



**Texas Association
of Fairs & Events
Convention and Trade Show**

January 4 - 7, 2018

**Hill Country Hyatt Resort & Spa
San Antonio, Texas**

Howdy Folks!

Welcome to the 2018 Texas Association of Fairs & Events annual convention. Our great board of directors has invested a tremendous amount of time and effort in this year's conference so we may all enjoy our time together, and learn new ways to improve our events. You will notice that there have been several changes to this year's program. First, the TAF&E Board of Directors recently proposed starting a certification program that will be held starting in 2019. As a result of this program being launched there will be no TELP Classes this year. Each year we receive feedback from you on the convention surveys. As a result of your suggestions, we have changed the structure of our educational program this year to allow for some round table discussions. These round table discussions will be held on Friday afternoon and will allow for you to be able to ask questions of the speakers but also learn from each other.

This year's theme of "Telling Your Tale" will be weaved throughout as we encourage everyone to share your own story. In every community, people want to connect to people, so we've been encouraging everyone to connect with your audience by simply opening your story to your own community of supporters. Creating a deeper connection in your hometowns with your events can pay big dividends, and solidify the place that your event holds in your community's future.

So while you're in San Antonio this weekend, meet some old friends, make some new ones, share your stories, and prepare to build a stronger relationship in your hometown! We hope you find the convention to be a valuable planning tool for your future success. Have fun at the Hill Country Hyatt!

Sincerely,

Daryl Real

TAFE President

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**Need help learning the lay of the land?
Visit the TAF&E Convention information
desk located in the Independence Lobby
for directions, schedule questions,
Foundation Night ticket exchange and
Calcutta ticket sales.**

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TAF&E OFFICE

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THURSDAY, JANUARY 4

10:00 a.m. TAF&E Board Meeting

Bandera

1:00 p.m. – 5:00 p.m. Trade Show Exhibitor Move In/Setup

Hill Country Ballroom

1:00 p.m. - 5:00 p.m. Early Conference Registration

Independence Lobby

5:00 p.m. Past Presidents' Council Meeting

President's Suite

6:30 p.m. Presidents' Reception (Invitation only)

Fredericksburg Ballroom D

FRIDAY, JANUARY 5

8 a.m.-12:00 p.m. Trade Show Exhibitor Set-up

Hill Country Ballroom

8 a.m. - 6:00 p.m. Registration

Independence Lobby

**Convention Tote Bag Sponsor
Houston Livestock Show & Rodeo**

**Convention Name Badge Sponsor
Paradigm Promotions**

**Convention Ticket Packet Sponsor
Indiana Ticket Co.**

**Convention Drink Ticket Sponsor
Saffire**

**Convention Gift
Houston Livestock Show & Rodeo**

**10:00 a.m. - 11:30 a.m How to Keep an Issue from
Becoming a Crisis**

Fredericksburg Ballroom D

A good crisis plan recognizes the ways a crisis can develop and seeks to reduce the likelihood of an issue developing into a full-blown crisis. In this workshop we will build your crisis management toolbox and equip you to identify, address and prevent issues from becoming crises.

Speaker: Blake Bedinger, Cultivate Agency

11:30 a.m. Director for the Day Orientation Meeting
Independence Lobby

1:00 p.m. Silent Auction Opens
Charlie's Gallery

12:59 p.m. \$100 On-Time Door Prize
Independence Ballroom

On-Time Door Prize Sponsor
Poteet Strawberry Festival

1:00 - 2:00 p.m. Opening General Session & Keynote
Independence Ballroom
Trent Loos

Opening Session Presenting Sponsor
Talley Amusements

Choose your favorite educational sessions throughout the convention. — Concurrent Sessions are offered so that attendees may attend sessions of interest that are designed to share knowledge in a discussion oriented environment.

2:20 p.m. – 4:00 p.m. Concurrent Sessions

(The 8 concurrent sessions will be two-part. Each will start with a 50 minute formal presentation. Following the presentation there will be a 5 minute break and then in the same room as the presentation a 45 minute roundtable discussion for attendees to ask questions of the speakers and to share their thoughts.)

