

WISCONSIN ASSOCIATION OF FAIRS
ANNUAL CONVENTION
JANUARY 8-11, 2012
CHULA VISTA RESORT, WISCONSIN DELLS, WI

Registered convention attendees are invited to attend all of the events listed in the program. Your convention badge is required for these events, so be sure to wear it while attending the convention. If you have any questions about our programmed events, please be sure to ask our registration desk. They are here to help. Enjoy the convention!

SUNDAY, JANUARY 8, 2012

- 9:00 AM State Board Meeting
Executive Board Room

- 10:00 AM Fairest Committee Mtg. – Sierra Vista

- 11:00-NOON Fairest Registration – Sierra Vista

- 1:00 PM Grievance Committee
Aztec Room

- 1:30-3:00 PM Meet the Contestants
Upper Dells Ballroom

- 2:00 PM Convention Services Committee
Mtg.– Aztec Room

- 3:00-8:00 PM Convention Registration Open
Grand Ballroom Lobby**

- 3:00 PM Credentials Committee Meeting – Laguna

- 4:00 PM Special Projects Committee Mtg. – Aztec

- 4:00 PM Resolutions & Awards Comm. Mtg. –
Sante Fe Room #3016

- 5:30 PM Best Fair Booth Set Up – Upper Dells

- 6:00-8:00 PM Carnival Night – Grand Ballroom**

- 8:00 PM Trade Show Set Up – Ballrooms A-I

MONDAY, JANUARY 9, 2012

7:00-9:00 AM Grand Buffet Breakfast – Upper Dells

7:00-10:00 AM Best Fair Booth Set-Up – Upper Dells

8:00 AM-4:00 Registration Desk Open
Banquet Tickets on Sale

8:30-9:30 AM Social Media

Riverview Room North

You've set up a Face Book page, now what are you doing with it? How about marketing? What should you and shouldn't you be doing? These are the questions we'll cover. In addition to the workshop, there will be one-on-one sessions for fairs to have their social media marketing critiqued. Let's make it a working session. Attendees will be asked to sign up for one-on-one sessions between 2:00-4:30 p.m.

9:00 AM-1:00 Trade Show Set up – Ballrooms A-I

9:30 AM Showcase Committee Mtg.
Riverview Ballroom South

10:00 AM Convention Kick-Off – Grand Ballroom

Call to Order – President, Ed Sokolowski
Introduction of Board of Directors
Pledge of Allegiance and National Anthem, Alexis Nickelotti, 2011 Fairest of the Fairs
Keynote Speaker
Brooks Coleman

11:00 AM-2:00 Chula Lunch Concessions
Grand Ballroom Lobby

11:15 AM Associate Introductions & Hall of Fame Presentations – Grand Ballroom

All Associate members are invited to give a one-minute introduction about their business to our convention attendees.

12:15 PM Special Projects Activities

Grand Ballroom

“Generational Feud” presented by John Johnson, Jr. Test your knowledge of the different generations while playing a friendly game.

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

Drawings at 4:15 PM

Must be present to win.

Photo/Media Contest – Ballrooms A-I
People’s Choice Balloting

1:15 PM First Time Attendees Mtg.

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. New Fair Secretary’s are encouraged to attend as we will have a short welcome for you as well.

1:30-3:30 PM Fairest Contestant Scrapbooks
on Display – Aztec Room

1:30 PM Auction Committee Mtg.
Riverview North

2:00-4:30 PM Social Media One-on-One Review

Upper Dells

Follow up from the morning workshop. Individual sessions can be scheduled during the morning workshop.

3:00 PM Legislative Committee Mtg.– Laguna

**4:30 PM Cheese Reception & Fairest Auction
Reception – Riverview Rooms**

5:30 PM Auction – Riverview Rooms

**7:30 PM Showcase of Entertainment
Riverview Rooms**
(immediately following the auction)

The McClymonts, *Variety Attractions*
Roger Radley, *The Memories*
Okee Dokee Brothers, *G.L. Berg Entertainment Agency*
Bohm's Family Entertainment, Bob Bohm
The Dang-It's Trio, *Tom Wasselchuk*
Terry DaVolt Video Showcase, *The Memories*
Redhead Express, *Liz Gregory Talent*
Tuscan Road, *Gordon Miles*
UB the Band Video Showcase, *4 Kids Media*
Rabid Aardvarks, *Bananas Entertainment*

Sound and Lights—*Sticha Bros. Sound, Stage & Lighting, Madison, WI*
Video Productions—*PM Productions, Oneida, WI*

9:30 PM-MIDNIGHT
Hospitality – Grand Ballroom

TUESDAY, JANUARY 10, 2012

6:00-9:00 AM Grand Buffet Breakfast – Upper Dells
Best Booth Contest – Upper Dells
People's Choice Balloting

7:30 AM-4:30 Registration Desk Open

8:00-9:00 AM Workshops

FOOD INSPECTIONS – Laguna Vista

Join Tim Anderson, WI DATCP, to discuss what information is helpful to the inspectors, where to find resources, and how rules can change from county to county.

CARNIVALS – Riverview South

What is your model midway for balancing food, games and rides? Does it match the size of your fair? We'll discuss what each party expects but no bottom line.

CONCEALED CARRY – Riverview North

Is your fair making any changes with the new Concealed Carry Law? Ownership of your grounds makes a difference on who decides. Do you charge admission? Are your grounds fenced? It all matters. David Zibolski, Deputy Administration from the WI DOJ will present.

SHOW AND TELL TECHNOLOGY – Grand Ballroom

John Johnson, Jr. will show you different ways fairs can use technology on your fairgrounds. Join us for a look into how technology can help you keep track of all kinds of details at your fair.

