

**New York State Association of Agricultural Fairs, Inc.  
 Convention Program  
 Marriott Syracuse Downtown  
 Syracuse, New York  
 January 17, 18, 19, 2025**

**Friday, January 17, 2025**

2pm-6pm	Registration Open	Committee Room (Lobby Floor)
3pm	Board of Directors Meeting	Empire room (10 <sup>th</sup> floor)
3pm-6pm	President's Suite Open	President's Suite (11 <sup>th</sup> floor)
<b>Dinner on Your Own</b>		
8pm	<i>President's Reception – Hosted by Washington County Fair</i> Persian Terrace (Lobby Floor)	

**Saturday, January 18, 2025**

7am-11am	Trade Show Setup	Finger Lakes Ballroom (Lobby Floor)
7am-8:30am	Breakfast - Ticket Required	Persian Terrace (Lobby Floor)
8am	Past President's Breakfast – Ticket Required	
8:00am-5pm	Registration Open <b><i>Sponsored Boxall's Concessions</i></b>	Committee room (lobby floor)
9am-10am	Opening Ceremonies Introductions Presentation of Colors Pledge of Allegiance IAFE OABA NICA NYS Department of Agriculture & Markets	Grand Ballroom (10 <sup>th</sup> Floor)  <u>Committee Reports</u> Ag Awareness Scholarship Public Policy
10am-11am	KEYNOTE: Beth Pomije "Self-Care as You Fair"  <b>Sponsored by Saratoga County Fair Erie County Fair</b>	
11:00am	Coffee Break <b><i>Sponsored by Herkimer County Fair</i></b>	Trade Show Area
11am-4pm	Trade Show Open <b><i>Sponsored by Fonda Fair</i></b>	Finger Lakes Ballroom (Lobby Floor)

**Lunch - On Your Own or Ticketed Lunch near Trade Show**

1:00pm-1:45pm

**Breakout sessions**

**Let's ALL Go to the Fair:** Kate Lloyd - NYS Showpeople's Association Hemlock Room  
Options & programs for people of all abilities at your fair

**Roberts Rules:** Jenny Lang, Dutchess County Fair Conesus Room  
Tyler Griffith, Erie County Fair  
The basic framework for running a meeting

**Succession Planning:** Kathy Elthorp, Herkimer County Fair & SCF Representative Keuka Room  
What to do with a tragic death prior or during your fair

**Responding to an Emergency When Every Second Counts!**  
New York State Fair, Julie Lafave Spencer Kenney, Jack Davison Canandaigua Room

1:45pm-2:00pm Refreshment Break Trade Show Area

2:00pm-2:45pm

**Breakout Sessions**

**Off Season Events:** Lisa Jackson, Otsego County Fair Keuka Room

**Ethics for Large Horse Events:**  
Lynn Horton, Washington County Fair Conesus Room

**Sex Trafficking What to Look For & How to Help:** Hemlock Room  
Susan Brooks, Giammatteo

**Ag & Markets Grant Session Q & A -** Canandaigua Room  
Kelly Young & Kathryn Davis

3:00pm-4:00pm District Meetings  
Districts 1 & 2 Canandaigua Room  
Districts 3 & 4 Conesus Room  
Districts 5 & 6 Hemlock Room  
Districts 7 & 8 Keuka Room

5pm-6pm Young Professionals (YP) (40 & Younger) Canandaigua Room (Ground Floor)

5pm-7pm Buffet Dinner – Ticket Required Persian Terrace (Lobby Floor)

8pm Scholarship Auction  
Grand Ballroom (10th Floor)

Immediately following Auction

**President's Suite**

President's Suite (11<sup>th</sup> floor)

**Sunday, January 19, 2025**

7am-8:30am Breakfast – Ticket Required

Persian Terrace Lobby Floor

8am-4pm

Registration Open  
**Sponsored by Boxall's Concessions**

9am

NYSAAF Business Meeting  
Roll Call  
Executive Secretary Report  
Treasurer's Report  
Committee Reports:  
    Audit Committee  
    Time & Place  
Old Business  
New Business  
Nominating Committee  
Election of Officers & Introductions

Grand Ballroom (10<sup>th</sup> Floor)

Adjournment

9:30am-11am

**Keynote Speaker –Todd Cetnar  
Elite Leadership**

**Grand Ballroom (10th floor)**

11am-11:15am

Coffee Break

Trade Show Area

11am-4pm

Trade Show Open  
**Sponsored By Fonda Fair**

Finger Lakes Ballroom (Lobby Floor)

**Lunch - On Your Own – or Ticketed Lunch**

Noon

NYS Showpeople's Association Annual Meeting

Empire Room (10<sup>th</sup> Floor)

1:00pm-1:45pm

**Breakout Sessions**

**Learning From Industry Legends**

Canandaigua Room

**Self-Care As You Fair - The Advanced Class:** Beth Pomije

Hemlock Room

**One Step Ahead - ADA Compliance through  
Universal Accessibility:** David Whalen, M.S.

Conesus Room

**Cash vs. Credit: Maximizing Ticket Sales with Strategic  
Promotions and Pre-sales:** Scott Hillyer, CEO Fairs.com

Keuka Room

1:45pm-2:00pm Refreshment Break Trade Show Area

2:00pm-2:45pm  
**Breakout Sessions**

**Networking with Purpose: Leveraging Non-Financial Support:**  
Rebecca Breese, Washington County Fair Hemlock Room

**NYS Fair Managers Association Meeting** Canandaigua Room

**Elevate your Marketing Without Affecting your Budget:**  
Julie Rohr Conesus Room

**Scholarship Program 101:**  
Lauren Delaney, Saratoga County Fair Keuka Room

3:30pm Trade Show Drawings Finger Lakes Ballroom (Lobby Floor)  
*Hosted by Automated Technologies*

5:30pm Bar Opens Grand Ballroom (10th floor)

6:00pm Dinner Banquet - Ticket required  
Presentation to Past President  
Hall of Fame Award  
Lifetime Achievement Award  
Showperson of the year

Immediately following Banquet NYS Showpeople's Party  
Persian Terrace (Lobby Floor)  
50/50 Raffle Drawing  
Showcases