1. Strengthening the Volunteer Base

Brady B

The key to the success of any event is the volunteers that work tirelessly throughout the year. The volunteer base “rides for the brand” to be involved with something they are passionate about, to give back and to make the event better. This session will focus on securing, retaining, motivating and using volunteers.

Speakers: Joel Cowley & Dr. Chris Boleman, Houston Livestock Show & Rodeo

2. Animal Welfare Perceptions

Fredericksburg A

Livestock Shows have long been used to provide exhibitors an opportunity to showcase their animals to the public. For many attendees, this is the highlight of their fair experience and an opportunity to experience animal agriculture first hand. In a time when fewer event goers come from an agriculture background it is imperative that they leave the show with a positive perception of the animals and how they are cared for. This session will open your eyes to some misperceptions and help arm you to prevent any unwanted criticism during your event.

Speaker: Dr. Billy Zanolini, Texas 4-H

3. Engaging Your Community

Fredericksburg F

The success of any event is its acceptance by the local community. This acceptance can be local government officials, media outlets and most importantly the citizens. This session will provide you with insight into how to involve the community and insure that they have “buy in” and support of your event.

Speaker: Marco Barros, San Antonio Area Tourism Council

4. Sponsorships Made Successful

Fredericksburg G

One of the hardest but most critical parts of any event is fundraising. To be successful a proper plan must be assembled and executed to develop, retain and recognize sponsors while creating long-term relationships. Come learn from one of the best on how you might make fund raising a more pleasurable and efficient process.

Speaker: Amber Burda, Houston Livestock Show & Rodeo

5. **Huge Crowds- Now What?**

Fredericksburg E

We all want as many people through the gates as possible. Sometimes we out-do ourselves and then a good thing turns into something that requires special planning. Two of our member events will discuss what they do to help overcome some of the obstacles and in-turn ensure that everyone has an enjoyable experience.

Speakers: Glenn Carlton, North Texas Fair & Rodeo; Debbie Dreyfus-Schronk, San Antonio Stock Show & Rodeo.

6. **Carnival Safety**

Brady A

The safety and inspection of carnival rides has been one of the industry hot topics over the past year. Come hear two industry specialists discuss carnival safety, what measures can be taken to best prevent an accident and how your fair can better protect itself. This will be a must attend for event managers and key decision makers.

Speakers: Rusty Fitzgerald, State Fair of Texas; Bruce Smiley-Kaliff, Kaliff Insurance

7. **Communicating What You Mean to Say**

Hondo B

Successful communication does not start with knowing what you want to say but rather identifying what you want your audience to know. In this session we go back to the beginning of how to craft your message for success.

Speaker: Jake Brown, Cultivate Agency

8. **Concessions???**

Bandera

What is a fair without concessions? This session will cover everything that you need to know about concessions from securing them, proper inspection, payment methods to hot topics that are facing the industry. Mark this one as a must attend if you have or are considering having concessions at your next event.

Speakers: Roger Westmoreland, Roger Westmoreland Concessions, Inc.; Caroline Newport McKee, Newport Concessions

