

C.A.F.E. 2008 Convention in Saskatoon Saskatchewan – Education Program

Wednesday, November 5, 2008

Pre Convention School of Management: Taking a Strategic Approach to Sponsorships

Bernie Colterman is the President of Colterman Marketing Group, an Ottawa-based sales and marketing solutions provider whose clients include federal, provincial and municipal governments, national associations, global companies and the event industry. Prior to starting his own company in 1996, Bernie served as manager of marketing and event services for Lansdowne Park in Ottawa. For four years he served as CEO of the Central Canada Exhibition, transforming the organization's sponsorship program into a major revenue generator. Throughout his 20-year sponsorship career, Bernie has facilitated hundreds of sponsorships and commercial partnerships for non-profit and government organizations, raising over \$25 million in cash and in-kind services and brokering high profile partnerships between government and industry.



While sponsorships continue to enjoy tremendous growth as a marketing medium, the shift from “transactions” to “relationships” means that fair organizations must become increasingly sophisticated in what they promise and deliver to maintain or grow their share of the sponsorship pie. Adding to the challenge is that many fair organizations have difficulty moving from the “old way of doing things” to a more innovative approach towards sponsorships as a major source of year-round revenue. This workshop will explore the changing landscape in sponsorships and how a strategic approach towards identifying, packaging and leveraging your assets can lead to increased and sustainable revenue streams.

Thursday, November 6, 2008

Twenty-First Century Fair & Exposition Leadership: The Ten Industry Trends Toward Your Rock Solid Future, Today!

Opening Keynote: Dr. Joseph Goldblatt, CSEP
Sheraton East and Centre Rooms

In this inspiring keynote presentation, Dr. Goldblatt will share his 30 years of research in the fair and exposition field to reveal how your organization can benefit from closely monitoring and using 10 key trends to advance your organization's future performance.



Are You Ready for Sponsorship?

Presenter: Bernie Goldblatt

Corporate sponsorship is increasing and so is the number of not-for-profit organizations competing for these dollars. Based on extensive research of over 300 public sector and non-profit organizations across Canada, this interactive session will help you examine your organization to determine if it has the right culture, tools and processes in place to implement and sustain a successful sponsorship program. More importantly, it will demonstrate what you must do to separate yourself from the sponsorship “pretenders”.

Economic, Education and Social Impact Study Update

Presenter: Michael Harker

Michael Harker is the founder and senior partner of Enigma Research Corporation, a market research firm specializing in events and event marketing. Michael is one of the world's leading researchers in the fields of event marketing and economic impact. Since 1993, he has conducted research at hundreds of events, including festivals, fairs, and sports, trade and consumer shows. He has conducted more than 35 economic impact studies at a wide variety of events, including Toronto Cavalcade of Lights, Pride Toronto, Wrestlemania, Pro Football Hall of Fame Festival, Florida Citrus Bowl, Oktoberfest, Dublin Irish Festival, Canadian National Exhibition, Toronto Downtown Jazz Festival, and the Niagra Wine Festival.



Michael will give us an update on the information learned through the series of surveys he and his teams have conducted at 19 fairs and exhibition – the team is currently working at the Royal Winter Fair, the last event in the project.

Calculating the Family Fun Index

Presenters: Lauree Vallery and David Bednar

Lauree Vallery is the Chief Experience Officer of Experience Renewal Solutions. Lauree began her career in Public Relations with Canada News-Wire, moved on to work Playtex, CIBC, President's Choice Financial, Mosaic Sales Solutions and Bell World. She also led teams that developed the CIBC Retail University training curriculum, Ryerson Retail management Coaching Program, Charles Schwab Branch Program and the TD/Wal-Mart In-Store Personal Navigator Program. In May of 2002, Lauree moved to Dallas, Texas, to work with Mosaic's large retail and financial services clients across North America to develop innovative, customer-centric solutions to unique business needs. Upon returning to Canada in 2004, Lauree worked with like-minded customer experience thought leaders to form Experience Renewal solutions with the goal of providing retail customer experience measurement and management for retailers, banks and service companies. David Bednar is the General Manager of the Canadian National Exhibitions Association and Past President of C.A.F.E.

