner Bill Stainton introduced us to the skills of innovation, creativity, and breakthrough thinking. Today he’ll help us focus those skills directly onto the unique challenges facing us today (and tomorrow). In this highly participatory workshop, we’ll come up with actual, practical ideas for being Champions of Change and creating the future of Fairs and Expositions.
Presented by Bill Stainton (Professional Speaker – billstainton.com)
Sponsored by Ron & Beverly Burback’s Funtastic Traveling Shows

Room 301 B & C

Critical Conversation: Strategic Collaboration for Non-Fair and Marketing Departments
Moderated by Dennis Voeller, CFE (Big Sky Country State Fair, MT)
Panelists to include Rusty Volk, CFE (Northern Wisconsin State Fair); Jamie Jones (Grady County Fair, OK); Chris Ashby (Larimer County Fair, CO); Rita Demier-Lincoln (South Florida Fair & Palm Beach County Expositions); and Sheri Musgrave (Alaska State Fair)

(INTERMEDIATE)
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<tr>
<th>Time</th>
<th>Session</th>
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<tbody>
<tr>
<td>10:30 am-12:00 pm</td>
<td><strong>The Art of Selling Sponsorships</strong>&lt;br&gt;A review at an above-average level on how to make sponsorships &amp; sales happen. Explore sponsorship valuation basics, the “sales process” and the strategy behind it, and how organizations are not only selling sponsorships, but are selling fairs. <strong>Presented by Jen Puente, CFE (Wisconsin State Fair)</strong>&lt;br&gt;This is a required for-credit course of the Institute of Fair Management. All attendees are welcome, even if not enrolled in the Institute. <strong>Sponsored by Mattress Firm</strong></td>
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<td>10:55 am-11:10 am</td>
<td><strong>Power Talk: Cool Kid Stuff</strong>&lt;br&gt;Consider seeing our fairs through a kid’s eye – how do we keep them entertained and keep them coming back? Learn how to form those partnerships that contribute to “educational” activities for children in a fun-filled environment. <strong>Presented by Laura Boldt (Boulder County Fair, CO)</strong></td>
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<tr>
<td>11:00 am-1:00 pm</td>
<td><strong>Lunch &amp; Learn</strong>&lt;br&gt;Enjoy your lunch with people with similar interests. This is another opportunity to network and steal ideas from fair industry colleagues. The lunch ticket is required to partake in the meal, but everyone is welcome to participate in the conversations. Lunch tickets were only available prior to the convention and cannot be purchased on-site. <strong>Sponsored by Deggeller Attractions</strong></td>
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<td>11:20 am-11:35 am</td>
<td><strong>Power Talk: Celebrating the Best of Self</strong>&lt;br&gt;This talk will focus on the power of partnerships when curating an experience for your guests. Celebrate the best of who you are in relation to location and culture. Local partnerships within the industries of art, food, sports, music, and more allow us to highlight who we are and help us tell our authentic story. <strong>Presented by Lucas Rivera (L.A. County Fair, CA)</strong></td>
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<td>11:30 am-11:45 am</td>
<td><strong>Champions Circle: Family-Centered Annual Summer Event – Ribfest</strong>&lt;br&gt;<strong>Presented by Stephanie Schoenrock (North Dakota State Fair)</strong></td>
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<td>11:45 am-12:00 pm</td>
<td><strong>Power Talk: Upping Your Security Game</strong>&lt;br&gt;Big Fresno Fair teamed up with the Fresno Police Department to make security changes on their grounds. Come hear what changes were made and what the results were. <strong>Presented by Stacy Rianda (Big Fresno Fair, CA)</strong></td>
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<td>11:45 am-12:30 pm</td>
<td><strong>Workshops – All Attendees Welcome</strong>&lt;br&gt;<strong>Critical Conversation: Success Metrics (More Than Attendance)</strong>&lt;br&gt;Succ sess metrics are a measure of success against a predetermined target. Conventional success metrics are not always the best indicator of success. An increase in attendance isn’t always a good success metric. Quantitative metrics are based on numbers and quality metrics are measurements used to ensure customers receive an acceptable experience at your event. Come listen to a panel of experts have a conversation about their own success metrics – other than attendance. <strong>Moderated by Rick Frenette, CFE (Fair Advantage)</strong>&lt;br&gt;Panelists to include Jeremy Parsons, CFE (Clay County Fair, IA); John Rothwell (Royal Agricultural &amp; Horticultural Society, SA); and Kent Hojem, CFE (Washington State Fair)</td>
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<td></td>
<td><strong>Tech Pavilion: Facebook Marketing</strong>&lt;br&gt;Needi ng to reach a larger audience? Do your Facebook posts not always reach your Instagram page? Do you need to know how to interact with the post results? This session will help show you how to make the most of your Facebook presence. <strong>Presented by Angel Moore (Alameda County Fair, CA)</strong></td>
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|               | **Profiting from the Exhibit Floor & Beyond – Part 2**<br>**Saffire Tech Pavilion – Room 302 A**<br>**Room 225 B & C**<br>**Room 301 A**<br>**Room 301 B & C – Critical Conversations**<br>**Room 301 B & C – Critical Conversations**
| 12:00 pm-1:00 pm | **Lunch & Learn**<br>Enjoy your lunch with people with similar interests. This is another opportunity to network and steal ideas from fair industry colleagues. The lunch ticket is required to partake in the meal, but everyone is welcome to participate in the conversations. Lunch tickets were only available prior to the convention and cannot be purchased on-site. **Sponsored by Deggeller Attractions** |
| 1:00 pm-2:00 pm | **Power Talk: Celebrating the Best of Self**<br>This talk will focus on the power of partnerships when curating an experience for your guests. Celebrate the best of who you are in relation to location and culture. Local partnerships within the industries of art, food, sports, music, and more allow us to highlight who we are and help us tell our authentic story. **Presented by Lucas Rivera (L.A. County Fair, CA)** |
| 2:00 pm-3:00 pm | **Champions Circle: Family-Centered Annual Summer Event – Ribfest**<br>**Presented by Stephanie Schoenrock (North Dakota State Fair)** |
| 3:00 pm-4:00 pm | **Power Talk: Upping Your Security Game**<br>Big Fresno Fair teamed up with the Fresno Police Department to make security changes on their grounds. Come hear what changes were made and what the results were. **Presented by Stacy Rianda (Big Fresno Fair, CA)** |
| 4:00 pm-5:00 pm | **Workshops – All Attendees Welcome**<br>**Critical Conversation: Success Metrics (More Than Attendance)**<br>Succ sess metrics are a measure of success against a predetermined target. Conventional success metrics are not always the best indicator of success. An increase in attendance isn’t always a good success metric. Quantitative metrics are based on numbers and quality metrics are measurements used to ensure customers receive an acceptable experience at your event. Come listen to a panel of experts have a conversation about their own success metrics – other than attendance. **Moderated by Rick Frenette, CFE (Fair Advantage)**<br>Panelists to include Jeremy Parsons, CFE (Clay County Fair, IA); John Rothwell (Royal Agricultural & Horticultural Society, SA); and Kent Hojem, CFE (Washington State Fair) |
| 5:00 pm-6:00 pm | **Tech Pavilion: Facebook Marketing**<br>Needi ng to reach a larger audience? Do your Facebook posts not always reach your Instagram page? Do you need to know how to interact with the post results? This session will help show you how to make the most of your Facebook presence. **Presented by Angel Moore (Alameda County Fair, CA)** |
| 6:00 pm-7:00 pm | **Profiting from the Exhibit Floor & Beyond – Part 2**<br>**Saffire Tech Pavilion – Room 302 A**<br>**Room 225 B & C**<br>**Room 301 A**<br>**Lunch & Learn**<br>**Power Talk: Celebrating the Best of Self**<br>**Champions Circle: Family-Centered Annual Summer Event – Ribfest**<br>**Room 301 B & C – Critical Conversations**<br>**Room 301 B & C – Critical Conversations**
| 7:00 pm-8:00 pm | **Power Talk: Upping Your Security Game**<br>Big Fresno Fair teamed up with the Fresno Police Department to make security changes on their grounds. Come hear what changes were made and what the results were. **Presented by Stacy Rianda (Big Fresno Fair, CA)** |
| 8:00 pm-9:00 pm | **Workshops – All Attendees Welcome**<br>**Critical Conversation: Success Metrics (More Than Attendance)**<br>Succ sess metrics are a measure of success against a predetermined target. Conventional success metrics are not always the best indicator of success. An increase in attendance isn’t always a good success metric. Quantitative metrics are based on numbers and quality metrics are measurements used to ensure customers receive an acceptable experience at your event. Come listen to a panel of experts have a conversation about their own success metrics – other than attendance. **Moderated by Rick Frenette, CFE (Fair Advantage)**<br>Panelists to include Jeremy Parsons, CFE (Clay County Fair, IA); John Rothwell (Royal Agricultural & Horticultural Society, SA); and Kent Hojem, CFE (Washington State Fair) |
| 9:00 pm-10:00 pm | **Tech Pavilion: Facebook Marketing**<br>Needi ng to reach a larger audience? Do your Facebook posts not always reach your Instagram page? Do you need to know how to interact with the post results? This session will help show you how to make the most of your Facebook presence. **Presented by Angel Moore (Alameda County Fair, CA)** |
| 10:00 pm-11:00 pm | **Profiting from the Exhibit Floor & Beyond – Part 2**<br>**Saffire Tech Pavilion – Room 302 A**<br>**Room 225 B & C**<br>**Room 301 A**<br>**Lunch & Learn**<br>**Power Talk: Celebrating the Best of Self**<br>**Champions Circle: Family-Centered Annual Summer Event – Ribfest**<br>**Room 301 B & C – Critical Conversations**<br>**Room 301 B & C – Critical Conversations**
| 11:00 pm-12:00 am | **Power Talk: Upping Your Security Game**<br>Big Fresno Fair teamed up with the Fresno Police Department to make security changes on their grounds. Come hear what changes were made and what the results were. **Presented by Stacy Rianda (Big Fresno Fair, CA)** |
**1:00 pm-5:30 pm**
**IAFE Trade Show**
Walk through the aisles of nearly 300 exhibitors waiting to serve you and your fair. Find a partner in all things fair, including insurance, entertainment, website/ticketing, and more! When you need to take a break, enjoy a free beer – compliments of ConnectFun by Etix – in the IAFE Education Foundation Lounge.