**Concurrent Education Session Sponsor
San Antonio Stock Show & Rodeo**

**Roundtable Discussion Sponsors
Washington County Fair
A Clean Portoco**

4:15 - 6:15 p.m. Trade Show Opening
Hill Country Ballroom

**6:15 – 6:45 p.m. First Time Attendee Reception
(Invitation Only)**
Fredericksburg Ballroom D

**First-Time Attendee Reception Sponsor
Westmoreland Concessions**

**First-Time Attendee Door Prize Sponsor
Louis & Joan Katz**

6:45 – 7:15 p.m. Welcome Reception Cocktail Party
Independence Ballroom Foyer

**Welcome Reception Sponsor
Houston Livestock Show & Rodeo**

7:15 – 7:45 p.m. Fun Auction
Independence Ballroom

**Fun Auction Sponsor
North Texas Fair & Rodeo**

7:45 p.m. - 8:30 p.m. Dinner
Independence Ballroom

**Friday Dinner Sponsors
Rio Grande Valley
Livestock Show & Rodeo
Friends of Washington County Fair**

**Photo Contest/Phone Charging Station
Sponsor Populous**

8:30 p.m. - 10:30 p.m. Entertainment Talent Showcase
Independence Ballroom

**Talent Showcase Sponsor
Heart of America Shows**

10:30 p.m. \$100 Door-Prize Drawing
Independence Ballroom

**Door Prize Sponsor
Fayette County Fair**

**Convention Newsletter Sponsor
Texas State Forest Festival**

**Decoration Sponsors
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City of McAllen**

SATURDAY, JANUARY 6

7:00 a.m. – 8:00 a.m. Breakfast Buffet & Door Prizes
Independence Ballroom

**Breakfast Sponsors
Poteet Strawberry Festival
State Fair of Texas**

**8:00 a.m. - 1:30 p.m. Foundation Night Ticket Exchange
for those seated at sponsored tables**
Information Booth (Independence Lobby)

*Present the dinner ticket from your registration packet with a
sponsor sticker to receive your seating assignment.*

8:00 a.m.- 4:30 p.m. Registration
Independence Lobby

7:59 a.m. \$100 On-Time Door Prize
Independence Ballroom

Door Prize Sponsor: Walker County Fair

8:00 a.m. - 9:30 a.m. General Session
Independence Ballroom
Best Trade Show Booth Award

**2018 TAF&E Ray Cammack Shows Awards of Excellence
for Marketing and Communications**

Marketing and Communications Award Sponsor - Ray Cammack Shows

General Session Sponsor Ray Cammack Shows

Choose your favorite educational programs throughout the convention — Concurrent Sessions are offered such that attendees may attend sessions of interest

9:45 a.m. – 10:35 a.m. Concurrent Sessions

(5-50 minutes sessions have been planned for attendees to choose the programs of interest.)

1. Preparedness for Natural Disasters

Fredericksburg D

Mother Nature can sometimes dish out a tough hand. What do you do when you are a week from your event and a natural disaster occurs? Unfortunately, some of our members have experienced this but because of their preparation they were able to see their event take place as well as open their facilities to assist the community.

Panelists: Shane Jennings, Brazoria County Fair; Cindy Schmidt, Fort Bend County Fair

2. Overall Media Plan

Fredericksburg A

How your event is promoted and viewed in the media can many times dictate its success. Take advantage of this session to learn more about developing an Overall Media Plan to promote the event, tell your story as well as handling a forbidden crisis.

Speaker: Barbara Magana Robertson, Magana Media

3. Outside of Your Event Fundraising

Uvalde

We are all looking for ways to raise funds for our events and to include others who otherwise might not be involved. Many events have successful fundraising programs that appeal to a variety of groups. In this session you will hear from one of our members who hosts a variety of successful fundraisers in hopes that you might be able to take some of these ideas back and implement for your event.

Speaker: Katie Richmond, Rodeo Austin

4. Working to Get a Venue Tax Passed

Hondo A

Many of our events either own or work closely with the owner of the facilities that we call home. The construction and maintenance of facilities can be a financial drain especially in today's competitive rental market. The Heart of Texas Fair recently worked with the City of Waco and the Waco ISD to get a Venue Tax passed that will allow the fairgrounds and some of the local sporting facilities to be upgraded. Come hear their story of how this process was facilitated and the expected outcomes as a result.

Speakers: Wes Allison & J.D. Ewing, Heart O' Texas Fair

5. Transforming Your Event into an Experience

Brady B

Don't we all want to make attending our event an experience? In today's competitive market for the entertainment dollar we have to all do what we can to go above and beyond to make everything inside of our gate special. This session will be lead by someone from outside of our industry who will share their perspective of creating an experience.