Get ready to look at your fair in a brand new way as you learn about behaviour-based, observational research and the difference it can make in how you plan and market Family Fun.

Asking the Right Questions (Service Members)

Presenter: Eric Campbell

Eric was born in August 10, 1972. When he was only days old, he was in a semi sticking hot dogs with his mother during the Iowa State Fair. At nine years old, Eric's first real job was busing tables at their 24 hour cafe during the Iowa State Fair. From then on he was always helping out at big shows and especially at the fair. He learned the business year by year. In 1994 Eric married his wife, Nichole, and one year later they bought their first two concession stands a semi trailer from E.S. Webb Concessions. They bought two custard stands that had been going to Canada with E.S. Webb's concessions for over thirty years. The Canadian fairs wanted these stands back at their fairs that next year. Eric and Nichole were now on their way with their very own concession business, driving a semi and house trailer for the first time, and heading to Canada. They have been coming to Canada since 1996. Eric is also in business with his parents in Iowa. Together, they own Campbell's Concessions. Campbell's is one of the biggest corn dog operators in North America. The Campbells operate a year round facility and catering business at the Iowa State Fairgrounds.

Be prepared; don't get caught off-guard. Knowing the questions to ask before you get to the next fairground will save you money and aggravation, and create a better relationship between you and fair management. With over 30 years in the business, Eric has a vast knowledge of the questions to ask and the answers you should be getting.

Identifying Counterfeit Currency

Presenter, Cpl Ken Aspen, RCMP

Corporal Ken Aspen started with the RCMP in 1990 in Dauphin, Manitoba. His transfers from there include Ottawa, Alberta and finally Saskatchewan. At present he is one of the regional coordinators for counterfeit currency. At present our industry deals primarily in cash – concessions, midway, gate.

This session will help us identify fake bank notes and the main features included on the genuine notes. If time permits, Corporal Aspen will also go over some details on counterfeit credit cards.

What Event Management Software Can Do For You

Presenters: Troy Wrucks and Chris Leib, EventPro Software

Troy Wruck is an Account Representative with EventPro Software. He has been involved in sales and customer service for the past 16 years and in his current position with EventPro for over 3 years. Troy has dedicated much of his personal time to Toastmasters International, a non-profit organization, serving several years as an elected member of the governing body. His favorite



exhibition ride at the Prairieland Exhibition is the Double Ferris Wheel. Chris Leib is an Account Representative with EventPro Software. He has been involved in the software industry for over 10 years, nearly 3 of which he has been in his current position with EventPro. In this time Chris has participated in Development, Technical Support, and Software Sales. His favorite exhibition ride at the Prairieland Exhibition is the Zipper!

This presentation compares the old-fashioned “manual method” of booking event space, tracking details, and invoicing for events to the modern approach of using sophisticated event-management booking software.

Economic, Education and Social Impact Study – Next Steps

Presenter: Michael Harker

Michael will show us the best way to use the information that we will be given through the finished studies.

Best Practices in Going Green – Round Table Discussion

Facilitator: Virginia Ludy

Virginia brings over 20 years experience in fair management, research and marketing. Currently Virginia is the Operations Manager at the CNE and manages everything from gate operations to safety engineering. Virginia will facilitate a discussion around best practices in “going green” and how fairs of all sizes can be leaders in this initiative.

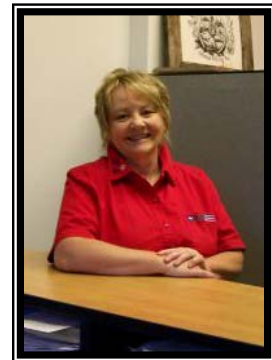


Friday, November 7, 2008

Managing Change, Growing Forward

Presenter: Liz Roberts

Liz Roberts is the Rural Leadership Specialist in Organizational Development and Superintendent of Agricultural Societies for Manitoba Agriculture Food & Rural Initiatives (MAFRI). She has been with MAFRI for 2 years. Previous to joining MAFRI, Liz was a consultant that supported organizations with leadership and human resource development. Her company “Liz Roberts & Associates” provides organizations with psychological testing for recruitment and selection, and executive coaching. Liz grew up on a small mixed farm, completed her Bachelor of Education at Brandon University, a Masters in Adult Education at St. Francis Xavier, Nova Scotia, and is certified as an Executive Coach, Appreciative Inquiry and Search Conference Facilitator from Concordia University in Montreal. She was a member of the National Advisory training board for Employment Insurance, has chaired and been a committee member on a number of local and provincial boards, and in her role with MAFRI assists groups with their board governance, team and leadership development, and strategic planning.



