

**Fair Park
Committee:**

Ron Buchanan, Chair

Blane Poulson

Amy Kramer

Mike Burow

Scott Seefledt

**FAIR PARK COMMITTEE
CONVENTION AGENDA**

**January 11 – 14, 2009
All Day**

Jefferson County Fair Park Committee & Staff

Wisconsin Association of Fairs Convention

**Chula Vista Resort
2501 River Road
Wisconsin Dells, WI 53965**

1. Complete Agenda Attached
2. Adjourn

A quorum of the Fair Park Committee may be present.

TENTATIVE CONVENTION SCHEDULE
WISCONSIN ASSOCIATION OF FAIRS ANNUAL CONVENTION
JANUARY 11-14, 2009
CHULA VISTA RESORT, WISCONSIN DELLS, WI

SUNDAY, JANUARY 11, 2009

- 12:45 PM Fairest Committee Meeting – Laguna Vista
- 1:00-2:00 PM Executive Board Meeting – Executive Board Room
- 1:00 PM Grievance Committee Meeting – Executive Board Room
- 2:00 PM Convention Services Committee Meeting – Grand Ballroom Lobby
- 2:45 PM Fairest Registration Begins – Condo Lobby
- 3:00-8:00 PM Convention Registration Open – Grand Ballroom Lobby
- 3:00 PM Credentials Committee Meeting – Grand Ballroom Lobby
- 4:00 PM Special Projects Committee Meeting – Executive Board Room
- 4:00 PM Auction Committee – Riverview Room North
- 6:00-8:00 PM Carnival Night Reception – Grand Ballroom

MONDAY, JANUARY 12, 2009

- 7:00-9:00 AM Grand Buffet Breakfast
- 8:00 AM-4:00 PM Registration Desk Open
- Banquet Tickets on Sale
- 8:00 AM Fairest Introductions – Grand Ballroom
- 9:00-5:30 AM Judges Training Workshops – Santa Fe Rooms
- 9:00 AM Showcase Committee Meeting – Riverview Ballroom North
- 9:30 AM Special Projects Committee Set Up – Grand Ballroom
- 10:00 AM Convention Kick-Off & Special Projects Activities – Grand Ballroom
 - First 200 attendees eligible for special prize drawing.
 - Welcome – President Bill Marohl
 - Introduction of Board of Directors
 - Pledge of Allegiance and National Anthem, Claire Carroll, 2008 Fairest of Fairs
- 11:30 AM Keynote Speaker – Drake Hokanson and Carol Kratz present "Watching for the Ferris Wheel," which will cover a tour of fairs from Maine to California, with some good stories about what it's like to visit some 90 fairs in 35 states. As a friend once said, that's a lot of corn dogs. We'll introduce you to some fantastic "fairmakers" around the country, show you such great fair events as oxen pulls in Massachusetts, wild blueberry pie judging in Alaska, and the finest chicken dinner in Indiana. And we'll read you a few bits from our brand-new "Purebred and Homegrown: America's County Fairs," and talk about how Wisconsin's fairs stack up against those of the rest of the country.
- 12:15 PM Associate Introductions & Hall of Fame Presentations – Grand Ballroom

MONDAY, JANUARY 12, 2009 (continued)

1:00-4:30 PM Trade Show Kick-Off – Ballrooms A-I

Drawing at 4:15 PM – Must be present to win.

Photo, Media and Best Booth Contest – Ballrooms A-I

People's Choice Balloting – Awards at Banquet

Auction Items can be dropped off at the Riverview Rooms

1:00 PM First Time Attendees Meeting – Grand Ballroom

If it's your first time attending our convention, let us give you an overview of the convention.
Meet near the stage following the Associate introductions.

1:00 PM Resolutions Committee Meeting – Upper Dells Ballroom

2:00 PM Legislative Committee Meeting – Upper Dells Ballroom

4:30 PM Cheese Reception & Fairest Basket Reception – Riverview Rooms

5:30 PM Auction – Riverview Rooms

7:30 PM Showcase of Entertainment – Riverview Rooms

(immediately following the auction)

Cold, Sweat & Brew City Horns – Talent Associates

Kenny Ahern – The Memories

Monument – Variety Attractions, Inc.

The Gothard Sisters – Liz Gregory

Divas Through the Decades – G.L. Berg Entertainment

Flynnville Train – Klein's Attractions

Sound and Lights – STICHA BROS. SOUND, STAGE & LIGHTING

Madison, WI

9:30 – Midnight Hospitality – Grand Ballroom

TUESDAY, JANUARY 13, 2009

6:00-9:00 AM Grand Buffet Breakfast

7:30 AM-4:30 PM Registration Desk Open, Banquet Tickets on Sale

8:00-9:00 AM Workshops

WORKING WITH STATE LEGISLATORS – Sierra Vista

Jolene Plautz, our lobbyist, and Scott Gunderson, State Representative and Fair Board Members, will be on hand to discuss working with your state legislators. When do you communicate with them? What should you talk about? How can you make the most impact? They'll also discuss our future Fair Days at the Capitol.

MARKETING YOUR FAIR – Upper Dells Ballroom

Kathleen O'Leary from Wisconsin State Fair will discuss ways to Market Your Fair. Review the ways you market your fair and see what new ideas are out there.

FREE STAGES – Riverview North

Gary Berg, G.L. Berg and Bruce Sullivan, WI State Fair will discuss what makes free stages successful. What are you doing right and where can you improve?