Speaker: Chris Derby, SeaWorld

Concurrent Education Session Sponsor Rodeo Austin Grapevine Convention & Visitors Bureau

10:45 a.m. – 11:35 a.m. Concurrent Sessions

(5-50 minutes sessions have been planned for attendees to choose the programs of interest.)

1. Programs That Include Special Needs Children

Fredericksburg E

How exciting would it be to have a bus load of special needs children come to your fair for an outing to ride a horse for the first time, participate in a stick horse race or possibly show an animal? Many of our member events have initiated these types of programs for special needs children as both a service and an outreach. Come hear how these programs started but more importantly the steps that need to be taken to ensure everyone has a safe and enjoyable experience.

Panelists: Kyle Merten, Washington County Fair; Sherry Hibbert, Houston Livestock Show & Rodeo; Barbara Magana Robertson, Fort Bend County Fair

2. Zero Waste

Bandera

How many truckloads of garbage are hauled from your facility during the course of your event?? Would you be interested in an easy alternative that would not only lessen what is hauled off to a landfill but would also be more environmentally friendly? Come to this session and learn of a system that is working in San Marcos, Texas and how you might incorporate a similar one at your event.

Speakers: Jennifer Mach & Amy Kirwin, City of San Marcos, TX

3. Video Makes a Marketing Star!

Fredericksburg F

As video continues to flourish in digital marketing, it is important to know how and when to implement it into your marketing plans. In this session, we'll demystify the challenge of adding video to your marketing efforts and show you the tools you'll need to get started, as well as how to develop compelling content. Learn how using video in your social media efforts can drive revenue and make you a marketing star!

Speaker: Jessica Bybee-Dziedzic

4. Grounds Decorating & Signage

Hondo B

Having the proper signage and decorations is imperative for the overall appeal and effectiveness of an event. Come learn about some of the most innovative, economical and effective ways to provide signage but also decorations for your next event. We are extremely fortunate to be able to have an industry icon come make this presentation.

Speaker: Pete Van de Putte, dfest

5. Hispanic Marketing

Fredericksburg G

With an ever-growing increase in cultural diversity events must consider opportunities to include these populations. Various marketing, communication and outreach programs can be designed to better target these groups and include them in your event. If you have an interest in including different cultural groups into your event plan to attend this session and learn from a proven communications strategist.

Speaker: Melissa Vela-Williamson

10:45 p.m. Associate Member Business Meeting
Hondo A

TAF&E Associate Members are invited to attend this meeting to elect leadership, hear updates and to provide input for the betterment of the of the convention and association.

11:45 p.m. Luncheon
Independence Ballroom

Luncheon Sponsors
Allied Specialty Insurance,
Amarillo Tri-State Fair & Rodeo,
Houston Livestock Show & Rodeo

12:15 – 12:45 p.m. TAF&E Professional Awards and Hall of Fame Awards
Independence Ballroom

12:45 p.m. Education Foundation Drawing
Independence Ballroom

12:45 – 2:45 p.m. Talent Showcase
Independence Ballroom

Talent Showcase Sponsor
Magic Money

Talent Showcase Drawing Sponsors
Central Texas State Fair

Belton 4th of July Celebration
& PRCA Rodeo

Stanley & Andrea Durbin

Keith & Lucinda Smith

2:00 p.m. Foundation Night Ticket Exchange
Opens to All Attendees
Information booth

Present the dinner ticket from your registration packet to receive your Saturday dinner seating assignment (first come first served).

2:45 - 4:45 p.m. Trade Show Open
Hill Country Ballroom

5:00 - 5:45 p.m. Concurrent Educational Sessions

1. How to Leverage Local Radio and Their Social Media to Increase Attendance at Your Event

Brady A

An integral part of promoting your event is through local radio. Almost everyone listens to the radio making it effective but more importantly radio stations are looking for opportunities to promote themselves and partner with events. Be sure to attend this session and explore the possibilities of radio.

