



# 2017 OFA Annual Convention Schedule

October 26-29, 2017

**Linn County Expo Center**  
**STATE WIDE & FULL OF PRIDE**

*(Updated October 23, 2017)*



## Thursday, October 26, 2017

Time	Session	Room
12:00 - 1:00	<b>Oregon Fairs Foundation Board Meeting</b>	Conference Room 1
2:00 – 7:00	<b>Trade Show Set-up</b>	Event Hall - A
1:00 – 2:00	<b>Committee Meetings</b> Awards: Conference 1 Bylaws: Conference 2 Technology: Conference 3 Reports: Conference 4	Conference Rooms 1, 2, 3 & 4
2:00 – 3:00	<b>Committee Meetings</b> Convention: Conference 2 Legislative: Conference 3 Rodeo: Conference 4	Conference Rooms 2, 3 & 4
3:00 – 5:00	<b>OFA Board Meeting</b>	Conference Room 1
5:00 – 7:00	<b>Registration Desk Open &amp; Auction Item Drop-Off</b>	Willamette Event Center Lobby
6:00 – 8:00	<b>Break</b> - Dinner on your own	
8:00 – 10:00	<b>President's Welcome Reception</b> All OFA and WFA members welcome! Snacks and hospitality bar.	Willamette Event Center Lobby

## Friday, October 27

Time	Session	Room
7:30 – 11:00	<b>Coffee Service</b>	Willamette Event Center Lobby
7:30 – 5:00	<b>Registration Desk Open</b> Auction Item Drop Off	Willamette Event Center Lobby
7:00 – 11:30	<b>Trade Show Set-Up</b>	Event Hall - A
8:00 – 8:50	<b>OFA Annual Business Meeting:</b> All Voting Delegates Required to Attend	Conference Room 1
8:00 – 8:50	<b>New Attendee Welcome and OFA Convention Overview</b> Learn how OFA operates and serves its members, and how to get the most out of your OFA Convention experience. <b>Speaker: OFA Past Presidents Al Westhoff, Leah Perkins-Hagele, Rachel McIntosh and Don Slone</b> <b>Moderated by: Don Slone</b>	Conference Room 2

**Friday, October 27 (Continued)**

Time	Session	Room
9:00 – 9:50	<b>Concurrent Seminar Sessions</b>	
	<p><b>Session 1: Service Members: What is Needed in a Promo</b></p> <p>This seminar will explore the do's and do not's, the hows and whys of putting a promo package together, and learn what the talent buyer is looking for in their selection of each act.</p> <p><b>Speakers: Deni Herrmann, Marty Davis, Al Westhoff &amp; Don Slone</b>  <b>Introduced and Moderated by: Don Slone</b></p>	Conference Room 1
	<p><b>Session 2: ADA Training</b></p> <p>Participants will gain a better understanding of the role proactive planning and reactive accommodations for people with disabilities play in creating inclusive experiences. We will define basic legal parameters around topics such as service animals, allergies, physical access, and interpreting, though the session will be heavily discussion based with ample time to talk through specific situations or cases. Bring your questions, examples, and hypothetical situations.</p> <p><b>Speaker: Gabriel Merrell from Equal Opportunity &amp; Access at OSU</b>  <b>Introduced and Moderated by: Kathi Mattenin</b></p>	Conference Room 2
	<p><b>Session 3: 20 Ways to Ruin a Perfectly Good Website</b></p> <p>By now, we all probably can recognize a few things that make a great website. However, do you know the things you're doing that are ruining your website? Don't worry! We'll help you identify issues that may need a little improvement, and then give you easy fixes you can implement right away. Come learn how to maximize "your brand" on "your land" and take full advantage of your most important online presence!</p> <p><b>Speakers: Cassie Roberts Dispenza of Saffire</b>  <b>Introduced and Moderated by: Ciera Keith</b></p>	Conference Room 3
	<p><b>Session 4: Fairgrounds Master Planning</b></p> <p>LRS Architects is committed to Oregon Fairs to achieve their vision through development of their facilities. LRS works closely with Fairs to create efficient master plans and functional new buildings and remodels that are appealing and affordable.</p> <p><b>Speaker: Steve Mileham of LRS Architects</b>  <b>Introduced &amp; Moderated by: Leah Perkins-Hagele</b></p>	Conference Room 4
10:00-11:15	<b>Friday Keynote Speaker</b>	
	<p><b>Gary Berg: "Seeing Straight in a Cross-Eyed World"</b></p> <p>The purpose of this presentation is for audience members to understand the importance of knowing that we each see the world and everything that happens in it through our own unique self. What is obvious to one person for one reason might be viewed and acted upon totally different by someone else. Our past experiences, our personalities, our age, our interests, etc. all come into play in determining how we each view an idea, a decision, and the need to change. "Seeing Straight in a Cross-Eyed World" examines how sound, sight, words, past experiences, and even laughter and music can all play major factors in how well we communicate with each other. This basic understanding helps people be more patient and accepting of other people's viewpoints and ideas, and helps groups work together more efficiently.</p> <p><b>Speaker: Gary Berg</b>  <b>Introduced by: President Brenda Mayberry</b></p>	Willamette Event Hall - C

