

2010 TAF&E Convention Schedule

(Note: All times, speakers and topics are subject to change without notice or refund.)

THURSDAY, JANUARY 7

- 9:00 a.m. TAF&E Board Meeting
12:00 — 5:00 p.m. Trade Show Exhibitor Set-Up
1:00 — 4:15 p.m. Texas Certified Fair Executive/TELP (separate fee required)

Financial Planning (TELP)

Ernie Gammage, Texas Parks & Wildlife Department, helps attendees gain a basic understanding of the budgeting process, how it can help convert plans into successful reality, guide in tracking, evaluating and forecasting, and build a cohesive organization focused on common goals.

Board & Committee Relations (TELP)

A well-run board is at the heart of every successful non-profit. Join **Pete Van de Putte**, Dfest®, for this session covering the types of boards and governance, board member recruitment, how to write bylaws and building consensus.

- 1:00 — 4:15 p.m. IAFE Consumer Protection Program - Part One (separate fee required)

"E.coli Outbreak Sickens Children after Fair Visit" – don't let this be the headline at your fair. The risk is real when your guests interact with animals whether it be in the livestock barns or the petting zoo. Learn about the pathogen and get ideas on managing your risks in this session. Operational ideas for fairs of any size will be discussed and you'll meet one-one-one with facilitators **Dr. Stephen Neel** and **Marla Calico** to review your fairgrounds layout and existing programs. (Part Two takes place on Friday morning, January 8)

- 1:00 — 5:00 p.m. Early Registration
4:30 p.m. Past President's Council Meeting
6:30 p.m. President's Reception
(Invitation only)

FRIDAY, JANUARY 8

- 8:00 a.m. — 6:00 p.m. Registration
8:00 a.m. — 12:00 p.m. Trade Show Exhibitor Set-up
8:30 a.m. — 12:00 p.m. Texas Certified Fair Executive/TELP (continued)

Site & Logistics I & II (TELP)

Take a comprehensive look at venue layout, infrastructure support, general appeal, parking considerations, insurance needs and community partners. This session, filled with dozens of examples and photo case studies, will be led by **Kay Wolf**, Borderfest Association.

- 8:30 a.m. — 12:00 p.m. IAFE Customer Protection Program - Part Two (continued)
10:30 a.m. Silent Auction Opens
12:00 p.m. Director For The Day Orientation
12:00 p.m. Ask the Experts Moderator Training
12:59 p.m. \$100 On-Time Door Prize
1:00 — 2:15 p.m. Opening Session & Keynote Speaker
2:20 — 4:10 p.m. Education Options

Choose your favorite education format during this time slot — Ask the Expert OR Educational Workshops. Ask the Expert attendees may attend two 50-minute moderated question-and-answer sessions designed to share knowledge in a discussion oriented environment. The Educational Workshops are 90-minute lecture-style presentations designed to provide a more in-depth approach to industry topics.

- 2:20 — 3:10 p.m. Ask the Experts

Back by popular demand, these moderated question-and-answer sessions are designed to share knowledge and expertise.

Choose two of these five topics:

- ★ Wage & Hour Compliance
- ★ Insurance Types & Needs
- ★ Celebrating Anniversary Fairs
- ★ Grounds Landscaping
- ★ Social Media Campaigns

3:10 — 3:20 p.m. Break

3:20 — 4:10 p.m. Ask the Experts (topics repeated)

2:20 — 4:00 p.m. Educational Workshops

Chose one of these five topics:

From Watching to Doing: Engaging Kids at Your Event

Learn dozens of great ideas to make your children's programming more interactive in this session led by **Trey Hamlett**, Texas Wildlife Expo. True to the session's title, you may just find yourself becoming part of the presentation!

Sponsorship Basics I (TELP)

Fairs/events need sponsorship revenues more than ever! **Devin Mejia**, Heart O' Texas Fair & Rodeo, covers the fundamental steps to any successful sponsorship solicitation program. Learn to inventory your event's assets, find and research sponsor prospects, and attach industry-accepted valuations to your assets.

General Biosecurity and Biocontainment Practices against Diseases in Livestock Shows and Exhibitions

Livestock shows and exhibitions are seriously threatened by potential occurrences of endemic and exotic animal diseases which can result in disease outbreaks in populations of livestock and people on and off the fairgrounds.