Speaker: Tiffini Brock, Blue Lark Entertainment

2. Organizing and Managing Your Members & Volunteers

Uvalde

This group discussion format will provide an opportunity for attendees to discuss issues and solutions in managing the records and inventories of members and volunteers. Make plans to participate and learn more on keeping an updated listing of members and volunteers for communication, dues renewals, etc. Come tell us your tale!

Speaker: Saffire

3. TAF&E Board Q&A

Brady B

Back by popular demand, attend this intimate session for an opportunity to dialogue with your TAF&E Board Members. In an effort to continue to raise the bar bring your questions, comments, and constructive feedback.

Panelists: TAFE Executive Committee

5:30 Sponsors Reception
Fredericksburg Ballroom D

Sponsors Reception Sponsor
San Antonio Stock Show & Rodeo

6:00 p.m. Silent Auction Closes & Check Out
Charlie's Gallery

7:00 p.m. Foundation Night Reception
Independence Ballroom Foyer

**Foundation Reception Sponsor
Heart O' Texas Fair & Rodeo**

7:30 p.m. Education Foundation Night Dinner & Dance
Independence Ballroom
Dinner & Dance included in convention registration fee.

**Education Foundation Night Sponsor
Kaliff Insurance**

SUNDAY, JANUARY 7

7:30 - 8:30 a.m. Breakfast Buffet & Door Prizes
Independence Ballroom

**Breakfast Sponsor
Titus County Fair
Wagner's Carnival**

8:29 a.m. \$100 On-Time Door Prize
Independence Ballroom

**Door Prize Sponsor
Heart O' Texas Fair & Rodeo**

8:30 – 8:50 Talent Showcase- Jack & Deb Stone

8:55 a.m. Silent Auction Results
Independence Ballroom

9:05 a.m. Presentation of the Trade Show Treasure Chest Prizes
Independence Ballroom

9:15 – 10:00 a.m. Closing Keynote Speaker
Independence Ballroom
Speaker: Dr. Dennis Swanberg

**Closing Keynote Sponsors
Armstrong Shows
Montgomery County Fair
Calhoun County Fair Association**

10:00 - 10:30 a.m. TAF&E Annual Meeting
Independence Ballroom

Announcement of 2019 Convention Theme & Date
TAF&E Nominating Committee Report
Recognition of Outgoing TAF&E Board Members
Recognition of Outgoing TAF&E President
Announcement of Mr. & Ms. X Contest Winners
Drawing of \$500 Presidents' Awards

Mr. & Ms. X Contest Sponsor
Fort Bend County Fair

Presidents' Award Sponsor
Newport Concessions

Adjourn Have a safe trip home!

10:30 a.m. TAF&E Board of Directors Meeting
Bandera



Mark Your Calendar for 2019:

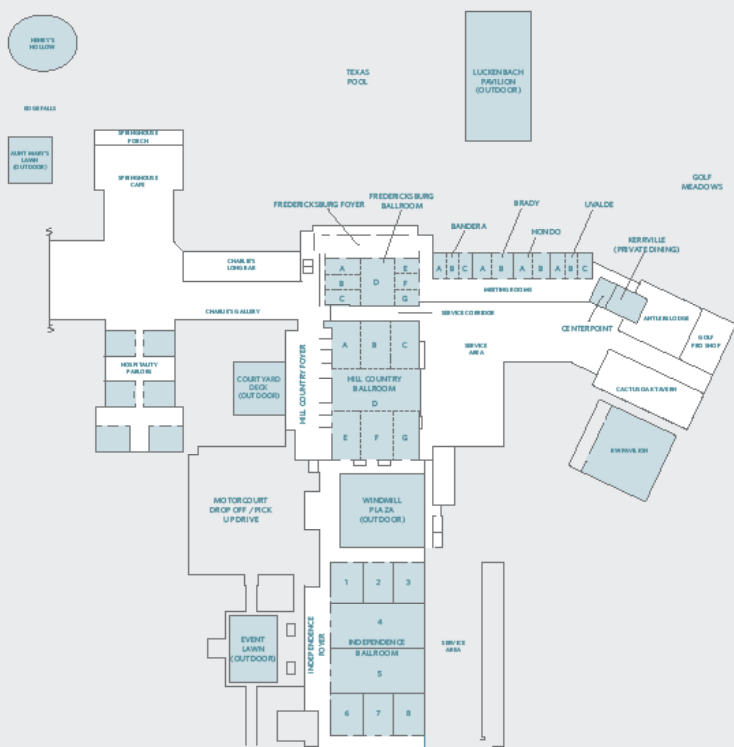
**January 10-13, 2019
Galveston Island
Convention Center
Galveston, Texas**

