



January 16, 2017

Join us for the 2017 IAFE Zone I Conference , which is hosted by the PA State Association of County Fairs.

Attached you will find the following:

- Conference Registration & Lodging Info Form (registration deadline March 9, 2017)
- Tentative Conference Schedule
- Wanted Auction Items

If there are any questions, concerns, etc. that I can assist you with, call me at 484-256-8009 or email KBieber@BBandT.com.

Sincerely,

Kevin Bieber
Conference chair



**2017 Zone I Conference
Registration Form
March 30, 31 & April 1, 2017
Crowne Plaza Hotel
Reading, PA**



Payment for conference is \$125 per person for the Early Bird special. After March 1 - \$150.00.
Fee includes all meals, events and transportation to fairs.

Name of Fair, Firm or Individual _____

Contact Person _____

Street Address _____

City, State, Zip _____

Phone _____ Email _____

NAME	SPOUSE'S FIRST NAME OR NAME OF GUEST	NUMBER RIDING BUS TO FAIRS	TOTAL \$

Make Check Payable to IAFE

Total Enclosed

\$ _____

Complete this form and return the white copy with your payment to :

Kevin Bieber, 613 Main St., P. O. Box 105, Oley, PA 19547

Email KBieber@BBandT.com Phone 484-256-8009

(Keep yellow copy for your records)

Hotel reservations must be made directly with the Crowne Plaza Hotel

1741 Papermill Rd, Reading, PA 19610

Group Room Rate \$119 Single/Double

Reserve by March 9, 2017 to get the group rate.

Phone 877-814-2538

Or to reserve online go to www.pafairs.org and click on the link to the Zone I Meeting

IAFE Zone I Conference

Reading, PA

March 30, 31, April 1, 2017

Tentative Program

Thursday, March 30, 2017

3:00-7:00 pm Registration Desk Open

5:30-7:00 Welcome Reception

8:30-11:00 Hospitality Suite open

Friday, March 31, 2017

7:30 am to Noon Registration Desk Open

8:00-9:00 Breakfast & Welcome

9:00-10:00 *How the Message of Agriculture is Best Expressed to Our Urban Friends*
Rita Graef, Curator of the Penn State Ag Museum

10:00-Noon *One-on-One Sponsorship Reviews*
Jen Puente, CFE
Jen has agreed to work with fairs on a one-to-one basis to talk about and review your fair's sponsorship efforts, but you need to pre-register. Call Jim Davis 814-669-4192 or 814-669-4268 for an appointment

10:15-10:55 *Ag Museums* Rita Graef
11:05-11:45

10:15-10:55 *Volunteers* Maria Lucero
11:05-11:45

10:15-10:55 *The Future of* Jean Lonie
11:05-11:45 *Agriculture*

Noon-12:45 Lunch

12:45-1:30 *Strike It Rich*
Becky Brashear (2017 IAFE Program Chair)

1:30-1:45 Russell Redding, Pennsylvania Secretary of Agriculture

2:00-3:00	<i>What Does the Future Ag Pavilion Look Like?</i> Jessica Underberg, IAFE Second Vice President
2:00-3:00	<i>What Are the Steps to a Safe Experience At Our Fairs?</i> Homeland Security
2:00-3:00	To Be Determined
3:30 pm	Depart for Allentown Fairgrounds
9:30-11:30 pm	Hospitality Room

Saturday, April 1, 2017

8:00-8:45 am	Breakfast
8:45-9:45	<i>Keeping Our Youth Involved in Fairs</i> Sam Hayes, Jr., Former PA Secretary of Agriculture
10:00-11:00	<i>Agriculture and Politics</i> Sam Hayes, Jr.
10:00-11:00	<i>Urban Child, Country School, Success in Ag</i> Casey Hall, Former State Fair Queen/Formal FFA State President
11:15-Noon	IAFE Zone I Business Meeting & IAFE Update Zone I Director Mark St. Jaques
Noon	Lunch and Auction
1:00-2:00	<i>How Fairs and Agriculture Define Who I Became</i> Jackie Pratt, Former State Fair Queen
2:15-4:00	<i>Sponsorship II Course of IAFE Institute of Fair Management</i> Jen Puente, CFE A review at an above average level on how to make sponsorships and sales happen at your fair. Explore sponsorship valuation basics, the “sale process” and the strategy behind it, and how organizations are not only selling sponsorships, but are selling fairs.
4:30 pm	Buses Depart for Oley Fair Grounds
9:30-11:30 pm	Hospitality Room

WANTED:

AUCTION ITEMS

Don't forget to bring your items for the IAFE Zone I Auction to the meeting. It will be held on Saturday, April 1 following lunch.

Be creative, be generous and be sure to BID at the Zone I Auction! Attach the form below to your donation and drop it off at the registration desk. Funds raised go to the Jim Tucker Fund of the IAFE Education Foundation to Fund Educational Endeavors to Insure the Sustainability of Agricultural Fairs.



IAFE ZONE I AUCTION ITEM DESCRIPTION

Item _____

Briefly Describe the Item _____

Donor Name _____