## Friday, October 27 (Continued)

Time	Session	Room
	<b>Concurrent Seminar Sessions</b>	
11:30 - 12:30	<p><b>Session 1: Simple Truths in Life and in the Workplace</b></p> <p>This presentation challenges audience members to consciously examine how they can be better at what they do on a daily basis in work and in life. Besides challenging people to think, he also incorporates laughter and reminds his audience that it is important to laugh often and loud.</p> <p><b>Speaker: Gary Berg</b>  <b>Introduced and Moderated by: President Brenda Mayberry</b></p>	Conference Room 1
	<p><b>Session 2: Emergency Preparedness/Facilities Emergency Plan</b></p> <p>Does your fairground have an emergency evacuation plan? Learn all about how to prepare one.</p> <p><b>Speaker: Dan Despotopulos &amp; Don Slone</b>  <b>Introduced and Moderated by: Don Slone</b></p>	Conference Room 2
	<p><b>Session 3: Eyesore to Eye Candy - Elevate Your Brand Now!</b></p> <p>This is a continuation of "20 Ways To Ruin A Perfectly Good Website".... When we think about branding ourselves or our organizations, we can find ourselves intimidated by the amount of work in front of us. Where should we start? Do we need a professional brand book or guideline? What if we have no idea what a Pantone color is? We know we have Comic Sans and Papyrus, but what makes a good font choice, and do we even need one? Never fear! Jeremy Emerson, one of Saffire's partners and Creative Director, is going to show us how to go from "drab to fab" or "eyesore to eye candy" with two components: a logo, and killer photography. Wait, don't have either? Not to worry, we'll discuss ways of utilizing what we've got to work with, and tips for sourcing and generating awesome photographic resources that will help our websites, Facebook timelines, Twitter feeds, and Instagram pages looking tip-top, portraying our brands in the best possible light!</p> <p><b>Speakers: Jeremy Emerson of Saffire</b>  <b>Introduced and Moderated by: Ciera Keith</b></p>	Conference Room 3
	<p><b>Session 4: The Value of Relationships</b></p> <p>Do you want the best value for your dollar? Do you want to be able to trust your vendors and performers, knowing they will always have the fair's best interest at heart? Do you want to come to work and know you've created a team that allows you to enjoy coming to work and have confidence about your business?</p> <p>The presentation will present the value of creating relationships from both the vendor, performer standpoint as well and the fair management stand point. There's a saying in business "you get what you pay for". This presentation will talk about getting more than you paid for. For the Fair buyer or Mgmt it's tapping into a resource that doesn't have a price tag attached to it and from the vendor-performer, it's coming to work and the paycheck is not the driving value for being there.</p> <p><b>Speaker: Deni Herrmann</b>  <b>Moderator: Joe Stoddard</b></p>	Conference Room 4
12:00 - 12:30	Early lunch for exhibitors in trade show area	Willamette Event Hall – A
12:30 – 2:30	<b>Trade Show Lunch and Trade Show</b>	Willamette Event Hall – A
2:40 - 3:30	<b>Service Member and Fair Member “Speed Dating”</b>	Willamette Event Hall – C

