

PROGRAM

2014

Hosted by Topsfield Fair
HAWTHORNE HOTEL • SALEM, MA

2014
APRIL 10-12, 2014
SALEM, MASSACHUSETTS
iafeZone1

THURSDAY

- 3:00-8:00 Registration
- 6:00-8:00 Welcome Reception

FRIDAY

- 7:30-12:00 Registration
- 8:00-10:00 Breakfast & Welcome
- Speakers: John Keenan, MA State Representative
Simple Truths in the Workplace and in Life - Gary Berg

10:00-10:15 Break

Workshops	Using True Colors for Enhanced Effectiveness	Hot Topics	Security Issues
	Lisa Lynn Lisa Lynn Consulting, MN	Mark St. Jacques Washington County Fair, NY	Officer Neil Hovey Topsfield MA Police Department

11:15-11:15 Break

Workshops	Issues Driven by Form 990	Young Professionals Involvement in Your Fair	Fair Websites and On Line Entries
	Dan Clasby, CPA Topsfield, MA	Renee St. Jacques Washington County Fair, NY Elena Hovagimian-Shannon Eastern States Exposition, MA	Mike Sperling, Web Designer Topsfield Fair, MA

12:00-1:30 Lunch & Speaker:
Advertising, Media, and Marketing - Making It Not So Scary
Jen Puentes, Wisconsin State Fair

Workshops	Lessons Learned from an Encounter with Animal Activists	Gate Operations	Bringing School to the Fair
	Dan Miramant and Debbie Huscher Durham Fair, CT	Jerry Richard Eastern States Exposition, MA Mark St. Jacques Washington County Fair, NY Dick Moore, Topsfield Fair, MA	Kate O'Brien Topsfield Fair, MA

2:30-4:30 Institute of Fair Management:
Course #142, Food and Beverage - Presenter: Rey O'Day

5:00 ⇨ Dinner on your own with friends*
Options available at registration
*this meal not included with registration fee

9:00-11:00 Hospitality Suite (cash bar)

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SATURDAY

8:00-10:00	Breakfast & Welcome Speakers: IAFE update - Steve Siever Opportunities in Agriculture for Youth Casey Hall, Pennsylvania FFA		
10:10-10:15	Break		
10:15-11:00	Sponsorships - Part 1 Pricing and Fulfillment Workshops Jen Puente Wisconsin State Fair WI	Walking the Fine Line of Livestock Exhibits. Jessica Underberg, Erie County Fair, NY	Museums: How to Get Started Connie Richardson Huntington County Agricultural Museum, PA
11:15-11:15	Break		
11:15-12:00	Sponsorships - Part 2 Trends and Ideas Workshops Jen Puente Wisconsin State Fair	The Fair Through the Eyes of a Competitive Exhibitor Casey Hall Pennsylvania FFA	All Things Food Concessions Greg Chiecko & Gillian Palmer, Eastern States Exposition, MA Russ Harrison
12:00-1:30	Lunch & Zone Meeting & Committee Meetings		
1:45-2:30	How to Stretch Your Entertainment Budget Roundtables Wendy Manemeit Durham Fair, CT	Competitive Exhibitor Privileges Laura Kwilos Erie County Fair, NY	Kids' Activities at Your Fair Gerry Elthrop Herkimer County Fair, NY
3:30	Load buses for dinner at Topsfield Fairgrounds		