

New York State Association of Agricultural Fairs, Inc.
Convention Program- Draft
Joseph A. Floreano Rochester Riverside Convention Center
Rochester, New York
January 13 - 16, 2023

Friday, January 13, 2023

2pm-5pm	Registration Open	Convention Center, Galleria
3pm	Board of Directors Meeting	Convention Center, Cascade Room
3pm-6pm	President's Suite Open	Hyatt Hotel, Rochester Suite
Dinner on Your Own		
9pm	President's Reception – Hosted by Ed Rossley & The Delaware County Fair	Hyatt Hotel Grand Ballroom

Saturday, January 14, 2023

7am-11am	Trade Show Setup	Convention Center, Lilac/Highland Ballrooms
7am-8:30am	Breakfast - Ticket Required	Hyatt Hotel, Grand Ballroom
7:30am	Past President's Breakfast – Ticket Required	Hyatt Hotel, Grand Ballroom
8:30am-4pm	Registration Open	Convention Center, Galleria
9am-10am	Opening Ceremonies	Convention Center, Empire Hall
	Introductions	
	Presentation of Colors	
	Pledge of Allegiance	
	Roll Call	
	Memorial Resolution	
	Committee Reports	
	Ag Awareness	
	Parade	
	NYS Department of Agriculture & Markets	
10am-11am	Keynote IAFE Speaker – Jessie McLaughlin, CFE	Convention Center, Empire Hall
	“Training Methods, Team Development, and Leadership Styles – Disney Movies and Wood Badge Taught Me Everything I Needed To Know To Succeed”	
11am-5pm	Trade Show Open	Convention Center, Lilac/Highland Ballrooms
11:15am	Coffee Break	Convention Center, Empire Hall

Lunch - On Your Own - available in the Trade Show

1:30pm-2:30pm
Breakout sessions

Fair Security – Eric Barnes, Columbia County Fair Director & Senior BCI Investigator
and John Howe, Columbia County Emergency Manager Cascade A

Leadership in Challenging Times - Five Things Every Effective Leader Knows
Robin Benziger, Retired NYS Police Assistant Deputy Superintendent Cascade B

For the Love of Lemonade! The importance of vendor relations
Amy Anderson, Altamont County Fair Cascade C

Smoking policies and marijuana on your fairgrounds
Nick Pelham, Steuben County Fair Cascade D

You Have a Problem, We Have a Solution Aqueduct A/B
Gerry Elthorp, Herkimer County Fair

2:30pm-2:45pm Refreshment Break Convention Center, West Corridor

2:45pm-3:45pm
Breakout Sessions

Fair Security – Eric Barnes, Columbia County Fair Director & Senior BCI Investigator
and John Howe, Columbia County Emergency Manager Cascade A

Leadership in Challenging Times - Five Things Every Effective Leader Knows
Robin Benziger, Retired NYS Police Assistant Deputy Superintendent Cascade B

Competitive Exhibits – the Unsung Stars of Your Fair
Jessie McLaughlin, Spokane County Fair & Expo Center, WA Cascade C

Polls and Surveys Post Fair; What Our Patrons are Telling Us
Betsy Braley, Columbia County Fair Director Cascade D

Increasing Your Revenue on Fairgrounds Rentals
Gary Newkirk, Ulster County Fair Aqueduct A/B

4:30pm Trade Show Drawings Convention Center, Lilac/Highland Ballrooms
Hosted by the Otsego County Fair

5pm-6pm Young Professionals Initiative (YPI) (40 & Younger)
Hyatt Hotel, Rochester Suite

5pm-7pm Buffet Dinner – Ticket Required Hyatt Hotel, Grand Ballroom

7:30pm Past Presidents Reception Convention Center, Empire Hall
& Entertainment Showcases

8pm Sponsored by Joseph A. Floreano Riverside Convention Center & Visit Rochester
Scholarship Auction Convention Center, Empire Hall

9pm-midnight President's Suite Open & Hyatt Hotel, Grand Ballroom
Entertainment by Buffalo Barfield

Sunday, January 15, 2023

7am-8:30am	Breakfast – Ticket Required	Hyatt Hotel, Grand Ballroom
9am-4pm	Registration Open	Convention Center, Galleria
9am-9:45am	General Session	Convention Center, Empire Hall
	Roll Call	
	Reports	
	IAFE	
	OABA	
	NICA	
	UCA	
	Committee Reports	
	Public Policy	
	Scholarship	
10am-11am	Keynote Speaker – Marla Calico, President & CEO of the IAFE R U Ready for the Future?	
11am-11:15am	Coffee Break	Convention Center, Empire Hall
11am-4pm	Trade Show Open	Convention Center, Lilac/Highland Ballrooms
	Lunch - On Your Own - available in the Trade Show	
Noon	NYS Showpeople’s Association Annual Meeting	Hyatt Hotel, Grand Ballroom
1:30pm-2pm	Breakout Sessions	
	Incorporating Simple Events into the Fair Day Becca Lickfeld, Erie County Fair	Cascade A
	Recruiting for fall rentals and festivals Harold Smith, Oswego County Fair	Cascade B
	Carnivals & Fairs; Working Hand in Hand Jeff Lloyd, Lloyd’s Concessions	Cascade C
	Fair Infrastructure & Pandemic Grant Joe Ganley, NYS Dept. of Ag. & Mkts	Cascade D
	Time to Take a Break – a space for children who are easily overwhelmed to Reset – Regroup -Reenter Sara Stafford, Speech & Language Therapist & School Admin	Aqueduct A/B
2:15pm-3pm	Refreshment Break	Convention Center, West Corridor
2:45pm	Little Red Wagon Parade	Convention Center, Lilac/Highland Ballrooms

3:15pm-3:45pm
Breakout Sessions

Fostering Teamwork at your Fair
Jenny Lang, Ulster County Fair
Cascade A

Agriculture Grant Filing - General Q & A
Joe Ganley, NYS Dept. of Ag & Mkts
Cascade B

Fairs Change Lives - The importance of how agricultural fairs today
are addressing the needs of their communities
Marla Calico, President & CEO of the IAFE
Cascade C

Emergency Planning for Fairs
Rob Thurston, Emergency Preparedness Director NYS Fair
Cascade D

Fairs & 4-H Financials – Who pays for that?
Jen Flinton, Saratoga County Fair
Aqueduct A/B

3:45pm Trade Show Drawings Convention Center, Lilac/Highland Ballrooms
Hosted by the Otsego County Fair

5:45pm Attitude Adjustment Convention Center, Empire Hall

6:30pm Banquet & Convention Center, Empire Hall

Entertainment Showcases - Ticket required

9pm-midnight NYS Showpeople's Party Hyatt Hotel, Grand Ballroom

Monday, January 16, 2023

7:30am-9am Continental Breakfast Hyatt Hotel, Grand Ballroom
Sponsored by – Ed Rossley & Delaware County Fair

9am Final Business Meeting Convention Center, Empire Hall
Roll Call
Executive Secretary Report
Treasurers Report
Committee Reports:
 Audit Committee
 Time & Place
Old Business
New Business
Nominating Committee
Election of Officers & Introductions
Presentation to Past President
50/50 Raffle Drawing
Door Prizes
Adjournment
Farewell & Thank You!

Immediately following the Meeting

New Director & Officers Orientation & Photographs Convention Center, Cascade Room