**1:15 pm-2:00 pm**
**2020 Programming Committee Table Meetings**
Find your committee for a meeting. Not on a committee? Find a topic that interests you and join that group. We promise, it’s fun! Most activity and educational program groups will meet to outline projects for 2019. Group participation is encouraged. If you would like to participate, please join an Educational Program Group of your choice. A list of all Group Chairs can be found on page 16.

Room 220
- Management Conference Committee
- Commercial Exhibits & Concessions Committee
- Agriculture Committee
- Master Planning & Physical Plant Operations Committee
- Sponsorship Committee
- Website & Technology Committee
- Advertising & PR Committee
- Non-Fair Facility Usage Committee
- County Fairs Committee
- Competitive Exhibits Committee
- Entertainment Committee

**Cyber Café and Recharge Lounge**
A Cyber Café with computers and printer is available to all Convention attendees on the Meeting Level (second floor) of the Convention Center, to the south of the Main Lobby escalator. A charging table is also available in the lounge across from the Registration area. These courtesy features are sponsored by Allied Specialty Insurance.

**1:00 pm-5:30 pm**
**Exhibit Hall 1**
**1:15 pm-2:00 pm**
**2020 Programming Committee Table Meetings**
Find your committee for a meeting. Not on a committee? Find a topic that interests you and join that group. We promise, it’s fun! Most activity and educational program groups will meet to outline projects for 2019. Group participation is encouraged. If you would like to participate, please join an Educational Program Group of your choice. A list of all Group Chairs can be found on page 16.

- Room 220
  - Management Conference Committee
- Room 225 B & C
  - Commercial Exhibits & Concessions Committee
- Room 225 D
  - Agriculture Committee
- Room 301 A
  - Master Planning & Physical Plant Operations Committee
- Room 301 B & C
  - Sponsorship Committee
- Room 302 A
  - Website & Technology Committee
- Room 302 B & C
  - Advertising & PR Committee
- Room 303 B
  - Non-Fair Facility Usage Committee
- Room 304 A
  - County Fairs Committee
- Champions Circle
  - Competitive Exhibits Committee
- Champions Circle
  - Entertainment Committee

**Room 302 B & C**
**Master Planning 2.0 – Guest Experience & Community Engagement**
What steps might your team take to design the most functional and delightful fairgrounds for guests and staff alike? How can the layout and features of your fairgrounds enhance guests’ experience and attract longer stays? What untapped opportunities might yield greater revenue throughout the entire year as well? In this second of three presentations, Master Planning 2.0 shares ideas and examples of achieving these and more. Led by leading architecture professionals, this presentation continues the conversation from the 2018 session “Developing a Vision” and digs deeper into designing for human comfort, leveraging market & economic analysis, placemaking, exploring year-round use, and infrastructural considerations. As a leader of your fairgrounds, attendance in this session will enable you to share ideas with your team and leave you equipped with precedents for success.

*Presented by Bill Bourne (Populous) and Andrew Tissue (Cunningham Group Architecture, Inc)*

**11:45 am-12:30 pm**
**Room 220**
**Social Media Networking Session**
Come join this moderated session with other attendees interested in utilizing social media for their fair. Kicked off with a networking activity, you are sure to walk away with new ideas and a network of peers.

*Moderated by Kathy Allen (South Carolina State Fair) and Abby Suchomski (Tennessee Valley Fair)*

**11:50 am-12:05 pm**
**Ed Shed – Stars at Night Ballroom – Magic Money**
**Champions Circle**

**Champions Circle: A Night of Family-Friendly Ghosts**
Presented by Marianne Pelletier, Wilson County Fair, TN

**12:10 pm-12:25 pm**
**Ed Shed – Stars at Night Ballroom – Magic Money**
**Champions Circle**

**Champions Circle: Food Truck Friday – Tried and True Ideas and Logistics**
Presented by Rachel Lisk (Lewis County Fair, NY)

**12:10 pm-12:25 pm**
**Ed Shed – Stars at Night Ballroom – Magic Money**
**Power Talk Theater**

**Power Talk: Driving Attendees to Your Fair Through Special Events**
We are always trying to find ways to drive attendance to the fair. Special events are one avenue available as long as you don’t give away the farm doing one. It’s also good to have these events during the fair and on the grounds so that it drives those participants to come to the fair and stay before and after the event.

*Presented by Melinda Parsons (Oklahoma State Fair)*

**1:00 pm-5:00 pm**
**Room 303 A**
**NICA / Sysco Meeting**

**1:00 pm-5:00 pm**
**Room 303 A**
**NICA / Sysco Meeting**

**Tuesday, December 3, 2019**
Performing at IAFE’s Happy Hour
on Tuesday, December 3

5:45 pm-7:00 pm
Stars at Night
Ballroom 2 & 3

Presented by WME
**Beyond the Booth Showcases (see below)**

**Equipment and Production Services provided by**

*On Grounds Sound*

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**Members of State & Provincial Associations of Fairs Workshop**

Open to State and Provincial Association members. Enjoy an educational session with like-minded individuals to help you improve your association.

**Welcome and Update from OABA: TBD OABA Representative (OABA - Outdoor Amusement Business Association)**

**Welcome and Remarks from NICA: TBD NICA Representative (NICA - National Independent Concessionaires Association)**

**Business Meeting: Lisa Hinton, CFE (Florida Federation of Fairs)**

**Networking/Get to Know Your Neighbor**

**Icebreaker: Jayme Buttke, CFE (Wisconsin Association of Fairs)**

**Short Presentation Previews**

- Rey O’Day (NICA - National Independent Concessionaires Association)
- Joe Yedlik, CVFM (Great Jones County Fair, IA)
- Bill Ogg, CFE (Walla Walla Fair & Frontier Days, WA)

**Discussion Groups:**

1. Creating a Succession Plan Within Your Organization
   - TBD SPEAKER
   - TBD SPEAKER

**Sponsored by OABA – Outdoor Amusement Business Association**

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**IAFE Education Foundation Lounge**

Located in the center of the IAFE Trade Show, the IAFE Education Foundation Lounge is a great place for attendees to network while in the Trade Show. Each attendee will be given a card, sponsored by ConnectFun by Etix, with their registration badge. The card is good for two free drinks in the IAFE Education Foundation Lounge with a third drink available by visiting the ConnectFun by Etix booth in the Trade Show. Stop by and learn about the important work and mission of the IAFE Education Foundation.

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**2020 Convention Program Committee Meeting**

**Room 220**

**Young Professionals Initiative (YPI) Ment-A-Minute / Mentor Social Mixer**

Facilitated by the YPI Steering Committee, all convention attendees under the age of 40 (and invited mentors) are welcome. Interact with established industry professionals and have a chance to gain insight from them.

**Sponsored by The Best Around**

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**First-Timer Team Meetings**

If you are a first-time attendee and participated in the First Friends reception on Sunday, take this opportunity to meet with your team leader to debrief about your day. Then off to Happy Hour!
Tuesday, December 3, 2019

5:45 pm - 7:00 pm
**Happy Hour**
At the end of a jam-packed day of networking and education, come together with other attendees at the happy hour before heading out to dinner. Includes drinks, snacks, and live entertainment by musical artist Tenille Arts (presented by WME).
*Presented by NICA - National Independent Concessionaires Association*

5:45 pm - 7:45 pm
**CFE & CVFM Reception and Toast**
Open to all individuals with the CFE or CVFM certification. The IAFE wants to reward you for your hard work!
*Sponsored by Populous*

6:45 pm - 7:45 pm
**YPI Invite to Howl at the Moon**
All are welcome to join our YPI for an evening of fun.

Tuesday’s Happy Hour Entertainment: Tenille Arts

Born and raised in the small Canadian prairie town of Weyburn, Saskatchewan, Tenille Arts’ dream of performing took root at the tender age of eight. A neighbor overheard her singing a Shania Twain song in her back yard and encouraged her mom to help her pursue music.

After years of honing her craft and touring across Canada, Tenille began making the long trip to Nashville to advance her songwriting skills. Her determination and talent led to steadily increasing successes, as she earned a publishing deal in Nashville. Her 2016 self-titled debut EP peak at #1 on the iTunes Canada Top Country Album Chart and crack the Top 100 on the U.S. iTunes Country Album Chart.

She made her national television debut on January 29, 2018 performing her original song “Moment of Weakness” for millions of viewers on the hit ABC show The Bachelor. The song debuted in the Top 20 on the iTunes U.S. Top Country Songs Chart. Six weeks later, Tenille’s accomplishments were rewarded in a huge way, as she signed a recording deal with Reviver Records.

In May of 2018, Tenille took home all five of the Saskatchewan Country Music Association Awards for which she was nominated. Her name was called time after time, as she was honored with “Female Artist of the Year,” “Songwriter of the Year,” “Album or EP of the Year” for Rebel Child, “Video of the Year” for “Cold Feet” and “Single of the Year” for “What He’s Into.”

And the answer to her most commonly asked question is yes, Arts is her real last name!

During this year’s IAFE Convention, the Education Foundation will award $12,000 worth of scholarships. These scholarships have all been made possible from donations received from individuals, sponsors, member fairs, and others. Like most non-profits, a large part of the funding for scholarships and programming is dependent on fundraising events and charitable donations from individual members and the organizations they work for, industry associates, and organizations that share our philosophy and goals.

**Why Should YOU Give?**
- You’ll be making a difference – your gift will have an impact on individuals receiving scholarships and the education that the IAFE will deliver at all its meetings.
- You’ll be helping your fellow members establish personal and professional relationships that will help them become better fair managers and cultivate their passion for the industry, as well as lead the IAFE into the future. Did you know that 11 members of the current board are graduates of the IFM, including the chair, the first vice chair, the past chair, and the treasurer?
- You’ll be providing educational opportunities that lead to success.
- You’ll be recognized as someone who is helping the IAFE Education Foundation continue its mission to support the “advancement and improvement of agriculture fairs, expositions, and shows.”

Please join our growing list of Century Club Members and help us meet our annual goal of $10,000. Donating is easy and you get to direct your money to one of three activity funds: The Friends of the Foundation IFM Scholarship, The IAFE Education Foundation Fund, and the Jim Tucker Fund.