Hill Country Hyatt Layout

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FLOOR PLAN Lobby Floor



Larger maps are available at hotel front desk
and/or convention registration.

TRADE SHOW EXHIBITORS

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Birds n Beasts Inc
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Industrial Communications
JayDec Hypnotist
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John Wayne Entertainment
Kaliff Insurance
Kaylee Rutland Music
Ken-Ran Productions
Kids Celebration Family Game Show
Lagniappe Productions
Lanky's Corner
Laser Spectacles
Linda Brown and Associates
Liz Gregory Talent
LyraLee Music
M-Pac Talent
Magic Money
Mango and Dango
Metro Golf Cars
Montex Productions
Munoz Artist Management
National Ticket Company
Paul Bunyan Lumberjack Show
Play with Gravity
Populous
Presence Music LLC
Priefert Complex Designs
Pro-Bots Promotional Robots
Pro View Global Digital Surveillance
Red 11 Music
Robert Smith Presents, LLC
Robots and Cars Entertainment
Saffire
Satellite Sports Group
ShenaniGuns Comedy Shows
Social Ice Frozen Wine Pops
Spectrum Weather & Specialty Insurance
Steve Griggs Band
Suncoast Pine Shavings
Superior Trophies and Buckles
Swiftly Swine Productions
Talley Amusements
Tanna Banana Storytime
The Granpa Cratchet Puppet Show
The Party People LLC dba Doc and Disgo Family Fun
The Pirate's Parrot Show
The Wade Henry Show
Top Shelf Ministries, Inc
Traxxas Monster Truck Tour
Weldon, Williams & Lick Inc
Woodys Menagerie
WOW Attractions

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Kaliff Insurance
Ray Cammack Shows
State Fair of Texas
Talley Amusements

DIAMOND LEVEL

Crabtree Amusements
Dixie Flag Event Services Team
Paradigm Promotions – Forrest Dillon
Saffire
San Antonio Stock Show & Rodeo

PLATINUM LEVEL

City of McAllen
Grapevine Convention & Visitors Bureau
Heart O' Texas Fair and Rodeo
Heart of America Shows
Rio Grande Valley Livestock Show

GOLD LEVEL

Armstrong Shows
Communications Direct
Indiana Ticket
Poteet Strawberry Festival
Friends of Washington County Fair

SILVER LEVEL

Amarillo Tri-State Fair & Rodeo
Calhoun County Fair Association
Magic Money
Newport Concessions
Populous
Rodeo Austin
Titus County Fair
Wagner's Carnival
Washington County Fair
Westmoreland Concessions

BRONZE LEVEL

A Clean Portoco
Admit One Products
Allied Specialty Insurance
Fort Bend County Fair
Montgomery Co. Fair
North Texas State Fair

FRIEND LEVEL

Belton Chamber 4th of July Rodeo
Central Texas State Fair
Cody Wayne Music
Communications Direct, Inc.
Stanley & Andrea Durbin
Fayette County Fair
Grandpa Cratchet Puppet Show
Great American Entertainment Co.
Houston Disc Dogs & Trick Dog Entertainment
Industrial Communications
Lagniappe Productions
Louis & Joan Katz
Robots & Cars Entertainment
Keith & Lucinda Smith
Talley Amusements, Inc.
Walker County Fair
Weldon, Williams & Lick, Inc.
Woody's Menagerie



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