

**iafe**  
**Zone1** 2014



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**HOSTED BY: TOPSFIELD FAIR  
SALEM, MASSACHUSETTS  
APRIL 10-12, 2014**

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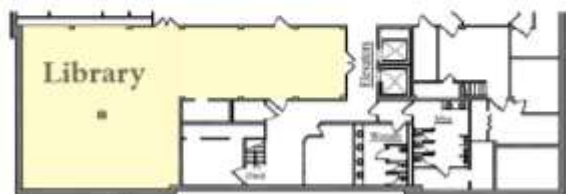
**[iafeZone1.org](http://iafeZone1.org)**



**Mezzanine Level**



**Lobby Level**



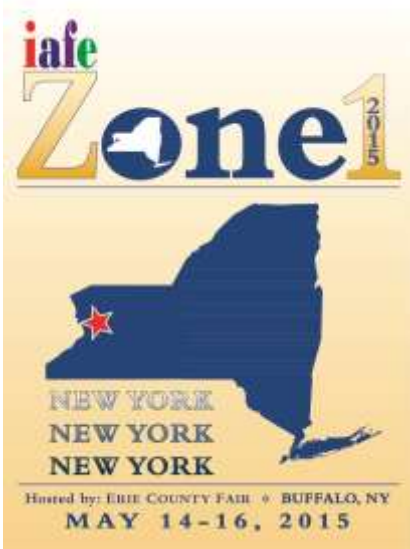
**Lower Level**

## IAFE Zone 1 Conference Committee 2014

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- ♦ Jessica Underberg CFE, Zone 1 Director, Erie County Fair, NY
- ♦ Cindi Jaques CFE, Zone 1 Secretary, Eastern States Exposition, MA
- ♦ Len Baginski, Program Chairman, Durham Fair, CT
- ♦ James O'Brien CFE, Topsfield Fair, MA
- ♦ John Palmisano, Topsfield Fair, MA
- ♦ Greg Chiecko CFE, Eastern States Exposition, MA
- ♦ Jim Davis, Huntingdon County Fair, PA
- ♦ Mark St. Jacques CFE, Washington County Fair, NY
- ♦ Tim Shea, Champlain Valley Exposition, VT

## Planning Ahead 2015



Mark Your Calendars

**May 14-16, 2015**

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Millenium Hotel in Buffalo, NY

Visit: [IAFEZone1.org](http://IAFEZone1.org) for more information

# PROGRAM

## THURSDAY

3:00-8:00	<b>Registration</b>	Lobby
6:00-8:00	<b>Welcome Reception</b> • Sponsored by IAFE Zone I	The Ballroom

## FRIDAY

7:30-12:00	<b>Registration</b>	Lobby
8:00-10:00	<b>Breakfast:</b> Sponsored by Eastern States Exposition	The Ballroom

**Speakers:** • **John Keenan**, *MA State Representative*  
 • **Gary Berg**, *GL Berg Entertainment, Performing Artists and Speakers - Simple Truths in the Workplace and in Life*  
 Sponsored by New York State Assoc. of Agricultural Fairs

10:15-11:00	<b>Security Issues</b>	<b>Hot Topics</b>	<b>Using True Colors for Enhanced Effectiveness</b>
<b>Workshops</b>	Officer Neil Hovey <i>Topsfield MA Police Dept.</i>	Mark St. Jacques <i>Washington County Fair, NY</i>	Lisa Lynn <i>Lisa Lynn Consulting, MN</i>
	<b>The Library</b>	<b>Sophia's</b>	<b>The Essex Room</b>
11:00-11:15	Refreshment Break Sponsored by Maine Association of Agricultural Fairs		Lobby
11:15-12:00	<b>Issues Driven by Form 990</b>	<b>Young Professionals Involvement in Your Fair</b>	<b>Fair Websites and On Line Entries</b>
<b>Workshops</b>	Dan Clasby, CPA <i>Topsfield, MA</i>	Renee St. Jacques <i>Washington County Fair, NY</i>	Mike Sperling, Web Designer <i>Topsfield Fair, MA</i>
	<b>The Library</b>	<b>Sophia's</b>	<b>The Essex Room</b>
12:00-1:30	<b>Lunch:</b> Sponsored by Association of Connecticut Fairs		The Ballroom
	<b>Speaker:</b> • <b>Jen Puente</b> , Wisconsin State Fair <b>• Advertising, Media, and Marketing – Making it Not So Scary</b> Sponsored by Haas & Wilkerson		
1:30-2:15	<b>Gate Operations</b>	<b>Lessons Learned from an Encounter with Animal Activists</b>	<b>Bringing School to the Fair</b>
<b>Workshops</b>	Jerry Richard <i>Eastern States Exposition, MA</i> Mark St. Jacques <i>Washington County Fair, NY</i> Dick Moore, <i>Topsfield Fair, MA</i>	Dan Miramant and Debbie Huscher <i>Durham Fair, CT</i>	Kate O'Brien <i>Topsfield Fair, MA</i>
	<b>The Library</b>	<b>Sophia's</b>	<b>The Essex Room</b>
2:15-2:30	Refreshment Break		Lobby
2:30-4:30	Institute of Fair Management: Course #142, <b>Food and Beverage</b> Presenter: Rey O'Day, NICA West Executive Manager		The Ballroom
5:00 ↻	Dinner on your own with friends Options available at registration		
9:00-11:00	Hospitality Suite with cash bar. Sponsored by Erie County Fair		The Library