For more information on scholarships and ways to give, visit the IAFE Education Foundation website www.iafefoundation.org

NOTE: A Registered Attendee Badge Is Required for Admittance to ALL IAFE Events and Areas
Wednesday’s Beyond the Booth Showcases in Showcase Areas 1 & 2 in Exhibit Hall 1

SHOWCASE AREA 1

10:30 am-10:45 am – The Kardenni Experience
Presented by Kardenni Entertainment

11:15 am-11:30 am – Sundrops
Presented by Liz Gregory Talent & Productions

12:00 pm-12:15 pm – Mad Chad the Chainsaw Juggler
Presented by Star Attractions

SHOWCASE AREA 2

10:45 am-11:00 am – Dale Jones
Presented by Dale Jones Entertainment

11:30 am-11:45 am – Optimiztiq
Presented by That’s Entertainment International

Wednesday’s General Session Keynoter: Dave Davlin

Professional Speaker Dave Davlin will present his keynote address, "The Game-Winning 3," at the Wednesday General Session.

Over 25 years ago, Davlin began bringing smiles to faces with a form of entertainment he developed as a young boy. From NBA and major college arenas across America to the Summer Olympic Games in Seoul, South Korea, "Travelin’" Davlin has entertained people of every age and background. His amazing ability with basketballs even landed his name and picture in the 1990 Guinness Book of World Records.

Davlin began to hone his speaking skills in the early 90s as a national speaker in the public schools across America. Combining his entertainment ability with a powerful message, he was instrumental in the fight for education and against drugs. At the advice of friends working in corporate America, he began to develop presentations for the corporate and association market and the rest is history. He now speaks at numerous corporate and association conferences each year. From public school students to CEOs, Davlin’s message has made a difference in the lives of thousands, and his impact continues to grow each year as he shares his philosophy and wisdom through speaking and writing.

In “The Game-Winning 3,” Davlin explains that success can be defined in its simplest form as making life better for someone else. Whether it comes in creating a better product, helping to relieve someone’s stress or pain, bringing someone laughter or joy or helping someone get more out of their life, success is always about serving.

In his presentation, Davlin will share three essential ingredients for developing a purpose-driven mentality to achieve a fulfilling career and balanced life. Look for interaction, humor, and audience participation mixed with a powerful message.
WHY CHOOSE US?

OUR METHOD

1. DEFINING OBJECTIVES

Set measurable goals
From customer service ratings to NPS (net promoter score), let us help you set benchmarks and track progress.

Understand your audience
Segment your audience through data and analytics. Understand the unique factors of each group, and how best to market, program and engage them.

Measure the economic impact of your event
From defining the impact (direct and indirect) your attendees have on the local economy, to uncovering strategic insights to help close new corporate partners, we can help!

2. CAPTURING THE DATA

Our proprietary devices and software allow us to collect data anywhere, online or offline.
Data collected on-site can be merged with our online data platform. We employ branch logic to ensure respondents only see questions relevant to them. Our ability to use randomization enables us to collect all the relevant information needed while keeping the survey completion time short.

3. ACTIONABLE INSIGHTS

Our #1 goal is to help you make better decisions faster, with greater accuracy. Data is presented in a clear, visual way. Daily reports are provided so issues can be addressed immediately. Final Summary Report can include Economic Impact (EI) analysis. Insights and recommendations can be suggested based on the collected results. Reports can be shared across various stakeholders.

EXPERIENCE

With over 23 years of experience, over 2.3 million people surveyed, spanning fairs, festivals, and events of all shapes and sizes, we know what to ask, how to ask it, and turn the data collected into actionable insights to improve your event.

TECHNOLOGY

Our survey platform consistently minimizes biases, yield significant sample sizes, engage respondents of all ages, ethnicities and income levels, and can be tailored to fit most budgets and virtually all types of events.

CUSTOMIZATION

From turnkey services to consignment programs, we can help with short term, event specific programs as well as year long or seasonal research.

Official research and analytics partner of the IAFE and IAFE Annual Convention
ECONOMIC IMPACT

Economic Impact (EI) is an additional service provided by Eventcorp to help determine the impact generated by the Fair or event on local economy. The Eventcorp EI Analysis provides two separate tallies: Total Economic Impact and Estimated Out-of-Region (visitor) spending effects. Information on commodities consumed and produced by each industry is combined into a single economic model which can be queried to determine how much additional economic activity is generated through consumer spending.

TOURNKEY SERVICE

We provide survey creation & design, on-site & online data collection and full-service reporting.

JOIN OUR GROWING LIST OF FAIR PARTNERS

SPECIAL IAFE CONVENTION PRICING FOR NEW AND EXISTING PARTNERS

ECONOMIC IMPACT

Economic Impact (EI) is an additional service provided by Eventcorp to help determine the impact generated by the Fair or event on local economy. The Eventcorp EI Analysis provides two separate tallies: Total Economic Impact and Estimated Out-of-Region (visitor) spending effects. Information on commodities consumed and produced by each industry is combined into a single economic model which can be queried to determine how much additional economic activity is generated through consumer spending.
11:30 am-12:30 pm
Room 302 B & C
Mid-West Fairs Association Meeting
Members Only

11:30 am-1:00 pm
Exhibit Hall 1
Lunch in the Trade Show
Lunch options available for those who purchased a lunch ticket. Lunch tickets were only available prior to convention and will not be available for purchase on-site. Sponsored by Powers Great American Midways

11:45 am-12:15 pm
Room 225 D
Certified in Volunteer Fair Management (CVFM) Overview
Interested in the CVFM program? Think you may be interested? Come to this no-pressure overview session to learn more about the application process. Presented by IAFE Certification Committee Chair Scott Stoller, CFE (Colorado State Fair)

12:15 pm-12:45 pm
Room 225 D
Certified Fair Executive (CFE) Overview
Interested in the CFE program? Think you may be interested? Come to this no-pressure overview session to learn more about the application process. Presented by IAFE Certification Committee Chair Scott Stoller, CFE (Colorado State Fair)

1:30 pm-4:30 pm
Stars at Night Ballroom 1
The Ed Shed
Unite with Convention attendees and ignite your knowledge! Ed Shed educational activities include: Champions Circle, Power Talk Theater, and the 2019 Contest entries. Complimentary USBs featuring the award-winning contest entries are available, courtesy of the North Carolina State Fair. Contest winners can claim their plaques and certificates in the Ed Shed on Tuesday & Wednesday.

1:30 pm-2:15 pm
Ed Shed – Stars at Night Ballroom – Magic Money
Power Talk Theater

1:30 pm-2:15 pm
Power Talk: Ambassador Program
Come learn about the Clay County Fair’s Ambassador Program: Using teen voices to harness the power of social media for education about agriculture and “fair life”!
Presented by Andrea Wiesenmeyer (Clay County Fair, IA)

2:00 pm-2:15 pm
Ed Shed – Stars at Night Ballroom – Magic Money
Champions Circle

2:00 pm-2:45 pm
Champions Circle: International Worlds Butcher Apprentice & Young Butcher Competition
Presented by Lynelle Smith (Sydney Royal Easter Show)

2:00 pm-4:30 pm
The Ed Shed
Stars at Night Ballroom

2:00 pm-2:15 pm
Critical Conversation: Champions of Change – Livestock Exhibitor Experience
Enjoy an in-depth conversation with a panel of seasoned livestock exhibitors who have traveled to shows all over the country. They are prepared to give us insight into what makes their overall exhibitor experience positive and keeps them coming back year after year. Listen, learn, and interact with where we are now, how we can improve, and the future of our livestock shows.
Moderated by Jeff Thayne (San Antonio Stock Show & Rodeo, TX)
Panelists to include Dave Allan, Todd and Moriah Beyers, Brandon Callis, and Kevin Newsome

1:30 pm-4:30 pm
SeaWorld Education Session
Take a behind-the-scenes peek at the Guest Experience Tour for SeaWorld! Includes bus transportation, refreshments at the park, and a visit from the Animal Ambassador Team. Buses depart from the Convention Center lobby at 1:30 PM, following the close of the Trade Show. Space is limited. Additional fee for the tour is $100 and is limited to the first 100 registrants. You must already be registered for Convention if you wish to register for the tour.

SeaWorld Education Session
Lobby

2:00 pm-2:45 pm
Concert
Room 301 B & C – Critical Conversations
Moderated by Dustin Coufal (Heart O’ Texas Fair & Rodeo) and Scott Kozelka (Steele County Free Fair, MN)

2:00 pm-3:00 pm
Saffire Tech Pavilion
Instagram in 2020 – The Platform of Influence
Join Sarah and Steve as they share their Instagram expertise on content capture workflows, AI comment moderation, influencer campaigns, Instagram Ad placements, contesting and more!
Presented by Sarah Platanitis (Eastern States Exposition, MA) and Steve Richo (Noise New Media)

2:00 pm-3:00 pm
Legend-Led: Volunteers – Our Greatest Asset
Soak up knowledge from industry Legends and have a chance to ask them questions. This discussion-based session is a great opportunity to meet those established individuals you’ve been watching throughout the year.
Moderated by Dustin Coufal (Heart O’ Texas Fair & Rodeo) and Scott Kozelka (Steele County Free Fair, MN)