Do you find change exciting, frustrating or fearful? Do you or your board members often resist new ideas? To successfully move through the change process we first need to understand how to navigate through this unmapped territory. This workshop will show that before we can help others manage change, we first need to have an understanding of the common patterns we all experience in any change process.

Small Fairs and Technology

Presenter: Peter Versteege

Peter Versteege has been active in Management Consulting, Project Management, Systems Development and small business for over 30 years and in the Agricultural Fair Industry for the last 20 years. Peter was the Information Technology Director for corporations in both British Columbia and the Yukon. He is the principal of Versteege Consulting Inc., whose customer base includes various industries in Canada and the USA. From 1993 to 1996 Peter served as the President of the Cobble Hill Fall Fair, successfully developing and implementing a complete revitalization plan. His software package “Fair



Administrator” is a direct result of this revitalization project. The software handles all the typical functions of Agricultural Fairs and is installed at fairs in Western Canada. Peter served as a director on the Board of the BC Association of Agricultural Fairs and Exhibitions. He is also a Fair Evaluator and in the last 15 years he has evaluated many fairs and exhibitions throughout the province of B.C.

***In this workshop** Peter will share the process that his local fair went through in moving from a manual system to a computerized system. He will show in a non-technical manner the many benefits of his software – from registration to processing judging results, from paying out prize money to instant statistics and timely reports.*

Facilities Operations Management

Presenters: Wayne Heiser and Jason Kemppainen

Wayne Heiser has been an employee of Prairieland Park for 11 1/2 years. He was originally hired as Operations Manager which oversees the set up and take down of various trade shows and events, the maintenance and care of all facilities and grounds as well as custodial and customer service departments. His background is a journeymen electrician with extensive experience in construction and project management. Wayne has since been promoted to Director of Facilities which encompasses overseeing the operations, custodial services, and customer service departments. He is also responsible for



overseeing the construction of facilities, renovations and repairs plus site development work. Jason Kemppainen is originally from rural Saskatchewan with strong roots in the agriculture industry coming from a mixed farm operation. He has been employed by Prairieland Park for over 14 years, beginning in an entry level position and then working his way through to become Operations Manager. Jason attended the University of

Saskatchewan in the College of Commerce and has participated in numerous training sessions on management skills that have helped to develop the fundamentals necessary for success within a service industry. The Operations Department currently employs 25 full time employees, as well as many part time staff, in a variety of technical positions with the focus on the programs within the facilities and overall maintenance of the buildings and the park.



Wayne and Jason highlight the intricacies of management of the property and the daily operation at Prairieland Park. While management of the property deals with facility and site development - management of operations deals with the day-to-day requirements of man power, maintenance, and materials to carry out the production of shows and events. This workshop will give you some insight and perhaps some new ideas for your own grounds.

Family Zone – Engaging and Educating Kids at the Fair

Presenter: Melinda Quan

Melinda Quan’s career started at Northlands in Edmonton 17 years ago with an education in drafting and design. Her time as the Manager of Drafting Design and Signage department gave her insight and experience that led to her current position as the Manager of Midway and Commercial Exhibits. Her portfolio includes the management of the Capital EX Shop Zone (a commercial exhibit hall), Global Connections (an international marketplace), Northwest Originals (their premier art exhibit), and the award-winning Family Fun Town – the children’s area designed with interactive experiences, as well as both midways for Capital Ex and the Rexall Edmonton Indy.



This workshop will focus on Family Fun Town – an informative session that will provide ideas and insight on “edutainment” for children and how to complete their memorable experience.