# PROGRAM

## SATURDAY

8:00-10:00	<b>Breakfast &amp; Welcome</b> Sponsored by VT/NH Agricultural Fairs Association <b>Speakers:</b> <ul style="list-style-type: none"> <li>•IAFE update - Steve Siever, Director of Sales, IAFE</li> <li>•Casey Hall, Pennsylvania FFA</li> </ul> <b>Opportunities in Agriculture for Youth</b> Sponsored by Pennsylvania State Assoc. of County Fairs		The Ballroom
10:15-11:00	<b>Museums: How to Get Started</b>  Connie Richardson <i>Huntington County Agricultural Museum, PA</i> <b>The Library</b>	<b>Sponsorships–Part 1 Pricing and Fulfillment</b>  Jen Puenta <i>Wisconsin State Fair WI</i>  <b>The Ballroom</b>	<b>Walking the Fine Line of Livestock Exhibit</b>  Jessica Underberg <i>Erie County Fair, NY</i>  <b>The Essex Room</b>
Workshops			
11:00-11:15	Refreshment Break		Lobby
11:15-12:00	<b>All Things Food Concessions</b> Greg Chiecko and Gillian Palmer <i>Eastern States Exposition, MA</i> Russ Harrison <i>Rudy's Inc. (food concession)</i> <b>The Library</b>	<b>Sponsorships–Part 2 Trends and Ideas</b>  Jen Puenta <i>Wisconsin State Fair WI</i>  <b>The Ballroom</b>	<b>The Fair Through the Eyes of a Competitive Exhibitor</b>  Casey Hall <i>Pennsylvania FFA</i>  <b>The Essex Room</b>
Workshops			
12:00-1:30	<b>Lunch:</b> Sponsored by Massachusetts Agricultural Fairs Association  Zone business meeting & Committee meetings		The Ballroom
1:45-2:30	<b>How to Stretch Your Entertainment Budget</b>  Wendy Manemeit <i>Durham Fair, CT</i>  <b>The Library</b>	<b>Kids' Activities at Your Fair</b>  Gerry Elthrop <i>Herkimer County Fair, NY</i>  <b>The Ballroom</b>	<b>Competitive Exhibitor Privileges</b>  Laura Kwilos <i>Erie County Fair, NY</i>  <b>The Essex Room</b>
Roundtables			
2:30-3:30	Refreshment Break		Lobby
3:30	<b>Load buses</b> for dinner at Topsfield Fairgrounds Dinner sponsored by Topsfield Fair		Lobby

## **GARY BERG**

Gary Berg is a successful business owner, coach, former college administrator, and really regular guy. His presentation "Simple Truths in the Workplace and in Life" challenges all who listen to try to look at their lives more closely and challenge themselves to be better at what they do.

Gary has been described as the human reminder of those things in life that are important. Gary's talk makes people think and also laugh as they look at everyday situations and try to be the best they can be in both their work and personal lives.

## **CASEY HALL**

Casey is a junior at Penn State University studying Biological Engineering with a focus in Food and Biological Processing. In 2010, she was the Pennsylvania State Fair Queen and 2011-2012 Pennsylvania FFA State President. At Penn State she is a member of Delta Theta Sigma, a social professional agricultural fraternity, active in Agricultural Student Council where she is the current president, and UTREE an organization that teaches first year engineering students how to present scientific information. Currently, Casey serves on the PA Fair Advisory Board where she was appointed by Secretary of Agriculture, George Greig, in 2012. She loves promoting agriculture, especially to those that do not come from an agricultural background. In the future, Casey hopes to work for a food processing company or in production agriculture.