9:00-9:15 AM Coffee Break

9:15-10:15 AM Workshops Repeat

9:30-11:30 AM Fairest Contestant Scrapbooks on Display – Aztec Room

10:30-2:30 PM Trade Show – Ballrooms A-I

Drawings at 2:15 PM
Must be present to win.
Photo/Media Contest – Ballrooms A-I
People’s Choice Balloting

10:30-NOON Silent Auction Donations Received
Riverview North

11:00-NOON Premium Committee Mtg.– Laguna

**NOON-4:30 PM Silent Auction Open for Bids
Riverview North**

Final bids close at 7:00 p.m.
Bid early and often.

1:00-2:30 PM Ag Networking Session – Upper Dells

2:30-4:00 PM Fairest Preliminaries – Grand Ballroom

2:45-3:45 PM Associate Committee Mtg. – Upper Dells

4:00-6:00 PM Trade Show – Ballrooms A-I
Drawings at 5:45 PM
Must be present to win.
Photo/Media Contest – Ballrooms A-I
People’s Choice Balloting

6:00-7:00 PM Registration Desk Open

6:00 PM President’s Reception – Riverview

**6:00-7:00 PM Silent Auction Final Hour
Riverview Rooms**

**7:00 PM Showcase of Entertainment
Riverview Rooms**

Madd Hoss, *Variety Attractions*
Glen Gerard, *The Entertainment Company*
Divas Through the Decades, *G. L. Berg Entertainment Agency*
Barney of Mayberry, *Carlson Talent Agency*
DeWayne Spaw, *1st Go Round Entertainment*
UB the Band Video Showcase, *4 Kids Media*
Misbehavin’, *St. John Artists*
Terry DaVolt Video Showcase, *The Memories*
Black Knight, *Rhonda Brami*

Sound and Lights—*Sticha Bros. Sound, Stage & Lighting, Madison, WI*
Video Productions—*PM Productions, Oneida, WI*

**10:00 PM - MIDNIGHT
Hospitality – Grand Ballroom**

WEDNESDAY, JANUARY 11, 2012

6:00-9:00 AM Grand Buffet Breakfast – Upper Dells
Best Booth Contest – Upper Dells
People’s Choice Balloting

7:30 AM-4:30 Registration Desk Open

**8:00 AM Association Business Meeting
Grand Ballroom**

Call to order – President, Ed Sokolowski

Opening – America the Beautiful

- Alexis Nickelotti

President's Report

Roll Call of Fairs/Financial Report

- Sec/Treas. Jayme Buttke

Wisconsin State Fair Report

- Rick Frenette

Report of 2011 Fairs

- Bob Williams, DATCP Fairs Coordinator

IAFE Report – Zone 4, Renea Korslein

Committee Reports by Chairperson

Fairest of the Fairs

- Tonya Dvorak & Alexis Nickelotti

Auction – Tim Heffernan

Audit – Bill Marohl

Credentials – Chair

Educ./Spec. Projects – Joel Franke

Grievance – Ed Sokolowski

Legislative – Jessica Klumpp

Premium – Dennis Duesterbeck

Resolutions/Awards – Ann Webb

Showcase – Bruce Sullivan

Old Business

New Business

Door Prize Drawings

- Must be present to win

Adjournment

9:00-11:00 AM Best Fair Booth Tear Down – Upper Dells

10:00-11:00 AM Workshops

**COMPETITIVE EXHIBITS WEBINAR – Grand Ballroom
(class does not repeat at 11 AM)**

Marla Calico, IAFE, will join us via the web to show how the IAFE Webinars work. Are your competitive exhibits displayed the same as they were ten years ago? See how small changes can make a big impact on the look of your exhibits.

EMERGENCY PLANNING – Ballroom G

Do you have a plan in place? What works and what needs improvement? Mary Check, Rock County Fair and Scott Gunderson, Racine County Fair, will discuss some of the emergencies they've gone through on their grounds and what they've learned.

ETHNIC DAYS – Ballroom E

Do you offer special days for different ethnicities at your fair? What do you need to consider to make it successful? Join Mark Clarke, Dane County Fair and Sue Pruessing, Walworth County Fair about what's worked and where to go next.

FINANCIAL MANAGEMENT – Ballrooms A & C

Rick Frenette, CFE, WI State Fair, will discuss what controls you should have in place to protect your fair? Do you create an annual budget? How do you track your gate sales?

VENDOR FEES – Ballroom I

We all have vendors at our fairs but does your fair charge a flat fee or a commission? Please join Shari Black, Waukesha County Fair and Deb Gotlibson, Dunn County Fair, to discuss what works for them and why and what might work best for your fair.

FAIREST COORDINATOR – Laguna Vista

(Workshop does not repeat, but will break into smaller fairest workshops.)

Fairest Coordinators will meet with the committee members to discuss any questions about the program and update you on any changes.

11:00-11:50 AM Refreshment Break

11:15-12:15 PM Workshops Repeat

1:00-2:30 PM Best Fair Booth Tear Down – Upper Dells

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

Join us for an open format where you can ask questions of other fairs that we may not have covered in our workshops. We're all one fair family and are a great resource of information. Bring your questions.

2:45-3:30 PM District Meetings

District 1 – Upper Dells
Jessica Klumpp & Dale Christiansen
District 2 – Laguna Vista
Dale Wood & Rusty Volk
District 3 – Sierra Vista
Kathy Granger & Mary Maas
District 4 – Grand Ballroom
Ron VanDyck & Shari Black

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

8:30PM-MIDNIGHT

Hospitality – Grand Ballroom