NOTE: A Registered Attendee Badge Is Required for Admittance to ALL IAFE Events and Areas
### Wednesday, December 4, 2019

| Room 221 A | Social Media – Insider Hacks & Tips  
Covering the best practices, insider hacks, successes, failures, specific examples, tools, and more, this talk on targeting your audience through social media digs deep on specific platforms such as Facebook, Instagram, Twitter, LinkedIn, and more. More than trying to simply reach your audience, learn how increasing engagement and targeting specific messages has turned into increased sales and followers.  
*Presented by Danielle Dullinger*  
(Minnesota State Fair) |
| Room 221 D | A Fresh Look at the Carnival & Fair Layout – Is It Time to Blur the Line?  
A discussion about the fair and the carnival working together to review their midway/fair layout so that it is mutually beneficial for all parties. A panel of fair and carnival executives will discuss the financial implications, the convenience of the guests, and using the layout as a tool to manage traffic flows.  
*Moderated by Greg Chiecko, CFE (OABA – Outdoor Amusement Business Association) and Jessica Underberg, CFE (Erie County Fair, NY)*  
Panelists to include Jay Strates (Strates Shows) and Michael Wood (Wood Entertainment) |
| Room 225 B & C | Soft Targets & Crowded Places – A Department of Homeland Security Workshop  
A Deputy Associate Director with the Department of Homeland Security’s Cybersecurity & Infrastructure Security Agency (CISA) will provide an overview of protecting soft targets and crowded places.  
*Presented by Scott Breor*  
(Cybersecurity & Infrastructure Security Agency – DHS) |
| Room 301 A | Legal Topics for Fairs  
Does a medical marijuana business have a 1st Amendment right to be at your fair? Can an animal rights activist or a preacher of the gospel stand on a soap box on your midway and address your crowd? Learn how when it comes to controlling speech and the presentation of content at your fair, the 1st Amendment is actually your friend! This session will cause you to look at your own fair from a different perspective and rethink your programming. You will understand why carefully drafted rules, consistently applied, can put you on the winning side of a freedom-of-speech case.  
*Presented by Jim Tucker*  
(IAFÉ) |
| Room 220 | Foundations Networking Session  
Come join this moderated session with other attendees interested in creating fundraising foundations for their fair. Kicked off with a networking activity, you are sure to walk away with new ideas and a network of peers.  
*Moderated by Mary Chung*  
(Minnesota State Fair Foundation) and Alexcia Jordan  
(North Idaho State Fair) |
| Room 221 B & C | The Art of Networking – Making Impactful Connections  
Make some long and lasting connections at Convention and beyond! Join the Young Professionals Initiative and former YPI Chair Jen Puente for an instructional and experiential session on networking within and outside the Fairs and Expos industry. All are welcome; we will share tips and opportunities to go beyond fear, mix and mingle, talk about our organizations, make personal and professional connections, and continue to cultivate relationships. Expect to be taken out of your comfort zone in a fun and interactive way! (And don’t forget to bring your business cards!)  
*Presented by Jen Puente, CFE (Wisconsin State Fair)*  
(Presented by the YPI  
(Young Professionals Initiative) |
| Room 302 B & C | Behind the Scenes Tour – Convention Center Maintenance & HVAC  
Take a complimentary behind-the-scenes peek at the Maintenance and HVAC departments for the Henry B. Gonzalez Convention Center!  
*Registration is limited to the first 20 registrants. You must already be registered for Convention if you wish to register for the tour.*  
| Room 302 B & C | Behind the Scenes Tour – Convention Center Staffing & Security  
Take a complimentary behind-the-scenes peek at Staffing and Security for the Henry B. Gonzalez Convention Center!  
*Registration is limited to the first 20 registrants. You must already be registered for Convention if you wish to register for the tour.*  
#iafe2019  
#followmetotheiafe
<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Presenters</th>
<th>Room</th>
</tr>
</thead>
<tbody>
<tr>
<td>2:25 pm-2:40 pm</td>
<td><strong>Champions Circle: Leveraging Social Media for Livestock Communication</strong>&lt;br&gt;Presented by Andrea Wiesenmeyer, Clay County Fair, IA</td>
<td>Room 303 B</td>
<td></td>
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<tr>
<td>2:25 pm-2:40 pm</td>
<td><strong>Power Talk: Facebook – Farm to Fair</strong>&lt;br&gt;Presented by Amanda Weber (Sac County Fair, IA)</td>
<td>室 221 A (INTERMEDIATE)</td>
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<td>2:50 pm-3:05 pm</td>
<td><strong>Champions Circle: Through the Lens of an Exhibitor – Using a GoPro</strong>&lt;br&gt;Presented by Kari Mergen, Missouri State Fair</td>
<td>Room 221 D (INTERMEDIATE)</td>
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<tr>
<td>2:50 pm-3:05 pm</td>
<td><strong>Power Talk: Weekend Admission Policies</strong>&lt;br&gt;Presented by Stacy Rianda (Big Fresno Fair, CA)</td>
<td>室 303 B</td>
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<tr>
<td>3:15 pm-3:30 pm</td>
<td><strong>Champions Circle: Fair Chalk Walk – Attracting New and Diverse Competitive Exhhibitors</strong>&lt;br&gt;Presented by Kristen Bright (Tennessee Valley Fair)</td>
<td>室 303 B</td>
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<tr>
<td>3:15 pm-3:30 pm</td>
<td><strong>Power Talk: The Case for Camping</strong>&lt;br&gt;Presented by Vernon Goodwin (Airstream RV Association)</td>
<td>室 303 B</td>
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<td>3:15 pm-4:00 pm</td>
<td><strong>Workshops – All Attendees Welcome</strong>&lt;br&gt;Critical Conversation: Where Will Our Labor Come From?&lt;br&gt;Moderated by Lori Cox, CFE (Nebraska State Fair) and Ray Allison (Indiana State Fair)</td>
<td>室 301 B &amp; C (ADVANCED)</td>
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<td><strong>Legend-Led: How to Value Your Sponsorships</strong>&lt;br&gt;Soak up knowledge from industry Legends and have a chance to ask them questions. This discussion-based session is a great opportunity to meet those established individuals you’ve been watching throughout the years.&lt;br&gt;Moderated by Maggie Ellison and Ellie Mruzek (Event Marketing Strategies, Inc.)</td>
<td>室 225 D (ADVANCED)</td>
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<td><strong>What Makes Fairs Affordable</strong>&lt;br&gt;Rising utility costs, rising operating costs, rising food prices, rising gate prices, rising parking prices, rising ride prices, rising rents, rising deposits, rising labor costs, rising government fees, rising security fees, rising technology costs, etc. What do they all have in common? Collectively, they put Fair Guest Affordability at risk. Come hear some ideas and be ready to brainstorm some solutions for a shared and real challenge.&lt;br&gt;Moderated by Rey O’Day (NICA – National Independent Concessionaires Association) Panelists to include Jennifer Giordano (C&amp;C Concessions), Kevin McGrath, Sr. (The Best Around), and James Romer (North Carolina State Fair)</td>
<td>室 221 A</td>
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<td><strong>Ag in 2019/2029/2039/2049</strong>&lt;br&gt;Most of our fairs have deep roots in agriculture, but how will they carry that into the future? This workshop will challenge the thoughts of our fairs and fairgoers about where we will be in the next 10 to 30 years. We will look at programs such as “Farm to Fork” and new initiatives that tell the complete story of agriculture in the 21st century. We will also discuss external forces that could change the way we currently promote agriculture.&lt;br&gt;Presented by Mark Goodrich (Minnesota State Fair) and Brett Warder (Calgary Stampede, AB)</td>
<td>室 221 A</td>
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<td><strong>Marketing in the Digital World</strong>&lt;br&gt;In the digital arena, there are a plethora of tactics available for almost any challenge that can deliver upon various objectives. Effectively planning in the digital landscape goes beyond the traditional display advertising and keyword search. Learn about unique approaches that can effectively reach a very customized and targeted audience such as programmatic buying, device ID targeting, retargeting, and how to use analytics to benefit your organization. Additionally, learn about trends that are occurring in paid social media marketing.&lt;br&gt;At the end of the seminar, attendees will be able to:&lt;br&gt;• Identify new opportunities to better target in the digital landscape&lt;br&gt;• Have a general understanding of the difference between programmatic and traditional digital buying&lt;br&gt;• Know the purpose and benefit of retargeting&lt;br&gt;• Follow social media trends&lt;br&gt;• Implement effective analytics reporting&lt;br&gt;Presented by Kim Gresham and Soeurette Shook-Kelly (Anderson Marketing)</td>
<td>室 225 D (ADVANCED)</td>
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</tbody>
</table>

**NOTE:** A Registered Attendee Badge Is Required for Admittance to ALL IAFE Events and Areas
Room 225 B & C  
**Using & Accessing Department of Homeland Security Resources**  
(INTERROUTORY)  
The U.S. Department of Homeland Security has many resources available that they will provide to your fair. Come learn more about these resources, how to access them, when you should start, and with who. Resources highlighted in this session will be the Bag Search and the Soft Targets & Crowded Places Resource Guide. These guides can be used for training with volunteers and fair-time employees. Regional offices and contacts will be provided. What is a PSA? How do you schedule an assessment or meeting? What is their role with law enforcement? Get all these questions and more answered during this session.  
*Presented by Harvey Perriott, Chief of Protective Security Region VI*

Room 301 A  
**Competitive Exhibits – Keeping it Fresh**  
(INTERMEDIATE)  
Need ideas on how to keep your traditional competitive exhibits fresh and ever-changing? Check out this workshop to hear about new and current competitive exhibit ideas and suggestions; discover where to get ideas and how to set up a new competitive exhibits division, from rules to ribbons; and learn how to add quick and fun “on-the-spot” contests to your competitive exhibit buildings.  
*Presented by Paula Smith (Erie County Fair, NY) and Stuart Sanders (State Fair of Virginia)*

Room 302 B & C  
**Our Audience – Measuring the Mood of Crowds**  
(ADVANCED)  
How do we measure the impact an artist or performance has on a crowd? How do we determine the value of the entertainment in terms of lifting the crowd mood? Lynelle Smith is an experienced showground Entertainment Manager from Sydney, Australia. Join her on a journey to fulfill her curiosity on how to measure crowd mood. Commencing with wanting to count smiles then deviating to the world of data science, AI, and machine learning. The end result is a very surprising tool to read people via digital feature extraction and analysis. If you want to see the future of technology applications, this is definitely one to catch!  
*Presented by Lynelle Smith (Royal Agricultural Society of NSW)*

3:15 pm-4:00 pm  
Room 220  
**Ticketing Networking Session**  
Come join this moderated session with other attendees interested in the various ticketing options available for fairs. Kicked off with a networking activity, you are sure to walk away with new ideas and a network of peers.  
*Moderated by Angel Moore (Alameda County Fair, CA) and Gail Anderson (Minnesota State Fair)*

4:10 pm-4:30 pm  
Room 220  
**First-Timer Team Meetings**  
If you are a first-time attendee and participated in the First Friends reception on Sunday, take this opportunity to meet with your team leader to debrief about your day. Then off to the Awards Reception!  
*4:30 pm*