## **LISA LYNN**

Lisa Lynn is the President of Lisa Lynn Consulting and a licensed psychologist with over 26 years of experience working with both public and private nationwide organizations focusing in the areas of training, coaching, mediation, counseling, public speaking, and assessment work.

The mission of Lisa Lynn Consulting is to make a practical difference for clients. Lisa's knowledge and experience of human behavior enables her to provide genuine, effective, and ethical services that are designed to meet clients' specific needs. Lisa's specialties include: providing assessment services for selection, promotion and development; and accelerating individual, team, and organizational effectiveness and performance.

Lisa is a highly recommended instructor for the Century College Leadership Program and is a Committee Member for Normandale College's Business Program. She also designs and facilitates leadership courses for the Minnesota BCA's Leadership Program.

Lisa earned a Bachelor of Arts Degree in Elementary Education from St. Catherine's College in St. Paul, Minn., and a Master of Arts Degree in Counseling Psychology from St. Mary's University in Minneapolis, Minn. She is a licensed Psychologist in the State of Minnesota.

In her free time, Lisa loves reading, cooking, cycling, kayaking, jogging, and spending time with her animals, friends, and family.

## **JEN PUENTE**

Advertising, Media, and Marketing – Making It Not So Scary

The million dollar question – How do we get people to come to the fair!? This session will focus on the latest media trends, making smart and frugal media buys, and how to get what you need from your media partners. This session will also help guide you in creating a simple yet effective marketing message for your fair which you can use across all advertising options. We will also focus on promotions that are different, fun, and simple – using our friends in the fair industry as prime examples. If you weren't a marketer before this session, you will be armed with enough knowledge to be dangerous!

Embracing Sponsorships – Let's Grab Some Extra Dough

Who doesn't need a little extra money in the bank? This program will cover not only the basic "How To's" of sponsorships, but will also take a look at fun, new and innovative ways to incorporate sponsors into our fairs. Sponsors these days aren't as focused on signage as they once were. They are now concentrating on engaging customers through promotions and onsite activations. This session will also cover current trends in sponsorships, and most importantly, how these trends can translate into additional dollars for fairs, and how we can make these seemingly complicated programs a bit easier. It's time to think outside the box and have a little fun!

Jen Puente has been part of the Wisconsin State Fair for over 10 years. In her current role as Sponsorship Manager for the Wisconsin State Fair, Jen focuses on securing, fulfilling and maintaining over 100 corporate partnerships totaling over \$2.2 million dollars in gross sponsorship revenue for the annual fair. Jen's other responsibilities include booking and logistics for all mobile marketing tours, managing the fair's official merchandise program, and

coordinating multiple retail programs and partnerships.

Jen is also involved in the Wisconsin Association of Fairs and serves as the Wisconsin State Fair liaison and coordinator for the Wisconsin Fairest of the Fairs program. She represents the Wisconsin State Fair and Zone 4 on the IAFE YPI Steering Committee, and will serve as YPI Vice Chair in 2014.

## **REY O'DAY**

Rey O'Day has extensive background in the entertainment, events and food and beverage industries.

She is currently the Executive Manager of NICA West, a sister organization focused on developing vendor/fair staff Communication Committees at fairs and advantaging its vendor members with the power of group discount buying. Most recently she served as the Producing Artistic Director at Performance Riverside, a highly regarded professional musical theatre company. Over a period of 18 years she held a number of key management positions at Fairplex, home of the LA County Fair, including Assistant Operations Manager, Retail Sales Manager, Entertainment Manager, Director of Food and Beverage and General Manager of Cornucopia Foods, LLC.

In addition to this course, she is an instructor for the Guest Services course for the IAFE Institute of Fair Management. She is also a Best Practices/Industry Standards Consultant for Western Fairs Association, and guest service training for The Hollywood Bowl, give keynote addresses and leads workshops for numerous organizations, and adjudicates show choirs. She holds a California Community College Teaching Credential in Dance and a Bachelor's Degree in Business Management.

In summary, she is a general manager, artistic producer, and businesswoman who is grateful to be with us this weekend.

# iafeZone1 Sponsors

## Associations

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## Fairs

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## Industry

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