Keys to Building Strong Relationships

Presenter: Tim Westhead

Tim Westhead is an award-winning educator, actor, author and internationally known speaker who has delivered keynotes and presentations for business organizations, financial institutions, and educational associations across North America. A nominee for Canada’s Prime Minister’s Awards for Teaching Excellence, Tim has recently received awards from the Ontario Public School Boards’ Association and the University of Waterloo Faculty of Arts Alumni Ass’n for “outstanding contribution to his professional field”.



Tim will outline the fundamentals to motivating your business contacts. His simple-to-use but powerful approaches build trust in relationships using motivational basics.

Managing Facilities and Grounds Best Practices – Round Table

Facilitator: Kevin Clifford

Kevin began as a volunteer at the Red River Exhibition in 1986, later a contract employee looking after Entertainment before joining the staff of Red River Exhibition in 1994 as the Entertainment Coordinator, Events Coordinator and has spent the last 4 years as the Events Manager for Red River Exhibition Park. Kevin brings his multi-faceted knowledge to us today as he guides our discussion on best practices in managing facilities and fair grounds in today's ever-changing society.

Heightening Board Energy & Synergy

Presenter: Nowshad Ali

Nowshad Ali holds the Certified Personal Behaviour Analyst designation, a diploma in Adult Education from St. Francis Xavier University, is a Certified Fund Raising Executive, and has completed course work and examinations for the AME program with Canadian Society of Association Executives. Through the training and development division of On Purpose Leadership Inc., Shad has delivered many sessions on leadership and governance topics. He has also facilitated business and strategic planning sessions for many organizations. Shad has had the privilege to serve many of Canada's top charities and not-for-profit organizations both in professional and volunteer capacities. Corporate clients have included: Great West Life Assurance Company, Amalgamet Canada, City of Burlington, York Region Public School Board, City of Saskatoon, and course attendees have come from banks, investment, sales, manufacturing, restaurant, entertainment, tourism and marketing organizations. Serving as a consultant with Blackbaud Analytics in Canada, Shad has worked with a number of organizations in helping them to build strategies to enhance their fundraising results. This has included organizations such as: McGill University, McMaster University, Canadian Breast Cancer Foundation, Nature Canada, Sick Kids Foundation, Covenant House, The Lung Association, and Canadian Red Cross. One of Shad's core beliefs is that true growth and development comes from an intense understanding of self and commitment to support and develop the capacity of others to realize their dreams and their potential.

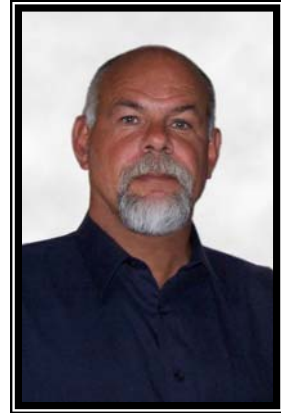


This workshop will explore techniques and best practices to energize and synergize your board. We will look at practices for attracting and retaining board members, inspiring vision and commitment, and for maintaining focus and staying on purpose.

Fairground Layout Management

Presenter: Steven Bolgiano

Coming to us from rural Eastern Shore, Maryland, Steven Bolgiano is the CEO of Fairs Management Interactive and provides facilities and fairgrounds his personal services, along with a unique online planning and management software. He attended Towson University for graphic design, and graduated from Louisville Technical Institute with a degree in structural and design engineering. Steven has worked for 20 years within the Exposition and Fairs Industry, including international projects in Singapore, Indonesia, and China. Steven has even traveled to China conducting workshops and as a guest speaker. Over the last 4 years he has collaborated with the Western Fairs Association, the Oregon Fairs Association, and the Arizona State Fair as part of an “inter-industry initiative”. The goal has been to create relevant innovations directly from Industry Professional input. Canada’s own Regina Fair and Exhibition Center has been a “Fairs M.I.” user for the past three years. Although a software technologist, and career tradeshow professional, Steven also owned and operated a farm for twenty years...and feels as much at home in the exhibit hall as he does in the livestock exhibits.



