

C.A.F.E. 2010 Convention in Calgary, Alberta Education Program

Thursday, November 18, 2010

Tribal Leadership

Opening Keynote: David Logan

Every organization is really a tribe, or if it's large enough, a tribe of tribes. Tribes are more powerful than individual leaders, and yet 75% of tribes have mediocre cultures. The result is reduced effectiveness, satisfaction, and revenue.

This highly interactive session introduces a new kind of leader—someone who takes responsibility for the tribe and elevates its culture.

This session will show participants how to become such a leader by identifying the tribal culture at work and changing it. The result is a tribe that can take on new challenges and accomplish what used to look impossible.

Dave Logan is a USC faculty member, best-selling author, and management consultant. Dave has a Ph.D. in Organizational Communication from the Annenberg School at USC. He currently teaches management and leadership in the USC Executive MBA—an area rated #1 on the latest *Wall Street Journal* ranking of EMBA programs. He is also on the faculty at the International Centre for Leadership in Finance (ICLIF), endowed by the former prime minister of Malaysia, and on the Foundation for Medical Excellence in Portland. From 2001-2004, he served as Associate Dean of Executive Education at USC. As senior partner at CultureSync, a management consulting firm, Dave works with governments, non-profit organizations, and Fortune 500 companies, including Qualcomm, Intel, Charles Schwab American Express, and Prudential. Dave is co-author of four books including *Tribal Leadership* and *The Three Laws of Performance*. His books have been on the best-sellers lists of *USA Today*, *The Wall Street Journal*, and *Business Week*.



Micro Strategies – The Key to Success in Uncertain Times

Presenter: David Logan

Great leaders can mobilize people to achieve remarkable results in a short period of time. This session will show participants to do exactly that, by setting and executing “micro strategies.” The result is an intense burst of focused activity to accomplish more than people think is possible, often in 90 days or less. The result is greater productivity, innovation, collaboration, and job satisfaction.

This hands-on session will show participants how to:

- Set and execute “micro strategies” with 90 days timeframes.
- Accomplish long-term goals with a successive set of micro strategies.

The Importance of Risk Management

Presenter: Michelle Irwin, Markham Fair

This workshop will highlight how to identify potential risks and what to do to prevent accidents from happening to your fairgoers – and save yourself a lawsuit! Michelle Irwin joined the Markham Fairgrounds in August of 2008. She was previously employed with a large national property management company, reporting to the Director of Property Management. She experience extends to Leasing and Tenant Services. Michelle and her husband Tom brought their two children to the Markham Fair every year as they were growing up. She feels there is a great need in a growing suburban area to continue the tradition of the Fair's agricultural education.



Successfully Employing Teens in our Industry

Presenter: Ken Whiting, Waves for Success

Facilitator: Greg (Scooter) Korek, N.A.M.E.

This live webinar will give tips and strategies on how to recruit, hire, educate, motive and retain TODAY's teens and young adults.

Ken Whiting, member of the National Speakers Association and Northern California Speakers Association, is an industry expert on providing solutions for entry-level workforce challenges. His WAVES for Success program teaches companies what inspires young adults and teens to participate in, contribute to and excel at work.



Community Partnerships and Your Fair (Round Table Discussion)

Facilitator: Karen Oliver, Manitoba Provincial Exhibition

Karen will lead a general discussion about the opportunities and challenges, as well as the importance of engaging the community in your event. Come to this discussion with your own ideas and questions – and leave with solutions and new ideas to make your event even better.

Karen Oliver has been employed as General Manager of the Provincial Exhibition of Manitoba, in Brandon, since 2003. In this capacity she oversees the operations of three major annual agricultural events annually: the Royal Manitoba Winter Fair, the Manitoba Summer Fair and the Manitoba Livestock Expo. Karen holds a Masters Degree in National Voluntary Sector Leadership from McGill University in Montreal, as well as certificates in management from the University of Winnipeg and the Banff School of Management. She has more than 20 years of experience in the nonprofit field, having been employed as Director of the Manitoba Conservatory of Music & Arts, Executive Director of the Associated Manitoba Arts Festivals and Executive Director of the Tiger Hills Arts Association. Karen currently represents the Provincial Exhibition on the boards of a variety of organizations including CAFÉ and Travel Manitoba.



Karen was born and raised in Manitoba. She has a husband (Hani), three adult children of her own, two stepchildren and two dogs.