## Friday, October 27 (Continued)

Time	Session	Room
3:40 – 4:30	<b>Concurrent Meeting Sessions</b>	
	<b>Service Member Annual Business Meeting</b> <b>Moderator: Karen Quest</b>	Conference Room 1
	<b>Fair Managers Meeting</b> <i>Fairs with no manager please send one (1) representative.</i> <b>Moderator: Leah Perkins-Hagele</b>	Conference Room 2
	<b>Fair Board of Directors Meeting</b> This meeting is for all Fair Board Directors from across the state. Come meet fellow board members from around Oregon to ask questions and discuss issues. <b>Moderator: Tammy Dennee</b>	Conference Room 3
	<b>Fair Staff Meeting</b> Meet fellow Fair staff & volunteers, network, ask questions, and discuss issues. <b>Moderator: Lana Drew</b>	Conference Room 4
4:40 – 5:30	<b>Concurrent Round Table Sessions</b>	
	<b>Session 1: Small Oregon Fairs Interaction---Attendance less than 20,000</b> <b>Moderator: Kathi Mattinen</b>	Conference Room 1
	<b>Session 2: Middle Sized Oregon Fairs Interaction---Attendance of 20,000 – 50,000</b> <b>Moderator: Lynn McKee &amp; Lana Drew</b>	Conference Room 2
	<b>Session 3: Large Oregon Fairs Interaction---Attendance over 50,000</b> <b>Moderator: Laurie Bothwell</b>	Conference Room 3
5:30 - 6:30	<b>Social Hour and Showcases</b>	Willamette Event Center Lobby
5:30 – 6:30	<b>IAFE Young Professionals Initiative (YPI) Zone 8</b> This special event is for industry professionals under 40 years old. <b>Moderator: Ciera Keith</b>	Conference Room 4
6:30 – 8:30	<b>Dinner &amp; Showcases</b> <b>Emcee:</b> 2013-2014 OFA President, Leah Perkins-Hagele	Willamette Event Hall - C
8:30 – 11:00	<b>The BIG Oregon Fair Party</b> Join us for the opening night of the BIGGEST member networking event of the year! Music, games, hosted food & beverages, Oregon Style!	Willamette Event Hall - B

## Saturday, October 28

Time	Session	Room
8:30 – 11:00	<b>Coffee Service</b>	Willamette Event Center Lobby
8:30 – 5:00	<b>Registration Desk Open</b>	Willamette Event Center Lobby
8:00 – 8:50	<b>Area Meetings</b> Area 1 – Conference 1    Area 4 – Conference 4 Area 2 – Conference 2    Area 5 – Holiday Inn Board Room Area 3 – Conference 3    Area 6 – Comfort Inn Board Room	
<b>Saturday Keynote Speaker</b>		
9:00 – 10:00	<b>Alison Clarke: The Power of Kindness</b> Alison Clarke is an expert in leadership and influence. She has helped thousands around the world break through barriers to boost profitability, improve productivity, and increase team cohesion. In our attempts to reach higher levels of performance, we sometimes overcomplicate our efforts. But sometimes, the simplest solutions are the most impactful, straightforward, and a fun way to change and improve circumstances and outcomes. <b>Warning! This may be the most profound change you can activate in your life.</b> <b>Introduced by: President Brenda Mayberry</b>	Willamette Event Hall - C
<b>Concurrent Seminar Sessions</b>		
10:15 – 11:15	<b>Session 1: 7 Seconds That Can Change Your Life: Presentation &amp; Listening Skills</b> Can you step out from behind your emails, tweets, and texts and deliver a face-to-face, short, compelling message with passion and clarity? <b>Speaker: Alison Clarke</b> <b>Introduced by: President Brenda Mayberry</b>	Conference Room 1
	<b>Session 2: It's Just a Stage You're Going Through</b> An interactive, multimedia program geared for everyone who books and coordinates professional grounds entertainment. After a look at stages on fairgrounds across the country, we learn what works and how they do it. We cover a range of topics from signage to scheduling to seating and more... You will take away a new outlook on the who, what, how, when, and why of successfully presenting grounds entertainment. <b>Speaker: Karen Quest</b> <b>Introduced by: Tammie Ryan</b>	Conference Room 2
	<b>Session 3: Advanced Threat Training</b> Are you prepared for all kinds of threats that may disrupt your event? <b>Speaker: Chuck Cogburn</b> <b>Introduced and Moderated by: Kim Grewe-Powell</b>	Conference Room 3
	<b>Session 4: Fair Board Governance &amp; Board Chair</b> State statutes and OFA Bylaws govern the way we do business. <b>Speaker: Tammy Dennee</b> <b>Introduced and Moderated by: Linda Friedow</b>	Conference Room 4