INSURANCE – Riverview South

David Mello from K & K Insurance will continue their workshop from last year. Now that you have the agent and proper insurance, what's the next step?

9:00-9:30 AM Coffee Break

9:30-10:30 AM Workshops Repeat

TUESDAY, JANUARY 13, 2009 (continued)

- 9:30 AM Associate Committee Meeting – Ballrooms A-I
- 10:30 AM-2:30 PM Trade Show – Ballrooms A-I
- 11:00 AM Premium Committee Meeting – Sierra Vista
- 2:00-4:00 PM Fairest Preliminaries – Grand Ballroom
- 4:00-6:00 PM Trade Show – Ballrooms A-I
- 6:00-7:00 PM Registration Desk Open
- 6:00 PM President's Reception – Riverview Rooms
- 7:00 PM Showcase of Entertainment – Riverview Rooms
Mercury Rising – Black Label Promotions
Wayne the Wizard – Wayne Peterson
Charissa & The Auburn Sky Band – Nick Datillo
Steve Hall and the Shotgun Red Band – Carlson Talent Agency
Sonic Circus – Bananas Entertainment
Tuey – G.L. Berg Entertainment
DeWayne Spaw – DeWayne Spaw Entertainment
Sound and Lights – STICHA BROS. SOUND, STAGE & LIGHTING
Madison, WI
- 10:00 PM- Midnight Hospitality – Grand Ballroom

WEDNESDAY, JANUARY 14, 2009

- 6:00-9:00 AM Grand Buffet Breakfast
- 7:30 AM-4:30 PM Registration Desk Open
- 8:00 AM Association Business Meeting – Grand Ballroom
- Call to order – President Bill Marohl
- Opening – America the Beautiful – Claire Carroll, 2008 Fairest of Fairs
- President's Report
- Department of Ag Report
- Roll Call of Fairs/Financial Report - Sec/Treas Jayme Buttke
- Report of 2008 Fairs – Bob Williams, DATCP LTE Fairs Coordinator
- Wisconsin State Fair Report
- IAFE Report – Zone 4 Director Ron Oleheiser
- Committee Reports by Chairperson
- Fairest of Fairs – Sheri Nelson, 2008 Fairest & Tonya Dvorak
- Auction – Tim Heffernan
- Audit – Bill Marohl
- Credentials/Arrangements – Robert Kolzow
- Education/Publicity/Special Projects – Joel Franke
- Grievance – Bill Marohl
- Legislative – Harry Nienaber
- Premium List/Judges Training – Ron Meyer
- Resolutions/Awards – Ione Meoska
- Old Business
- New Business
- Door Prize Drawings – Must be present to win.
- Adjournment

WEDNESDAY, JANUARY 14, 2009 (continued)

10:00-11:00 AM Workshops

COUNTY FAIREST COORDINATOR WORKSHOP – Ballroom A

Committee members will be present to discuss the fairest program and what contestants participate in as a state contestant. Committee members will be present to meet with fairs interested in beginning a fairest program at the county level. Bring your questions and we'll give some helpful tips from finding judges to fairest responsibilities. We'll divide into two groups to meet the needs of new programs and established programs.

CONCESSIONS AT YOUR FAIR – Ballroom C

How well do you communicate with your concessionaires? Do you keep them informed on changes you make at your fair? Does your fair charge too much or not enough? Let's talk about it. Chuck Waterman, Calkins Midways; Duane Hickman, Quality Concessions; Joel Carr, Dunn County Fair and Steve Reinhardt, WI State Fair will lead the discussion.

LIVESTOCK TRENDS – Ballroom E

Bernie O'Rourke, UW Extension and Brian Bolan, WI State Fair will discuss Livestock Updates and Industry Trends.

FAIR SECRETARIES WORKSHOP – Ballroom G

Bob Williams and Cindy Rein from WI Department of Ag, Trade and Consumer Protection along with Jayme Buttke, WI Association of Fairs, will discuss your role as a fair secretary. What forms are required by the state? How your timeliness affects others and what you should be passing along to your fair boards.

WORKING WITH YOUTH – Ballroom I

The Florence County Fair will present ways to work with youth members and how you can get more youth involved in the planning of your fair and how you keep them coming to your fair.

TAKING YOUR ENTRIES "ONLINE" – Grand Ballroom

Taking your entries "online" – saves time, reduces costs and generates revenue! Presented by ShoWorks Software. Even the smallest and most rural fairs have found the ease and benefit of taking online entries. What was once a mere time-saving device to replace long hours recording paper entries, is now a critical "expense killer" and better yet, "profit maker" vital to the survival of the fair. One is missing the boat if they are not capitalizing on the traffic and attention from online entries. Targeted sponsorships, surveys, and ticketing are just a few of the newest benefits of online entries. Learn what steps to take to get your entry office online and what pitfalls to avoid.

11:00-11:30 AM Refreshment Break

11:30-12:30 PM Workshops Repeat

1:00-2:30 PM Networking Workshop – Grand Ballroom

2:45-3:30 PM District Meetings

District 1 – Harry Nienaber & Jessica Klumpp presiding
Upper Dells Ballroom

District 2 – Ella Marie Hills & Dale Wood presiding
Laguna Vista

District 3 – Bill Marohl & Kathy Granger presiding
Sierra Vista

District 4 – Gail Zastrow & Ed Sokolowski presiding
Grand Ballroom

4:30-8:30 PM Award Banquet & Fairest of the Fairs Finals – Ballrooms A-I

8:30-Midnight Hospitality – Grand Ballroom