Getting the Most from your Entertainers

Presenter: Ian Stewart, Hypnotist

Hear from an experienced entertainer how he has helped many events get more for their entertainment dollar from their performers. From getting acts better suited to your event to getting those acts to bring in bigger crowds to getting free publicity for your event from the entertainers; using simple tips from Ian, the end result should be people talking about how great your event was because of the entertainers.

Ian Stewart has been entertaining audiences throughout North America for over a decade. Although best known as Canada's Premiere Hypnotist, Ian is also an accomplished magician, juggler and sword swallower. Ian performs over 100 live shows per year and has made appearances on such television programs as The Late Show with David Letterman and the Tonight Show with Jay Leno. Ripley's Believe it or Not says, "Ian Stewart shows the extreme power of the mind." With his diverse performing background, Ian Stewart has the knowledge to turn even the most difficult performing situation into a successful event.



Chairs with Flair at the CNE

Presenter: Virginia Ludy, CNE

This past year the CNE engaged the artistic talents of elementary school children from the Toronto District School Board to decorate 150 Muskoka Chairs to be used at the Canadian National Exhibition. The creativity exhibited by the school children was extraordinary and the public response to this community project was overwhelming. Virginia Ludy Director of Operations for the CNE will outline how this unique project was created and will provide useful information for Fairs who would like to undertake a similar program at their Fair.

Participants will also be given an opportunity to get a little creative themselves in this session/workshop.

Virginia Ludy's wide ranging experience in the fair industry encompasses more than 25 years. She currently serves as Director of Operations for the Canadian National Exhibition, where she manages a diverse and talented team with responsibility for: emergency planning & preparedness; security; parking and traffic management; gate operations; midway; food services; safety engineering; visitor services; guest relations; information services; volunteer services; site planning; and event services for the annual fair. Virginia also serves as Chair of the Amusement Devices Advisory Council for the provincial Technical Standards and Safety Authority, is a Director on the Canadian Association of Fairs and Exhibitions board and as a volunteer on other boards and councils in her community.

Prior to becoming Director of Operations, Virginia held the positions of Operations Manager, Senior Concessions Coordinator and Marketing Coordinator for the CNE. Before embarking on her career in the fair industry, she was employed in the financial sector.

Virginia is a graduate of Ryerson University with a degree in applied geography with a minor in economics. She resides in Toronto with her husband James and has two children and two step children, who have all enjoyed her association with the fair industry.



Friday, November 19, 2010

Engaging Today's Volunteers

Presenter: Janet Burstall, Volunteer Calgary

Times are changing and so are volunteers! Learn about trends in volunteering and how to create positions designed for today's volunteer. Find out the latest in recruitment and retention strategies to work best with the new volunteer workforce.

Janet Burstall is passionate about volunteer involvement. She has worked with Volunteer Calgary for 6 years and is currently in the role of Managing Training Development as a Community Development Manager. An admitted keener, Janet is proudly pursuing her certification in volunteer administration. Her experience as a volunteer ranges from executive board member to volunteer pianist.



Sponsorship – How to make it Really Work for You

Presenter: Brent Barootes, The Partnership Group

This will review what sponsorship actually is (and what it is not) and show you how to manage it correctly to truly put revenue on your bottom line. Through this session you will understand the role of sponsorship in your fair and exhibition. Are you generating enough money? Can you generate more? Is sponsorship really just for the big properties? How can I as a small property be successful with sponsorship? What are the trends in the sponsorship industry today? How much money is really out there and how much can I get? It will illustrate how your fair or exhibition operations can truly benefit from the enhanced revenue opportunities while remaining true to your values, mission, constituents and community goals.

Brent Barootes is the founding partner of the **Partnership Group – Sponsorship Specialists™**. Brent has been engaged in the sponsorship with fairs, festivals, exhibitions, events, charities, non profits, municipalities, member organizations,

as well as cultural and sport organizations. A great deal of his focus and experience has been in non profits and charities. Brent has worked directly and indirectly with many Canadian charities, non-profits, exhibitions and agricultural societies, member associations as well as major corporations to develop, design and build effective and efficient sponsorship programs.

In 2001, Brent incorporated the **Partnership Group – Sponsorship Specialists™**, a Calgary based national sponsorship consulting firm. In addition to his role as President with the firm, Brent is actively involved in sponsorship mentoring of clients while overseeing all aspects of client programs including inventory development, benefit audits and valuation and proposal package template development.

He leads his team of five seasoned professional consultants who provide sponsorship valuations and audits, inventory/benefit development, package development, prospect development and mentoring of staff and volunteers for both corporations engaging in sponsorship as well as properties. This team of consultants is located from Newfoundland to British Columbia. Brent will be delivering these workshop sessions at the CAFE National Convention in Calgary in November 2010 based on his extensive knowledge and proficiency on this subject area of sponsorship, fairs, exhibitions and the post recession world. Brent's expertise in sponsorship is unsurpassed.