4:45 pm-5:15 pm  
Lila Cockrell Theatre  
**Fair-A-Thon Solutions Presentation**  
Our Change Agents have been working on a solution to your biggest challenge. Come hear from these industry experts about their findings.  
*Change Agents to include Brendan Christou (EKKA Royal National Agricultural & Industrial Association, QLD); Rob Lumsden (Western Fair, ON); Jeff Ketcham (Laramie County Fair, WY); Maria Lucero (Erie County Fair, NY); and Scott Worth (Iowa State Fair)*  
*Change Orchestrator: Jessica Klumpp (Florence County Fair, WI)*  
*Sponsored by ShoWorks*

5:15 pm-7:00 pm  
Lila Cockrell Theatre  
**Champions Awards & Reception**  
Join us in recognizing the Innovation in Sponsorship (sponsored by Etix) and Hall of Honor Communications (sponsored by K&K Insurance) award champions, the OABA Circle of Excellence recipients, Non-Fair Facility Usage award winners, champions of the Coca-Cola Company Membership contests, and Convention scholarship winners, including the Rhonda Livingstone “Dream Big” Memorial Scholarship. Following the awards, celebrate the award-winners and the 2019 Institute of Fair Management (IFM) graduates, alumni, and enrollees – our true Champions of Change!  
*Masters of Ceremonies for Awards Reception: Emily Grunewald (Red River Valley Fair Association, ND) and Jennifer Dunn (Linn County Fair, IA)*  
*Reception Sponsored by Spectra by Comcast Spectacor*  
*Beer, wine, and hors d’oeuvres provided*
8:30 am-2:00 pm  Room 221 A  

**Consumer Protection Program E. coli Workshop**

Contamination from E. coli and other enteric pathogens continues to pose a tremendous risk to all fairs when fair guests interact with animals in livestock barns, petting zoos, birthing centers, etc. In this workshop, you’ll learn more about the pathogen, discover operational and management options any size fair can implement, and meet one-on-one with workshop facilitators to review programs you have in place at your facility. Each attendee will:

- Receive and take home a 3-ring binder which includes workshop information and includes templates for record keeping and signage.
- Participate in a sample exercise to identify contact zones and types of corrective actions to be deployed.
- Learn about a variety of operation tactics to consider for corrective actions appropriate for their own particular situation.

- Meet one-on-one with Dr. Stephen Neel or Joe Yedlik, CVFM to review the particulars of their site – what is currently being done to protect guests and what tactics to consider implementing.
- Receive a certificate of completion.

**ADDITIONAL FEE REQUIRED**

**Through November 1st, registration for CPP is $150 for your fair’s first attendee and $135 (with binder) or $119 (no binder) for each additional attendee; after November 1st, on-site pricing is $175 for your fair’s first attendee and $160 (with binder) or $144 (no binder) for each additional attendee.**

Presented by Dr. Stephen Neel (Technical Solutions International) and Joe Yedlik, CVFM (Great Jones County Fair, IA)

This is a required for-credit course of the Institute of Fair Management, but all IAFE members are encouraged to participate.

**Sponsored by Haas & Wilkerson Insurance**

9:00 am-11:00 am  Room 221 D

**IAFE Board of Directors Meeting & Breakfast**

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**SHOWMEN’S LEAGUE OF AMERICA (SLA) EVENTS**

Located in the Grand Hyatt, next door to the Convention Center

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**MONDAY, DECEMBER 2, 2019**

11:00 am-4:00 pm  Grand Hyatt

SLA Exhibitor’s Lounge

SLA Badge Required

4:15 pm  Grand Hyatt

SLA Annual Meeting

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**TUESDAY, DECEMBER 3, 2019**

9:00 am-10:00 am  Grand Hyatt

SLA Memorial Service

10:00 am-11:00 am  Grand Hyatt

SLA Board Meeting

11:00 am-4:00 pm  Grand Hyatt

SLA Exhibitor’s Lounge

6:30 pm-11:30 pm  Grand Hyatt

SLA Cocktails & Banquet

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**NOTE:** A Registered Attendee Badge is Required for Admittance to ALL IAFE Events and Areas
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437 & 439

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Come see us at the IAFE Convention and Tradeshow Dec.2-4 in San Antonio and enter to WIN a FREE custom feather flag kit for your event!
Be Sure To Visit

THE IAFE TRADE SHOW

in Exhibit Hall 1

at the
Henry B. Gonzalez Convention Center

– MONDAY –
December 2
2:00 to 5:30 p.m.

– TUESDAY –
December 3
1:00 to 5:30 p.m.

– WEDNESDAY –
December 4
10:00 a.m. to
1:30 p.m.
**Exhibitors**

**Beyond Spots & Dots**  
**Booth(s):** 240  
1034 5th Ave  
Pittsburgh, PA 15219-6225  
(412) 576-8641  
mquery@beyondspotsanddots.com

www.beyondspotsanddots.com

**Bright White Paper Co.**  
**Booth(s):** 936  
4322 SW Port Way  
Palm City, FL 34990  
(772) 223-5511  
chelsea@brightwhitepaper.com

www.brightwhitepaper.com

**Capitol International Productions**  
**Booth(s):** 308  
9006 Pawnee Cove  
Negley, OH 44411-9745  
(330) 227-2000  
rbose@capitolint.com

www.capitolint.com

**Class Act Performing Artists & Speakers, Inc.**  
**Booth(s):** 907  
1690 Cottage Dr  
Lake Geneva, WI 53147-4849  
(262) 245-0700  
class-act@class-act.com

www.class-act.com

**The Big Bounce America**  
**Booth(s):** 453, 455  
2637 E Atlantic Blvd #4096  
Pompano Beach, FL 33062  
(561) 283-2550  
cammy@hdsents.com

www.thebigbounceamerica.com

**Birds N Beasts Inc.**  
**Booth(s):** 205  
PO Box 97136  
Las Vegas, NV 89193-7136  
(702) 896-4274  
birdmanlv@aol.com

www.birdsnbeasts.com

**Bissell Commercial**  
**Booth(s):** 229  
100 Armstrong Rd  
Plymouth, MA 02360-7219  
(800) 242-1378  
terri@bgfloorcare.com

www.bissellcommercial.com

**Bohm’s Family Entertainment**  
**Booth(s):** 829  
4028 Southwood Dr  
Mt Pleasant, WI 53403-9436  
(262) 994-4707  
www.bohmsfamilyentertainment.com

**Booking 4 Nashville**  
**Booth(s):** 814  
1639 Murfreesboro Rd  
Lebanon, TN 37090-5311  
(314) 242-1378  
teri@bgfloorcare.com

www.booking4nashville.com

**Brave Enough Artist Agency**  
**Booth(s):** 839  
135 Ridgeway Trace  
Hendersonville, TN 37075-2093  
(727) 505-3653  
shane@braveenough.com

www.braveenough.com

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(772) 223-5511  
chelsea@brightwhitepaper.com

www.brightwhitepaper.com

**Pat Brunner & Associates Inc/ The Diamonds**  
**Booth(s):** 909  
PO Box 90142  
Indianapolis, IN 46290-0142  
(317) 475-1900  
patbrunnerandassociates.com

www.patrioticpromotions.com

**The Big Bounce America**  
**Booth(s):** 453, 455  
2637 E Atlantic Blvd #4096  
Pompano Beach, FL 33062  
(561) 283-2550  
cammy@hdsents.com

www.thebigbounceamerica.com

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birdmanlv@aol.com

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(727) 505-3653  
shane@braveenough.com

www.braveenough.com

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Palm City, FL 34990  
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chelsea@brightwhitepaper.com

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PO Box 90142  
Indianapolis, IN 46290-0142  
(317) 475-1900  
pbainc@comcast.net

www.patbrunnerandassociates.com

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Rockport, MA 01966-1247  
(978) 857-1476  
johnniebubar@hotmail.com

www.johnniebubar.com

**Bula Booking**  
**Booth(s):** 947  
3717 Shadyside Ave  
Ashtabula, OH 44004-9250  
(440) 228-7333  
bulabooking@gmail.com

www.bulabooking.com

**CEW Enterprises/ Sport Fence International**  
**Booth(s):** 639  
PO Box 965  
Strasburg, CO 80136-0965  
(303) 748-5573  
info@cewsport.com

www.cewenterprisesinc.com

**Chef Landry**  
**Booth(s):** 800  
740 Joe Miller Rd  
Lake Charles, LA 70611-4606  
(337) 515-2458  
scott@cheflandry.com

www.cheflandry.com

**Chicago Honey Bear Dancers**  
**Booth(s):** 721  
PO Box 8866  
Carol Stream, IL 60188-0664  
(630) 863-2623  
cheflandry@gmail.com

www.cheflandry.com

**Coronas of Hollywood Fair Entertainment**  
**Booth(s):** 725, 727, 824, 826  
211 Rye Rd NE  
Bradenton, FL 34212-9049  
(941) 741-0809  
sergecoronas@aol.com

www.circushollywood.com

**Conventions, Sports & Leisure International**  
**Booth(s):** 828  
520 Nicollet Mall Ste 520  
Minneapolis, MN 55402-1047  
(612) 294-2000  
www.csintl.com

www.csintl.com

**The Coca-Cola Company**  
**Booth(s):** 301, 303, 400, 402  
115 S Lois Ave #103  
Tampa, FL 33609  
(813) 344-9593  
www.coca-cola.com

**Communications Direct**  
**Booth(s):** 736  
710 N Aberdeen St  
Chicago, IL 60642-5860  
(312) 829-7770  
eric@commdirect.com

www.commdirect.com

**ConnectFun by Etix**  
**Booth(s):** 407, 409  
909 Aviation Pkwy Ste 900  
Morrisville, NC 27560-9000  
(855) 704-8976  
paul@etix.com

www.connectfun.com

**Connecting Dots**  
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www.cheflandry.com

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(630) 863-2623  
cheflandry@gmail.com

www.cheflandry.com

www.lafeconvention.com
The Cowboy Circus
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3590 Oberon Ave
Boynton Beach, FL 33436-3410
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thecowboycircus@gmail.com
www.thecowboycircus.com

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joelb719@gmail.com
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michaela.deggeller@gmail.com
www.deggeller.com

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www.k9frisbee.com

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(416) 300-3473
director@dispatchtalent.com
https://dispatchtalent.com

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(715) 634-9757
lumberjackshow@jrecoop.com
www.timberworkslumberjackshow.com

The One Man Band, Marc Dobson
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383 Chester Dr
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(407) 399-7673
marc@marcdobson.com
www.marcdobson.com

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5690 Wolff Rd
Medina, OH 44256-9485
(330) 241-4975
brian.sharenow@dockdogs.com
www.dockdogs.com