In this interactive workshop, Steven will demonstrate the Fairs Management Interactive software and how it can save you time by quickly and easily creating indoor and outdoor event planning, master plans for expansions and maintenance, facility services promotions and more.

Best Practices in Programming – Round Table

Facilitator: Kim Simkin

This year marked Kim’s eighth exhibition with Northlands, which is no small feat considering this young professional graduated with honors from the University of Alberta in 2002 with a Bachelor of Arts degree in Recreations and Tourism Management. Currently Kim is the Entertainment Manager within the Major Events department responsible for producing some of the Edmonton and Alberta’s most notable events including Capital EX, Rexall Edmonton Indy and Canadian Finals Rodeo. In her time at Northlands Kim has been an advocate for change, as evidence in the re-design and development of entertainment that coincided the re-brand of Capital EX in 2006. Her investment into the industry also extends nationally with her participation on the Canadian Association of Fairs and Exhibitions board as a director.



Do you have some great programming? Need some new ideas? Kim Simkin will facilitate this lively round table session as delegates talk about what has worked in the past, what hasn’t, and why.

Saturday, November 8, 2008

Relocating your Grounds – Panel Discussion

Moderator: David Forkner

Panelists: Rudy Friesen, Lethbridge, Kim Sarmienta, Barrie, David Taylor, London
David Forkner, of HKO Forkner, has 28 years experience in planning and design of fairgrounds, equestrian facilities, arenas and event centers. He has been the Principal in Charge, Senior Planner and Project Manager for these project types around the world. David is also a frequent lecturer at numerous national conventions including those of the International Association of Fairs and Expositions, Canadian Association of Fairs and Expositions and the League of Agricultural and Equine Centers. The panelists will be Rudy Friesen, General Manager of the Lethbridge & District Exhibition; Kim Sarmienta, Barrie; and Dave Taylor, the Association Marketing Manager and Annual Fair Manager for the Western Fair Association in London, Ontario.

David Forkner will moderate as Rudy, Kim and David illustrate their own experiences of moving their fair grounds.

Survive & Thrive with Humour

Presenter: Tim Westhead

Tim promises to show us how to increase morale with a humorous presentation that will leave us laughing and feeling great. His practical suggestions reduce stress and augment health.

Improve the Look of Your Concession Trailer

Presenter: Rollie McCubbin

Roland McCubbin has been the concession and exhibit director for the Iowa State Fair since 1998. While with the fair, he designed and implemented a computerized tracking program to aid in assessing food and merchandise vendors' percentage rental rates; has computerized assigning and renting all space used by merchandise, commercial and food vendors; and has supervised the transition from a percentage space rental charge for beer sales to a flat fee per keg. Exhibitor and concessionaire return rate at the Iowa State Fair is 90% plus, attesting to the fair's popularity and profitability as a marketplace. McCubbin holds a Bachelor of Science degree in Dairy Science from Iowa State University in Ames. He received his Certified Fair Executive designation from IAFE in 2007.



This presentation will include photographs of concession stands showing before and after views. Rollie will also show techniques that vendors have used to “dress-up” a stand with flags, lights and landscaping.

Promoting Local Agriculture at the Fair – Round Table

Facilitators: John Longley and Mavis Hanna

John Longley has been involved with the Annapolis Valley Exhibition since 1950, first as an exhibitor of dairy cattle then as a board member for many years. He was president of the Exhibition from 1976 to 1987. John became the manager in 1992 and is retiring this year. He has also been a member of the Board of Directors of the Exhibition Assoc of Nova Scotia several years, having served as President for a two year term and Acting Executive Director for one year. John has also been on the Board of Directors for CAFE for about ten years. Mavis Hanna, from Shawville, Quebec, is the immediate past president of the Shawville Fair – the regional fair of western Quebec - a position which she held for 12 years. Mavis has remained an active Director on that Board. She is currently employed with the Canadian Association of Fairs and Exhibitions office as the accounting manager and administrator.

John and Mavis will moderate this discussion, sharing best practices and ideas within the industry in promoting agriculture – where city meets country.