Marketing Your Fair: A Calgary Stampede Case Study

Presenter: Tannis Ebbels, Marketing Manager, Calgary Stampede

A behind the scenes tour of the Calgary Stampede's 2010 marketing campaign from research and concept development through to implementation using everything from conventional media to new social media channels. **Discussed concepts will be scalable to any organization wishing to implement "best practices" in marketing your event.**

Tannis Ebbels is the Marketing Manager at the Calgary Stampede. Prior to this role was with the Stampede's Sponsorship department from 2004 - 2007. Tannis has over 10 years of extensive experience in marketing and communications and has worked on both the advertising agency and client side of the industry. She fine tuned her communication skills while teaching English in Japan for two years. Tannis is a Canadian Advertising Accredited Professional (C.A.A.P) and holds a BA in Communications from the University of Calgary.



Board Governance (Round Table Discussion)

Facilitator: Rudy Friesen, Lethbridge & District Exhibition

We all have challenges and successes when working with, within and for a Board of Directors. Rudy Friesen will give you the highlights on effective board governance and what that might look like in your organization. This session will give you the opportunity to share with others and perhaps leave with solutions that you can take home.

Rudy Friesen is the General Manager of Exhibition Park, Lethbridge, Alberta, serving in the position for the past eight years. Prior to joining the Lethbridge & District Exhibition as General Manager in 2002, he served as Agriculture Manager at Prairieland Park in Saskatoon from 1993 to 1999, and General Manager of the Swift Current Exhibition from 1999 to 2002. Rudy's involvement in the exhibition industry extends to the national level as well, where he served on the Board of Directors of the Canadian Association of Fairs and Exhibitions, including a term as its President. He is currently serving as the Canadian Association of Fairs and Exhibitions Board appointment to the International Association of Fairs and Exhibitions Board of Directors.



How to Keep Friends and Influence Meetings

Presenter: Cheryl Natrass, Alberta Culture and Community Spirit

Participating in effective meetings can make volunteer work a lot more satisfying! Discuss practical ways to prepare for, participate in and follow-up on meetings to get more accomplished.

Cheryl Natrass is the Coordinator of the Board Development Program of Albert Culture & Community Spirit. She joined her first board at the age of 18 and has served on the boards of a large number of community organizations in Alberta and British Columbia ever since. The Board Development Program has provided workshops, consultative services and resource materials to assist the boards of not-for-profit organizations throughout Alberta in topics of board governance since its inception in 1983. Instructors use a "hands on" approach to give board members opportunities to evaluate current situations, apply new ideas, and develop plans for the future.



Interview Techniques

Presenter: Janet Burstall

Interviewing volunteers is a critical part of the process of finding the right people to volunteer in your organization. Determine which style of questions will bring the information that you need, and how to use the interview as part of the screening process.

Sponsorship – What do you have to Sell and what is it Worth?

Presenter: Brent Barootes, The Partnership Group

What are you selling? Do you know what you have to sell that is truly of value to a sponsor? (No, not just another banner or logo!) Come learn how to determine what assets you truly have to sell within your fair and exhibition and how to place real market value on them. Determine if you are underselling the value of your fair or exhibition or possibly over valuing it. It is essential to know what you have to sell and what it is worth to be successful in sponsorship.

Security at the Fair (Panel Discussion)

Facilitator: David Young, Prince Albert Exhibition

Security is always a concern when you bring large groups of people together, even when the business is having fun. The panel will consist of Rudy Friesen of Lethbridge, Carl Schlosser of Saskatoon, Wynn McLean of Camrose and Mike Sydorik of Lloydminster. Come prepared with questions, scenarios, challenges and successes to add to the discussion.

Dave Young grew up in Alberta and joined the RCMP in 1975. He spent 25 years with the force in the area of general duties, VIP security, drug enforcement and covert investigations. Dave retired out of Shellbrook, Saskatchewan December 2000 and took the position of General Manager for the Prince Albert Exhibition Association in 2001. He has been married to Marilyn for 30+ years. She is a Special Education Teacher. They have a daughter Crystal, 26 years of age, who is a Pediatric Nurse at the University Hospital in Saskatoon and a son Bobby, 24, who is a Wildland Firefighter presently working in Australia.