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Booth(s): 846
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Seagoville, TX 75159-4101
(214) 282-2030
jorgedt22@hotmail.com

Domínguez Entertainment Majestik Spectacular
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erick@majestikspectacular.com
www.majestikspectacular.com

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jason@dvaude.com
www.123higher.com

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www.thedweebs.com

EMC Tickets
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Land O Lakes, FL 34638-5810
(813) 714-0274
steve@emctickets.com
www.emctickets.com

Event Hub
Booth(s): 347
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Sherman Oaks, CA 91403
(310) 405-9447
michael@eventhub.net
https://eventhub.net/

EventPro Software
Booth(s): 215
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(612) 799-4979
roger@evergreenmusicnetwork.com
www.evergreenmusicnetwork.com

Fair Payment Processing by UMS Banking
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Glendale, CA 91203-1074
(818) 207-0316
suzanne@umsbanking.com
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Norwalk, OH 44857-0350
(419) 688-3746
orders@fairsupplies.com
www.fairpublishing.com

FairEntry
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(512) 444-7240
sales@fairentry.com
www.fairentry.com

EuroShine USA Inc.
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(352) 596-4555
info@euroshine.com
www.euroshine.com
Hillbilly Bob/Farmer Bob
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3355 Hwy D-65
Dysart, IA 52224-9751
(319) 290-5073
hillbillybobandoldruthie@yahoo.com

HogDiggityDog Show
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4411 Bee Ridge Rd #129
Sarasota, FL 34233
(941) 539-6883
hkreno@aol.com

HomeTown Mobility
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101 Jackson St
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(712) 938-2029
chads@hometownmobilityia.com
www.htmia.com

Hot Glass Academy
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141 E Furlow St, Apt C
Americus, GA 31709-4095
(585) 704-6942
info@hotglassacademy.com
www.hotglassacademy.com

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“A Salute to the Eagles”
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PO Box 2111
Lake Arrowhead, CA 92352-2111
(909) 336-7033
gcd123@aol.com
www.hotcal.com

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Brian Varano
Booth(s): 849
85-175 Farrington Hwy Apt C30
Waianae, HI 96792-2196
(808) 451-4909
brianvarano@gmail.com

Hypnotist Susan Rosen/SMR Productions
Booth(s): 917, 919
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www.hypnotistsusanrosen.com

IG Presents (formerly Imagination Gallery)
Booth(s): 731, 733
1660 Seacoast Dr Unit D
Imperial Beach, CA 91932-3162
(901) 553-4051
pam@wildscience.com
www.igpresents.com

Imagine Exhibitions
Booth(s): 113
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(678) 386-9045
estrickland@imagineexhibitions.com
www.imagineexhibitions.com

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Longwood, FL 32279
(386) 677-7882
browen645@yahoo.com
www.indianaticket.com

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Burbank, CA 91505-2554
(818) 748-3401
trishmorford@gmail.com
www.isaattractions.com

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www.jaysonpromotions.com

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(312) 447-2010
chad@chjc.com
www.chjc.com

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<th>Email Addresses</th>
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Category 1 – Agricultural exhibitor events, awards, participation incentives or retention programs

Div. 1 El Paso County Fair, Colo.
Div. 2 American Royal Association, Mo.
Div. 3 Pima County Fair, Ariz.
Div. 4 Indiana State Fair
Div. 5 Minnesota State Fair

Category 2 – Technique/procedure/policy developed by Fair Management to correct an issue or challenge related to an agricultural program

Div. 1 Red River Valley Fair Association, N.D.
Div. 2 American Royal Association, Mo.
Div. 3 Royal National Agricultural and Industrial Association (Ekka)
Div. 4 Royal Agricultural Society of NSW
Div. 5 Minnesota State Fair

Category 3 – Newly established or evolving program/exhibit at your fair which promotes agriculture to the fair-going public

Div. 1 North Idaho State Fair
Div. 2 Williamson County Fair, Tenn.
Div. 3 Clay County Fair, Iowa
Div. 4 California State Fair
Div. 5 Iowa State Fair

Category 4 – Program/event/exhibit designed to educate consumers/ fair-going public of a current agriculture or Fair industry challenge

Div. 1 Greater Hillsborough County Fair Association, Inc., Fla.
Div. 2 Ozark Empire Fair, Mo.
Div. 3 Pennsylvania Farm Show
Div. 4 Royal Agricultural Society of NSW
Div. 5 Iowa State Fair

Category 5 – Non-fair related agriculture event/program which is produced or co-produced by your fair

Div. 1 North Idaho State Fair
Div. 2 Western Fair, Ontario
Div. 3 Royal National Agricultural and Industrial Association (Ekka)
Div. 4 California State Fair
Div. 5 Minnesota State Fair

Category 6 – Unique partnership for an exhibit/promotion/special event/ competition showcased during the fair

Div. 1 North Idaho State Fair
Div. 2 Ozark Empire Fair, MO
Div. 3 Missouri State Fair
Div. 4 Royal Agricultural Society of NSW
Div. 5 Iowa State Fair

Category 7 – Innovative way(s) technology is used to benefit agriculture program(s) at your fair

Div. 2 Ozark Empire Fair, Mo.
Div. 3 Missouri State Fair
Div. 4 National Western Stock Show and Rodeo, Colo.
Div. 5 Wisconsin State Fair

Category 8 – Agriculture Communications

Div. 1 North Idaho State Fair
Div. 2 Ozark Empire Fair, Mo.
Div. 3 Clay County Fair, Iowa
Div. 4 Indiana State Fair
Div. 5 Minnesota State Fair

Category 9 – Agriculture programs video

Div. 1 Douglas County Fair & Rodeo, Colo.
Div. 2 Washington County Fair, N.Y.
Div. 3 Royal National Agricultural and Industrial Association (Ekka)
Div. 4 Wilson County Fair, Tenn.
Div. 5 Minnesota State Fair

Category 10A – Agriculture Individual Photo: Livestock (Not Equine)

Div. 1 North Idaho State Fair
Div. 2 Walworth County Fair, Wis.
Div. 3 Royal National Agricultural and Industrial Association (Ekka)
Div. 4 California State Fair
Div. 5 Iowa State Fair

Category 10B – Agriculture Individual Photo: Horticulture/Crops

Div. 1 Cabarrus County Fair, N.C.
Div. 2 Washington County Fair, N.Y.
Div. 3 Clay County Fair, Iowa
Div. 4 Royal Agricultural Society of NSW
Div. 5 Eastern States Exposition (The Big E), Mass.

Category 10C – Agriculture Individual Photo: Equine

Div. 1 Grady County Fairgrounds & Event Center, Okla.
Div. 2 Great Frederick Fair, Md.
Div. 3 Clay County Fair, Iowa
Div. 4 California State Fair
Div. 5 Iowa State Fair

Category 10D – Agriculture Individual Photo: Rodeo

Div. 1 Grant County Fair, Wis.
Div. 2 Elkhart County 4-H Fair and Agricultural Exposition, Inc., Ind.
Div. 3 Georgia National Fair
Div. 4 Royal Agricultural Society of NSW
Div. 5 Iowa State Fair

Agricultural Awards Judges: Theresa Agricola, South Florida Fair; Jen Cannon, Iowa State Fair; Kirby Dygert, Erie County Fair, N.Y.; Robert Fogle, Maryland State Fair; Chris Garmon, Kern County Fair, Calif.; Emily Grunwald, Red River Valley Fair, N.D.; Robin Hauck, Butte County Fair, Calif.; Karl Hengst, Houston Livestock Show and Rodeo, Texas; Robin Hensersky, Wisconsin State Fair; Brandi Herndon, Tulsa State Fair, Okla.; Elena Hovagimian, Eastern States Exposition, Mass.; Brenda Jackson, Northwest Georgia Agriculture Fair; Joslyn Jones, San Antonio Stock Show and Rodeo, Texas; Laura Kwilos, Erie County Fair, N.Y.; Angela Miller, Roosevelt County Fair, Mont.; Miranda Muir, Elkhart County 4-H Fair, Ind.; Jill Nathe, Minnesota State Fair; Kady Porterfield, Kittitas County Fair, Wash.; Cassie Reid, Ozark Empire Fair, Mo.; Jo Reynolds, Warren County Fair, Iowa; Dawn Roe, Rio Grande Valley Livestock Show & Rodeo, Texas; Diana Sinner, Canyon County Fair, Idaho; Stacy Starr, El Paso County Fair, Colo.; Jeff Thayne, San Antonio Stock Show and Rodeo, Texas; Cami Wendel, Erie County Fair, N.Y.; Donna Woolam, Eastern States Exposition, Mass.; Emily Wynn, Iowa State Fair

NOTE: Category plaques and certificates are available for pick up in the Ed Shed on Tuesday and Wednesday.
Contest Winners

Category 10E – Agriculture Individual
Photo: Ag Education (4-H/FFA)
Div. 1 Cabarrus County Fair, N.C.
Div. 2 State Fair of Virginia
Div. 3 Florida State Fair
Div. 4 Royal Agricultural Society of NSW
Div. 5 Erie County Fair, N.Y.

Category 11 – Agriculture program area beautification
Div. 1 Benton County Fair, Minn.
Div. 2 Ozark Empire Fair, Mo.

Category 12 – Any other agriculture program/exhibit
Div. 1 Wayne Regional Agricultural Fair, N.C.
Div. 2 Northwest Washington Fair
Div. 3 Pennsylvania Farm Show
Div. 4 California State Fair
Div. 5 Erie County Fair, N.Y.

2019 IAFE Competitive Exhibits Awards

Sponsored by North American Midway Entertainment

Awards will be presented at the Tuesday General Session, Dec. 3 at 8:30 a.m.

Category 1 – Competitive Exhibits New Display Method and/or Prop
Div. 1 Douglas County Fair & Rodeo, Colo.
Div. 2 Great Frederick Fair, Md.
Div. 3 Georgia National Fair
Div. 4 Wilson County Fair, Tenn.
Div. 5 Wisconsin State Fair

Category 2A – New Single Class of Competitive Exhibits
Div. 1 Bonner County Fair, Idaho
Div. 2 Walworth County Fair, Wis.
Div. 3 Nebraska State Fair
Div. 4 Wilson County Fair, Tenn.
Div. 5 San Diego County Fair, Calif.