## Saturday, October 28 (continued)

Time	Session	Room
11:20 – 1:00	<p><b>Awards Lunch &amp; Showcases</b></p> <p>Lunch and then the Awards Committee will be presenting awards followed by two showcases. <b>Emcee:</b> 2003-2004 OFA President, Allan Westhoff</p>	Willamette Event Hall - C
12:00 – 5:30	<p><b>Silent Auction and Wine Wall</b></p>	Willamette Event Center Lobby
1:00 – 3:00	<p><b>Oregon Racing Committee Meeting</b></p>	Comfort Suites Board Room
1:00 – 2:30	<p><b>Service Member Trade Show</b></p>	Willamette Event Hall - A
<b>Concurrent Seminar Sessions</b>		
2:30 – 3:30	<p><b>Session 1: Marijuana Laws &amp; Marijuana at the County Fair</b></p> <p>Learn the present marijuana laws for the State of Oregon, and how they might affect business at the County Fair.</p> <p><b>Speaker: Mark Pettinger</b>  <b>Introduced &amp; Moderated by: Kathi Mattinen</b></p>	Conference Room 1
	<p><b>Session 2: Ticketing at The County Fair. Maximize Your Revenue Through Online Ecommerce &amp; Ticketing</b></p> <p>Are you getting the most bang out of your digital buck? When you do sell online, you can also learn how to maximize your revenue per sale! Join us as we cover the ins and outs of increasing the value of your online presence based on our 15+ years' experience selling online.</p> <p><b>Speaker: Cassie Roberts Dispenza of Saffire</b>  <b>Introduced and Moderated by: Ronda Sherman</b></p>	Conference Room 2
	<p><b>Session 3: State Statutes Governing a County Fair</b></p> <p>Tammy will lead all OFA Delegates through the Oregon Statutes pertaining to Oregon County Fairs. State Statutes 565.210 through 565.650 will be reviewed and discussed. These Statutes are in the OFA Datebook.</p> <p><b>Speaker: Tammy Dennee</b>  <b>Introduced and Moderated by: Linda Friedow</b></p>	Conference Room 3
	<p><b>Session 4: Attracting an Urban Audience to a County Fair</b></p> <p>For those urban areas of Oregon, how do you attract a nonagricultural population to a County Fair. Hear how Fairs have made this issue non-existent.</p> <p><b>Speaker: Laurie Bothwell &amp; Leah Perkins-Hagele</b>  <b>Introduced and Moderated by: Lynne McKee</b></p>	Conference Room 4

## Saturday, October 28 (continued)

Time	Session	Room
	<b>Concurrent Round Table Sessions</b>	
3:40 - 4:30	<p><b>Session 1: How Fairs Can Support &amp; Work Better Together, &amp; Common Uses Between Fairs</b></p> <p>This Round Table will discuss how neighboring Fairs or Fairs with similar or nearby dates may share equipment, materials, entertainers, etc. to save dollars and become more efficient.</p> <p><b>Introduced and Moderated by: Lana Drew</b></p>	Conference Room 1
	<p><b>Session 2: Where to Get Judges, Open Class Exhibits, and Public Competitions</b></p> <p>This Round Table group will discuss Open Class Judges, 4H Judges, FFA Judges, and will talk about Open Class Exhibit displays and Public Competitions.</p> <p><b>Introduced and Moderated by: Ronda Sherman</b></p>	Conference Room 2
	<p><b>Session 3: What Works for You, and What do You Need Help On?</b></p> <p>This Round Table discussion will explore all of the good things that are happening at your County Fair, and then be able to ask questions on how to do something new at your County Fair.</p> <p><b>Introduced &amp; Moderated by: Tammie Ryan, Laurie Bothwell</b></p>	Conference Room 3
	<p><b>Session 4: Ask Questions of The Convention Committee</b></p> <p>Here is your chance to ask questions of the Convention Committee, give your ideas and suggestions for improvements.</p> <p><b>Introduced and Moderated by: Don Slone</b></p>	Conference Room 4
4:30 – 5:30	<b>Social Hour and Showcases</b>	Willamette Event Center Lobby
5:30 – 7:00	<p><b>Live Auction</b></p> <p>Bid on some fantastic auction items brought to you by OFA Member Fairs, and OFA Service members.</p>	Willamette Event Hall – C
7:00 – 8:30	<p><b>Past Presidents Dinner and Showcases</b></p> <p><b>Emcee:</b> 1999-2000 OFA President, Denny Holmes</p>	Willamette Event Hall – C
8:30 – 11:00	<p><b>The BIG HALLOWEEN Party</b></p> <p>Join us for the final night of the BIGGEST member networking event of the year! New Music, New Games, hosted food &amp; beverages. Halloween costumes are welcome!</p>	Willamette Event Hall - B

## Sunday, October 29, 2017

Time	Session	Room
9:00 – 11:00	<b>OFA Board and Convention Committee Joint Meeting</b>	Conference Room 1