Wynn McLean, General Manager – Camrose Regional Exhibition (CRE)

Wynn has worked with the CRE for the past 18 years. The last 14 years as the General Manager. The CRE is a very active organization, providing programming in all of the traditional areas of the exhibition business. The CRE also has an active adult education division, is a partner in the Camrose Resort Casino and owns Panhandle Productions Ltd. Panhandle Productions Ltd is the production company for the Big Valley Jamboree. Wynn has been very active in the community serving on several boards and on city council. CRE is a member of CAFÉ, IAFE and the Rocky Mountain Association of Fairs.

Rudy Friesen, General Manager – Lethbridge and Area Exhibition

Rudy Friesen has served in this position for the past eight years. Prior to joining the Lethbridge & District Exhibition as General Manager in 2002, he served as Agriculture Manager at Prairieland Park in Saskatoon from 1993 to 1999, and General Manager of the Swift Current Exhibition from 1999 to 2002. Rudy's involvement in the exhibition industry extends to the national level as well, where he served on the Board of Directors of the Canadian Association of Fairs and Exhibitions, including a term as its President.

Carl Schlosser, Director of Events – Saskatoon Prairieland Park Corporation

Has over 31 years experience in all facets of the event industry. Currently sits as the Director of Events for Prairieland Park in Saskatoon, which consists of overseeing a number of departments within the organization along with the Saskatoon EX. He currently sits on the Board of Directors of CAFE in the capacity of President. He has been involved in all aspects of the entertainment/event/hospitality industry throughout his total career.

Excellence in Programming at Your Fair (Round Table Discussion)

Presenter: Karen Matthews, Norfolk County Fair (Round Table Discussion)

We know that programming is an integral part of any fair – it's just as important as the midway or fair food. It's how we educate the general public about different aspects of agriculture, local history, competition and more.

Come to this session and show off your great programming ideas and perhaps pick up some new ones. Karen Matthews is the General Manager of the Norfolk County Fair & Horse Show in Simcoe, ON. For the past nine years, Karen and her team have been working in partnership with board members and volunteers to build many bridges in the community including building partnerships with local businesses, community groups, other events and agri-tourism destinations. She has managed many local and national events including working on the Juno Awards, the Festival of Friends, and as National Marketing Manager for the Kinsmen & Kinette Clubs of Canada. She is an active volunteer in her community and continues to support other community events and charities through her volunteer efforts.



Developing a Business Plan for your Organization

Presenter: Debbie Hagman, Alberta Culture and Community Spirit

This is a participatory workshop helping you work through elements required for a business plan for your organization. We will discuss why a plan is important and what benefits it can provide for your organization. We will also practice certain activities to enhance your learning!

Debbie Hagman has worked for Alberta Culture and Community Spirit for almost seven years as a Community Development Officer. She loves her job as it takes her from working with non-profits and charities in inner city Edmonton to working on planning initiatives in many small rural communities, helping them to plan out what the community may look like in the distant future. She could be working with ag. societies or school boards or municipal councils or day care groups on planning issues, governance issues, fundraising ideas, etc. Deb is married to Earl and is a farmer's wife for the last 33 years; has three grown children and a new son-in-law. She started an ag. society in 1986 in the community in which she lives.



Zero Waste – Believable & Achievable

Presenter: Gerry McHugh, Calgary Stampede

At first Zero Waste was seen as an almost unachievable goal. However with an effective Environmental Protection Committee, strong management commitment throughout all levels, staff and partner support and participation, we've made great strides. The Calgary Stampede is an ISO 14001 certificated organization and as such we have committed to three primary environmental principles;

1. Prevention of pollution
2. Legal complainants
3. Continual improvement

Our goal of Zero Waste stems from our ISO 14001 commitment and the Company Policy to protect the environment and to reduce our environmental footprint. Our environmental programs on park have a long history and reducing waste was a great fit. It starts with knowing what waste you generate, implementing affective recycling streams and lots of communication



to encourage environmental awareness. As part of our commitment, these goals are set and reviewed annually to monitor our progress.

Take a journey through our efforts to “Zero Waste”

Gerry McHugh is the Calgary Stampede’s Operations Manager and Chairman of the Calgary Stampede Environmental Protection Committee. He started with the Calgary Stampede in June of 1992 and has been involved with the Calgary Stampede’s Environmental Protection Committee since its inception in 1996. Gerry is extremely committed to the development of the Calgary Stampede’s environmental programs and initiatives. This included, but was not limited to the Calgary Stampede’s achievement of ISO 14001 certification in 2008.