Floron (Buddy) C. Faries, Jr., DVM, MS, Texas AgriLife Extension Service will outline the types and detections of animal diseases and their means of transmission; practices to prevent their entry and control their spread; and resources of education and plans for fair associations to utilize for management of their occurrences will be presented.

Non-Profits, The New Form 990 and the IRS—Are you ready?

Reporting requirements from the IRS for non-profits have changed. Does your organization have a policy manual? Whistle-blower policy? Records retention policy? **Jennifer Hazleton**, Houston Livestock Show and Rodeo will walk you through the requirements and offer tips and templates to bring your organization into compliance.

Putting the WOW in Creative Arts

Darlene Denman, Carol Quinn and Diane Ashorn with Washington County Fair's Country Creations invite you to be creative with them as they outline ideas to make the display and judging of creative arts entries more interactive and fun.

4:15 — 6:15 p.m. Trade Show Grand Opening

6:45 — 7:30 p.m. Welcome Reception Cocktail Party

7:30 — 8:00 p.m. Fun Auction

8:00 — 8:45 p.m. Dinner

8:45 — 9:45 p.m. Entertainment Talent Showcase

10:15 p.m. \$100 Door Prize Drawing

SATURDAY, JANUARY 9

7:00 — 8:00 a.m. Breakfast Buffet

7:30 a.m. Swap Meet Leader Orientation

7:59 a.m. \$100 On-Time Door Prize

8:00 — 10:00 a.m. Registration

8:00 a.m. Silent Auction Opens

8:00 — 9:00 a.m. General Session

Ray Cammack Shows Awards of Excellence for Marketing and Communications

Announcement of Best Trade Show Booth winner

9:15 — 10:15 a.m. TAF&E Swap Meet

Trade great ideas with event professionals and volunteers at like-sized events. In these interactive sessions, a moderator will lead discussion on your choice of the following four topics:

- ★ Livestock Shows: Sanctioned or Non-Sanctioned?
- ★ Background Checks
- ★ Going Green at Your Fair
- ★ Sponsorship Trends

Discussions will be separated using the following event attendance ranges:

- Fewer than 25,000 Attendees
- 25,000 — 75,000 Attendees
- More than 75,000 Attendees

9:15 — 11:45 a.m. Texas Certified Fair Executive/TELP Course Sponsorship Basics II (TELP)

This is a continued session from Friday, but can be taken as a stand-alone course as well. Learn to write solid proposals that anticipate sponsor needs and grab their attention. The session will also address negotiation techniques, what should be covered in a contract and follow-up skills to keep sponsors happy.

9:15 — 11:45 a.m. Associate Member Educational Workshop & Business Meeting Making the Most of Your Trade Show Investment

This session, designed especially for TAF&E Associate Members, is packed with ideas to super-charge your trade show success. **Pete Van de Putte**, President/CEO of Dfest, will cover booth layout, staffing, traffic building and post-show follow-up. *Following the workshop, the Associate Member Business Meeting will be held.*

10:30 — 11:30 a.m. TAF&E Swap Meet (Repeated)

This session will be broken down by the same event attendance ranges, but the four topics, from which to choose, will change to:

- ★ Scholarship Programs
- ★ Entertainment Selection/Contracting
- ★ Non-Fair Facility Usage
- ★ Pageants

11:45 a.m. Luncheon

12:00 — 12:30 p.m. Professional Awards and North American Midway Entertainment Hall of Fame for Lifetime Achievement

12:30 — 2:00 p.m. Talent Showcase

2:15 — 4:15 p.m. Trade Show Open

6:30 p.m. Cocktail Reception

TBA Silent Auction Closes

7:00 p.m. Texas Fairs and Events Education Foundation Night

Enjoy an evening of fun and fellowship as we raise scholarship funds. This evening of dinner and dancing is **included** in the price of the convention registration allowing everyone to attend! Calcutta tickets for a chance to win \$5,000 will be sold separately.

SUNDAY, JANUARY 10

7:30 — 8:30 a.m. Breakfast Buffet

8:29 a.m. \$100 On-Time Door Prize

8:30 - 8:45 a.m. Silent Auction Results

8:50 a.m. Presentation of the Trade Show Treasure Chest Prizes

9:00 - 9:40 a.m. Closing Keynote Speaker

9:40- 10:30 a.m. TAF&E Annual Meeting

10:45 a.m. TAF&E Board of Directors' Meeting