Category 2B – New Division of Competitive Exhibits
Div. 2 Walworth County Fair, Wis.
Div. 3 Nebraska State Fair
Div. 4 Indiana State Fair
Div. 5 Wisconsin State Fair

Category 3 – Use of Theme Throughout Multiple Divisions of Competitive Exhibits
Div. 1 Barton County Fair, Kans.
Div. 2 Tennessee Valley Fair
Div. 3 California Mid-State Fair
Div. 4 Wilson County Fair, Tenn.
Div. 5 San Diego County Fair, Calif.

Category 4A – Create It on the Spot Contest
Div. 1 Roosevelt County Fair, Mont.
Div. 2 Tennessee Valley Fair
Div. 3 North Dakota State Fair
Div. 4 Wilson County Fair, Tenn.
Div. 5 San Diego County Fair, Calif.

Category 4B – Participatory Contest
Div. 1 El Paso County Fair, Colo.
Div. 2 Tennessee Valley Fair
Div. 3 Royal National Agricultural and Industrial Association (Ekka)
Div. 4 Wilson County Fair, Tenn.
Div. 5 San Diego County Fair, Calif.

Category 4C – Special Contest
Div. 1 Washington County Fair, Wis.
Div. 2 Spokane County Fair and Expo Center, Wash.
Div. 3 California Mid-State Fair
Div. 4 California State Fair
Div. 5 Wisconsin State Fair

Category 5A – New Contest to Attract New Competitive Exhibitors
Div. 1 North Idaho State Fair
Div. 2 Tennessee Valley Fair
Div. 3 Royal National Agricultural and Industrial Association (Ekka)
Div. 4 Indiana State Fair
Div. 5 Wisconsin State Fair

Category 5B – New Method to Attract New Competitive Exhibitors
Div. 1 North Idaho State Fair
Div. 2 Tennessee Valley Fair
Div. 3 Royal National Agricultural and Industrial Association (Ekka)
Div. 4 Indiana State Fair
Div. 5 Wisconsin State Fair

Continued on page 48

Competitive Exhibits Awards Judges: Jill Albanese, Wisconsin State Fair; Tiffany Burrow, Alameda County Fair, Calif.; Mary Check, Rock County 4-H Fair, Wis.; Kimberly Clark, Dunnville Agricultural Society, Ontario; Pat Cookson, Collier County Fair, Fla.; Fran Crone, Southwest Florida and Lee County Fair; Cathy Germain, Wilson County Fair, Tenn.; Eileen Grzenia, Walworth County Fair, Wis.; Robin Hauck, Butte County Fair, Calif.; Rachel Jacobsen, Alameda County Fair, Calif.; Nicole Jones, St. Lucie County Fair, Fla.; Jessie McLaughlin, Spokane County Interstate Fair, Wash.; Helen McPeak, Wilson County Fair, Tenn.; Miranda Muir, Elkhart County 4-H Fair, Ind.; Nancy Nortz, Oklahoma State Fair; Steve Patterson, Hendricks County 4-H & Agricultural Fair, Ind.; Stuart Sandaes, State Fair of Virginia; Paula Smith, Erie County Fair, N.Y.; Pat Wallace, San Diego County Fair, Calif.; Rhonda Ward, Collier County Fair, Fla.; Alison Wells, California State Fair; Cami Wendel, Erie County Fair, N.Y.; Denise Zirbel, Kenosha County Fair, Wis.
### Contest Winners

Continued from page 47

**Category 6 – Off Season Contest or Activity**
- Div. 1 Roosevelt County Fair, Mont.
- Div. 2 Walworth County Fair, Wis.
- Div. 3 Missouri State Fair
- Div. 4 Wilson County Fair, Tenn.
- Div. 5 Wisconsin State Fair

**Category 7 – Fair Activity to Increase Awareness of Competitive Exhibits**
- Div. 1 Douglas County Fair & Rodeo, Colo.
- Div. 2 Walworth County Fair, Wis.
- Div. 3 Missouri State Fair
- Div. 4 Wilson County Fair, Tenn.
- Div. 5 Wisconsin State Fair

**Category 8A – Competitive Exhibit Display – Single Photo**
- Div. 1 North Idaho State Fair
- Div. 2 Walworth County Fair, Wis.
- Div. 3 Georgia National Fair
- Div. 4 Indiana State Fair
- Div. 5 Wisconsin State Fair

**Category 8B – Competitive Exhibit Display – Photo Series**
- Div. 1 North Idaho State Fair
- Div. 2 Williamson County Fair, Tenn.
- Div. 3 Pennsylvania Farm Show
- Div. 4 Royal Agricultural Society of NSW
- Div. 5 Wisconsin State Fair

**Category 9A – General Display at your Fair – Single Photo**
- Div. 1 Martin County Fair, Fla.
- Div. 2 Great Frederick Fair, Md.

### 2019 IAFE Hall of Honor Communications Awards

**Sponsored by K&K Insurance**

Awards will be presented at the Champions Awards and Reception on Wednesday, Dec. 4, at 5:15 p.m.

**Category 1 – Television**
- Div. 1 Red River Valley Fair Association, N.D.
- Div. 2 San Mateo County Fair, Calif.
- Div. 3 Royal Agricultural Society of Western Australia
- Div. 4 Ohio State Fair
- Div. 5 Eastern States Exposition (The Big E), Mass.

**Category 2 – Radio**
- Div. 1 North Idaho State Fair
- Div. 2 Washington County Fair, N.Y.
- Div. 3 Ventura County Fair, Calif.
- Div. 4 Oklahoma State Fair
- Div. 5 Eastern States Exposition (The Big E), Mass.

**Category 3 – Newspaper Ad: Black & White**
- Div. 1 Douglas County Fair & Rodeo, Colo.
- Div. 2 State Fair of Virginia
- Div. 3 Nebraska State Fair
- Div. 4 California State Fair
- Div. 5 Washington State Fair

**Category 4 – Newspaper Ad: Color**
- Div. 1 Washington Town & Country Fair, Mo.
- Div. 2 Eastern Idaho State Fair
- Div. 3 Nebraska State Fair
- Div. 4 California State Fair
- Div. 5 Wisconsin State Fair

**Category 5. Magazine Ad**
- Div. 1 Cabarrus County Fair, N.C.
- Div. 2 State Fair of Virginia
- Div. 3 South Carolina State Fair
- Div. 4 Ohio State Fair
- Div. 5 Wisconsin State Fair

**Category 6 – Single Brochure/Flyer**
- Div. 1 Adams County Fair, Colo.
- Div. 2 Eastern Idaho State Fair
- Div. 3 North Dakota State Fair
- Div. 4 California State Fair
- Div. 5 Wisconsin State Fair

**Category 7 – Electronic Newsletter**
- Div. 1 Washington Town & Country Fair, Mo.
- Div. 2 Western Fair, Ontario
- Div. 3 Western Idaho Fair
- Div. 4 Indiana State Fair
- Div. 5 Erie County Fair, N.Y.

**Category 8 – Printed Promotional Material**
- Div. 1 Douglas County Fair & Rodeo, Colo.
- Div. 2 Eastern Idaho State Fair
- Div. 3 Royal National Agricultural and Industrial Association (Ekka)
- Div. 4 Oklahoma State Fair
- Div. 5 Washington State Fair

**Category 9 – Commemorative Poster**
- Div. 1 Montana Fair
- Div. 2 Ventura County Fair, Calif.
- Div. 3 North Dakota State Fair
- Div. 4 Indiana State Fair
- Div. 5 Washington State Fair

**Category 10 – Promotional/Advertising Poster**
- Div. 1 Saratoga County Fair, N.Y.
- Div. 2 Eastern Idaho State Fair
- Div. 3 Georgia National Fair
- Div. 4 Indiana State Fair
- Div. 5 Eastern States Exposition (The Big E), Mass.

**Category 11 – Miscellaneous Marketing/ Promotional Display or Piece (Pre-Fair)**
- Div. 1 Douglas County Fair & Rodeo, Colo.
- Div. 2 Tennessee Valley Fair
- Div. 3 North Dakota State Fair
- Div. 4 Indiana State Fair
- Div. 5 Wisconsin State Fair

**Category 12 – Miscellaneous Marketing/ Promotional Display or Piece (During Fair)**
- Div. 1 Adams County Fair, Colo.
- Div. 2 Waukesha County Fair, Wis.

**Category 8B – Competitive Exhibit Display – Photo Series**
- Div. 1 North Idaho State Fair
- Div. 2 Williamson County Fair, Tenn.
- Div. 3 Pennsylvania Farm Show
- Div. 4 Royal Agricultural Society of NSW
- Div. 5 Wisconsin State Fair

Division Winners and Supreme Champion

Results will be displayed in the Ed Shed and announced at the Tuesday General Session.

NOTE: Category plaques and certificates are available for pick up in the Ed Shed on Tuesday and Wednesday.
Contest Winners

Hall of Honor Communications Awards Judges: Kathy Allen, South Carolina State Fair; Chris Ashby, Larimer County Fair, Colo.; Shari Bazydola, Wilson County Fair, Tenn.; Joel Bieschke, Creative Community Promotions LLC; Marty Biniasz, Erie County Fair, N.Y.; Holly Bottrell, Oklahoma State Fair; Jen Bradwell, Iowa State Fair; Kristin Chuckel, Wisconsin State Fair; Jessica Cieciwis, Allentown Fair, Pa.; Rita De Mier, South Florida Fair; Jeri Delys, N.W. Montana Fair & Rodeo; Steve Graustein, Fryeburg Fair, Maine; Amanda Griesheimer, Washington Town and Country Fair, Mo.; Linda Haack, Madison County Fair and Rodeo, Neb.; Roxanne Hack, OC Fair, Calif.; Vickie Hayward, Ozark Empire Fair, Mo.; Judy Heise, South Carolina State Fair; Jamie Jones, Grady County Fair, Okla.; Gretchen Kirchmann, Nebraska State Fair; Andrew Kroening, Wisconsin State Fair; Breann Lenzmeier, Red River Valley Fair, N.D.; Becca Lickfeld, Erie County Fair, N.Y.; Kris Lowe, Clinton County Fair, Ill.; Brianda Martinez, Arizona State Fair; Kari Mergen, Missouri State Fair; Sierra Monses, Missouri State Fair; Angel Moore, Alameda County Fair, Calif.; Aaron Owen, Ozark Empire Fair, Mo.; Christine Noonan, Minnesota State Fair; Marianne Pelletier, Wilson County Fair, Tenn.; Sarah Ray, South Carolina State Fair; Derek Ricci, Brown County Fair, S.D.; Chelsey Roberts, Kern County Fair, Calif.; Alicia Shoults, Ohio State Fair; Jeff Shreaves, Florida State Fair; Lauren Sides, San Antonio Stock Show and Rodeo, Texas; Holly Smyczynski, Erie County Fair, N.Y.; Abby Suchomski, Tennessee Valley Fair; Brittney Teverbaugh, North Idaho State Fair; Anna Whelchel, Indiana State Fair; Andrea Wiesenmeyer, Clay County Fair, Iowa; Mindy Williamson, Iowa State Fair; Andrea Woollen, Buffalo County Fair, Neb.