Saturday, November 20, 2010

Making Sense of Social Media

Presenter: Darron Froese, nonfiction

Feeling behind because you don’t really know what Facebook, Twitter, and YouTube are or how they could help you market your fair/business? Are the days of traditional paid advertising truly being replaced by free exposure through these new “social” mediums? Join us for an introductory look at Social Media – what it’s good at, and what it’s not.

For the last 15 years, Darron has been sounding the depths of all things web – from programming and database design to web servers and content management systems to provide nonfiction’s clients with the most appropriate, innovative and advantageous technological solutions. Darron’s first blog (of many) was started in July of 2001 and he has one of the very first few Twitter accounts in existence.



Work-Life Balance

Presenter: Canadian Mental Health Association (Calgary Branch)

Balancing work and home life priorities can often feel more like a juggling act than a manageable task. Significant others, children, even friends might be complaining about the lack of time you have for them when work takes over your home time. Find out tips and tricks to safe guard your time away from work and how to help family and friends understand that sometimes work needs to be you number one priority. Also, discover ways to deal with your own feelings of stress and guilt associated with being a juggler of work and home. This presentation is geared to be interactive and motivational.



Audience Research Made Easy

Presenter: Ken Munroe, President, EventCorp Services

We all know the importance of good data – it informs our programming, our sponsorship and fundraising, and much more. Ken’s workshop will cover the following topics: Why or why not conduct research; what to measure; sampling margin of error; research byproducts and what to do with the results of your research.



After a progressive career in event production and sponsorship marketing, including eight years as Senior Administrator of Edmonton’s 1978 Commonwealth Games, Ken Munro left his marketing position with the Pacific National Exhibition in 1995 and set out to establish EventCorp Services Inc., a Vancouver-based company specializing in point-of-experience research for events and attractions.

Fifteen years, two hundred fifty clients, and over one thousand projects later, EventCorp is regularly contracted by America’s most prestigious and recognizable events and is respected within the event industry as North America’s foremost provider of Audience Research services. Client and property credits include the National Football League (past eight Super Bowls), Augusta National Golf Club (past three Masters), the Chicago Museum of Science and History, the National Basketball Association, the PGA Tour, the US Open (Golf), the US Open (Tennis), the Canadian Football League, the Canadian Curling Association, World Wrestling Entertainment, a number of professional sport franchises, Conferences, Consumer Shows, Fairs, Festivals, and Marquis Tourism events throughout North America. CAFÉ and IAFE Fair member clients include Alameda County, Big Fresno, California State, Cheyenne Days, Cloverdale, Colorado State, Florida State, Florida Strawberry; Fort Worth Stock Show, Interior Provincial, Lethbridge Whoop-Up, Los Angeles County, Montana State, Nebraska State, Nevada State, New Mexico State, Orange County, Oregon State, Pacific National Exhibition, PEI Old Home Week, Puyallup, Saskatoon Prairieland, Sonoma County, State Fair of Texas, Tulsa State, Western Idaho, and Wisconsin State.

“Dings” Service Member Levy Information Session

Presenter: Gregg (Scooter) Korek, North American Midway Entertainment

This session was developed to answer all your questions about the proposed Service Member Levy or “Dings” program. Scooter will fill you in on the history, the need, and the idea.

Scooter Korek started in the amusement industry in 1977 at the Calgary Stampede. Scooter is the Vice President of Client Services and the Fair liaison at North American Midway Entertainment. He is an active member of CAFE and IAFE. Scooter is also a trustee for the Patty Conklin Memorial Fund. He was extremely instrumental in the development of the E-Ticketing system, Upgrade Programs, Advance Programs, and the Employee Award Program. He is involved in all aspects of the business and is well known throughout the industry for his midway photography.



Leave the Competition in the Dust; What You Need to Win the Customer Service Race

Closing Plenary: Bill Hogg, Principal, Bill Hogg and Associates

Everyone is talking about the impact of customer service on growth and profitability – but the brutal truth is that 75% of customers would gladly do business with the competition. So why are so few companies doing it well?

This presentation talks about the Critical Leadership Imperatives needed to create and nurture a customer-focused culture that delivers an exceptional customer experience and unlock the secrets of customer loyalty and profitability. In addition to defining the strategic imperatives, Bill will share specific action steps on how to accelerate continuous improvement and implement these imperatives in their own organization.

Bill is recognized as the Performance Excelsator, because of his uncanny ability to create profound change and deliver extraordinary results with the most demanding organizations. He works with senior leaders to inspire and develop high performance teams that deliver exceptional customer service, higher productivity and improve profits.