Continued

Category 13 – Promotional Advertising: Outdoor
Div. 1 Adams County Fair, Colo.
Div. 2 Eastern Idaho State Fair
Div. 3 Missouri State Fair
Div. 4 Ohio State Fair
Div. 5 Eastern States Exposition (The Big E), Mass.

Category 14 – Web Advertisement
Div. 1 Cabarrus County Fair, N.C.
Div. 2 Eastern Idaho State Fair
Div. 3 Evergreen State Fair, Wash.
Div. 4 Ohio State Fair
Div. 5 Washington State Fair

Category 15 – Miscellaneous Use of Technology to Promote Fair/Event
Div. 1 Brazos Valley Fair & Rodeo, Texas
Div. 2 Tennessee Valley Fair
Div. 3 South Carolina State Fair
Div. 4 California State Fair
Div. 5 Wisconsin State Fair

Category 16. Unique Advertising Specialties/Merchandise/Souvenirs
Div. 1 Isle of Wight County Fair, Va.
Div. 2 Tennessee Valley Fair
Div. 3 South Carolina State Fair
Div. 4 National Western Stock Show and Rodeo, Colo.
Div. 5 Wisconsin State Fair

Category 17 – Social Media/ Mobile Campaign
Div. 1 Sac County Fair, Iowa
Div. 2 State Fair of Virginia
Div. 3 Missouri State Fair
Div. 4 California State Fair
Div. 5 Washington State Fair

Category 18 – Promotional Event
Div. 1 Red River Valley Fair Association, N.D.
Div. 2 Ozark Empire Fair, Mo.
Div. 3 California Mid State Fair
Div. 4 California State Fair
Div. 5 Iowa State Fair

Category 19 – Website
Div. 1 El Paso County Fair, Colo.
Div. 2 American Royal Association, Mo.
Div. 3 Dixie Classic Fair, N.C.
Div. 4 Miami Dade County Fair & Exposition, Fla.
Div. 5 Eastern States Exposition (The Big E), Mass.

Category 20 – Mobile App
Div. 2 Antelope Valley Fair Association, Calif.
Div. 3 Western Idaho Fair
Div. 5 Washington State Fair

Category 21 – Best Marketing Campaign, Judges Creative, and Best of Show
Results will be displayed in the Ed Shed and announced at the Wednesday Champions Awards and Reception.

GET YOUR CONTEST USB!

Sponsored by North Carolina State Fair

Enjoy most winning entries from the 2019 IAFE Annual Contests from the comfort of your home when you pick up the USB in the Ed Shed.

Limit one per fair – visit the Ed Shed Help Desk for more information.

#iafe2019  #followmetotheiafe
2019 IAFE Innovation in Sponsorship Awards

Sponsored by Etix

Awards will be presented at the Champions Awards and Reception on Wednesday, Dec. 4 at 5:15 p.m.

Category 1 – Sponsorship Innovation
Div. 1 Wayne Regional Agricultural Fair, N.C.
Div. 2 Northwest Washington Fair
Div. 3 Alaska State Fair
Div. 4 Royal Agricultural Society of NSW
Div. 5 Washington State Fair

Category 2 – First Time Sponsorship
Div. 1 Wayne Regional Agricultural Fair, N.C.
Div. 2 Elkhart County 4-H Fair and Agricultural Exposition Inc., Ind.
Div. 3 North Dakota State Fair
Div. 4 Florida Strawberry Festival
Div. 5 Wisconsin State Fair

Category 3 – Sponsorship Continuity
Div. 1 Red River Valley Fair Association, N.D.
Div. 2 Northwest Washington Fair
Div. 3 Western Idaho Fair
Div. 4 National Western Stock Show and Rodeo, Colo.
Div. 5 Wisconsin State Fair

Best of Division
Results will be displayed in the Ed Shed and announced at the Wednesday Champions Awards and Reception.

Innovation in Sponsorship Awards
Judges: Theresa Agricola, South Florida Fair; Kristin Bright, Tennessee Valley Fair; Amber Burda, San Antonio Stock Show and Rodeo, Texas; Bridget Burns, Marshfield Fair, Mass.; Dianella Cantu, Rio Grande Valley Livestock Show, Texas; Meg Courter, Iowa State Fair; Roylene Crawford, Kittitas County Fair, Wash.; Maggie Ellison, Ohio State Fair; Kim Grewe-Powell, Oregon State Fair; Brian Hayes, Houston Livestock Show and Rodeo, Texas; Vicki Hayward, Ozark Empire Fair, Mo.; Kelly Larson, Alaska State Fair; Breann Lenzmeier, Red River Valley Fair, N.D.; Tawnia Linde, Clark County Fair, Wash.; Kari Mergen, Missouri State Fair; Van Miller, San Diego County Fair, Calif.; Jen Puente, Wisconsin State Fair; Kerry Smith, Tennessee Valley Fair; Jay Spicer, Martin County Fair, Fla.; Andrea Wiesenmeyer, Clay County Fair, Iowa

CONGRATULATIONS TO ALL 2019 CONTEST WINNERS!

Think you have something worthy of an award? Visit www.iafecontest.com for more information about the 2020 contest. Rules and forms will be available March 2020. The deadline to enter is October 1, 2020.

2019 IAFE Non-Fair Facility Usage Awards

Sponsored by Ungerboeck

Awards will be presented at the Champions Awards and Reception on Wednesday, Dec. 4, at 5:15 p.m.

Category 1 – Successful Non-Fair Event
Div. 1 El Paso County Fair, Colo.
Div. 2 Ozark Empire Fair, Mo.
Div. 3 Western Idaho Fair
Div. 4 Indiana State Fair
Div. 5 Erie County Fair, N.Y.

Category 2 – Specific Action/Campaign Used to Market Your Facility
Div. 2 Ozark Empire Fair, Mo.
Div. 3 North Dakota State Fair
Div. 5 Erie County Fair, N.Y.

Category 3 – Overall Campaign Used to Market Your Facility
Div. 1 North Idaho State Fair
Div. 2 Walworth County Fair, Wis.
Div. 3 North Dakota State Fair
Div. 4 Indiana State Fair

Non-Fair Facility Usage Awards Judges: Lonna Breshears, Western Idaho Fair; Bill Dutcher, MontanaFair; Tom Eshelman, Shenandoah County Fair, Va.; Alexia Jordan, North Idaho State Fair; Katie Plautz, Wisconsin State Fair; Dennis Voeller, Big Sky Country State Fair, Mont.

NOTE: Category plaques and certificates are available for pick up in the Ed Shed on Tuesday and Wednesday.
Jessica Underberg,
IAFE President & CEO Erie County Fair, Hamburg, NY
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2019 Membership Awards To Be Given at Wednesday’s Closing Party and Awards Reception

Awards for the 2019 Membership Contest, which concluded on Nov. 1, will be presented during the Closing Party and Awards Reception on Wednesday, December 4, from 5:00-7:00 pm.

In the individual competition, the top recruiters receive an award and the first place winner also receives $500 in cash.

1st place:
   Jo Reynolds, Warren County Agricultural Association, Iowa

2nd place (tie):
   Russ Marquart, New York State Association of Agricultural Fairs
   Emily Pitcock, Tennessee Association of Fairs

In the State and Provincial Recruitment Challenge, the following executives tied for recruiting the most new members among State and Provincial Association Executives and will each receive $250 cash:

Russ Marquart, New York State Association of Agricultural Fairs
Emily Pitcock, Tennessee Association of Fairs

In the Zone Challenge, the following Zones receive $500 for increasing the total number of fair members in their zone during the contest year.

Zone 7 – $500
Zone 8 – $500

In addition, Zone 7 receives an additional $500 for having the largest increase.

A drawing for $1,500 will be held at the Awards session for one of the above Zones for their efforts in recruiting new members.

Any individual who recruited at least one new member during the contest year, will qualify for the Grand Prize Drawing. This year’s Grand Prize, provided by Coca-Cola Refreshments, is a $3,000 Gift of Travel voucher. The winner will be drawn during the Closing Party and Awards Reception.

In addition to providing the $3,000 Gift of Travel as an incentive to recruit members, Coca-Cola offered scholarships to cover the registration fee for fair delegates who have not previously attended the IAFE Annual Convention and Trade Show.

Complimentary convention registrations were awarded to:
1. New fairs joining as a new member between Nov. 2, 2018, and Nov. 1, 2019, received one complimentary delegate registration to the IAFE Annual Convention and Trade Show.
2. Fairs who were already a member, have less than 100,000 in attendance, and have not previously attended an Annual Convention, could apply for a limited number of complimentary delegate registrations available for existing members.

Coca-Cola also sponsors the First Friends Reception at the 2019 IAFE Annual Convention, which will help new fair members and first-time attendees to become acquainted with each other.

The IAFE would like to thank Coca-Cola for their support of the 2019 Membership Contest and thank all those volunteering to serve as mentors to our new member fairs this year!

(November 2, 2018 - November 1, 2019)

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<th>IAFO MEMBER COMPETITION</th>
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<tr>
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<td>Emily Pitcock ............. 3</td>
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<td>Kathie Amspaugh .......... 1</td>
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<td>Clancy Anderson ........... 1</td>
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<td>Steve Bell .................. 1</td>
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<td>Aaron Owen ................ 1</td>
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<td>Jeff Thayne ............... 1</td>
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<td>Jennifer Wallace ........ 1</td>
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<td>Scott Wick ............... 1</td>
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