



# VIRGINIA ASSOCIATION OF FAIRS ANNUAL CONFERENCE

January 8-9, 2010

Portsmouth Renaissance Hotel  
and Conference Center

## Tenative Program Agenda

*VAF = Virginia Association of Fairs, Inc*

*VFEA = Virginia Festivals & Events Association*

### **Thursday, January 7, 2010**

3:00 – 7:30 p.m. Conference Registration

5:00 – 6:30 p.m. VAF Communications Awards Entries Accepted  
Commodore Room

5:00 - 6:30 p.m. Auction Items Accepted  
Admiral Room

6:00 p.m. Board of Directors Dinner and Conference Overview Board Meeting –  
The Renaissance Portsmouth

### **Friday, January 8, 2010**

7:00 a.m. – 7:00 p.m. Conference Registration

8:00 a.m. **Opening Keynote Breakfast**  
**They”re Back By Popular Demand!**  
Virginia Egg Board/Council BREAKFAST--  
*“Think Green in 2010 - Virginia’s Green Fair Initiative”*  
Keynote: Jeb Hockman, VA, MD and DE Association of  
Electric Cooperatives, sets the stage for a fun filled “greening”  
experience!

**Door Prizes - Must Be Present to Win.**

8:30 – 9:45 a.m. Communications Awards Entries Accepted until 9:45 a.m.  
**Deadline – No Late Entries Accepted**  
Commodore Room

8:30 a.m. - 1:00 p.m. Auction Items Accepted  
Admiral Room

9:30 - 9:45 a.m. **New Attendee Orientation**

10:00 – 11:15 a.m.  
and 1:30 - 2:45 p.m.

**Seminar Sessions**

(2 Tracks – 75 minutes each. Choose one session from each track.  
One track before lunch; one track after lunch.)

10:00 a.m. – 11:15 a.m.

*\*Focus Forward on “Green” (and Getting Results)*

Speaker: Becky Brashear, Great Frederick (County) Fair, MD

*\*Building Your Own Wine Competition - A How-To Guide*

Speaker: Annette Ringwood Boyd, Marketing Specialist  
Virginia Wine Marketing Office, Richmond

*\*Creating, Achieving and Measuring Event Objectives - A VFEA Presentation*  
(Speaker TBA)

*\*So Your Fair Wants a Permanent Building? How-To's to Get One -*  
American Buildings Company Staff, LaCrosse

*\*Fairly Accommodating Disabled Customers*  
(Speaker TBA)

*\*Competition Entries – Successful Data Management Options*  
Speaker: Lana Woody, Germantown, MD

11:45 a.m.

**Keynote Conference Luncheon**

*Tennessee’s “Green” Revolution*

*Targeting a New Audience to Increase Your Event Attendance*

Speaker: Chrysty B. Fortner, Marketing Director, Tennessee State Fair

**Door Prizes - Must Be Present to Win.**

1:00 - 2:30 p.m.

**View Communication’s Award Winners Items**

Commodore Room

1:30 - 2:45 p.m.

**Second Seminar Track**

*\*Focus Forward on “Green” (and Getting Results)*

Speaker: Becky Brashear, Great Frederick (County) Fair, MD

*\*Building Your Own Wine Competition - A How-To Guide*

Speaker: Annette Ringwood Boyd, VA Wine Marketing Specialist

*\*The New Media: Event PR campaigns in a Web 2.0 World- A VFEA Presentation*  
(Speaker TBA)

*\*So Your Fair Wants a Permanent Building? How-To's to Get One-*  
American Buildings Company Staff

*\* Fairly Accommodating Disabled Customers*  
(Speaker TBA)

*\* Competition Entries – Successful Data Management Options*  
Lana Woody, Germantown, MD

3:00 - 5:00 p.m.            **Showcase with Cash Bar**

5:00 p.m.                 **Dinner On Your Own**

7:30 p.m.                 **Showcase with Cash Bar**

## ***Saturday, January 9, 2009***

7:30 a.m. – 1:00 p.m.    Conference Registration

7:30 a.m.                 **Pancake Breakfast -**  
Hosted By VAF Past Presidents and Fair General Managers  
(This event is OPEN to all registered conference attendees!  
Check meeting registration for pricing and enjoy!)

**Door Prizes - Must Be Present to Win.**

Until 4:00 p.m.           **View “Live” And “Silent” Scholarship Auction Items -**  
Second Floor Terrace Area

8:00 a.m. – 4:00 p.m.    **VAF Conference Tradeshow**

10:00 a.m. - 2:00 p.m.   **View Communication’s Awards Winners Items**  
Commodore Room

10:00 – 11:20 a.m.       **Table Topics** (Choose 2 topics, 40 minutes each)

*Designing A “Green” Tent - A Teaching Model*  
(Speaker TBA)

*Insurance - What Does Your Fair Really Need?*  
(Speaker TBA)

*Social Media Gets Your Word Out FAST! - A Facebook Example*  
Jennifer Armstrong, Rockingham County Fair

*Free Fair Vendor Entry Passes – How Many Does It Take to Fry That Burger?*  
Blaine Lenhart, South Central Fair

*Sponsorships in Trying Times-Ideas for New Approaches*  
Chrysty Fortner, Tennessee State Fair

10:00 - 11:20 a.m. *New Fundraising Concepts to Create Long Term and Short Term Success - A VFEA Event*

Noon **A “Fair” Deal Lunch With Exhibitors**  
**Tradeshow Area**  
(Cash Bar Available)

2:00 p.m. **Communication Awards Competitors Pick-up Entries.**  
**Winners Photos Will Be Made.**

4:00 p.m. VA Association of Fairs (VAF) Business Meeting

- Induction - VAF Officers And Board Members
- Youth Scholarship Awards Presentation
- Communications Awards Recognition (All Awards winners to attend.)
- **Fair Member Roll Call**

(Time TBD) Virginia Festivals & Events Association (VFEA) Business Meeting

5:00 p.m. **Explore Opportunities: A Concept For “VAF Regional Meetings”**  
Fashioned after Rockingham County Fair’s Spring 2009 Shenandoah Valley Fairs meeting. Round table discussions of 3 regions representing the following: Shenandoah Valley, Southwest Virginia and NOVA/Eastern Virginia)

6:45 p.m. **“Denim And Diamonds Gala!”** A VAF Member/Guest Event  
(Business Casual Attire)

- 6:45 p.m. - Enjoy your favorite beverages
- 7:15 p.m. - Enjoy dinner a different way!
- 8:00 p.m. - Brett Leake, Comedian, sets the stage for a fun evening.
- 8:20 p.m. -
  - **Introduction of Contestants: 2010 Miss Virginia Association Of Fairs Scholarship Pageant**
  - **Celebrating The Fair Person Of The Year**
  - **Past Presidents Hall Of Honor** - Members Recognized

(This “Denim And Diamonds Gala” combines the former President’s Reception and Banquet with before dinner drinks, a cash bar and a substantial meal served more casually. Examples to be served include a meat carving station and pasta entrée station /vegetable and fruit stations with variety of cheeses/dessert and coffee station meal. VAF provides one-drink ticket with the cash bar. A deejay will provide dinner music and dancing opportunities will follow the brief program.)

**Immediately Following Gala: VAF Scholarship “LIVE” Auction**

9:30 p.m.

**“SILENT” Auction Ends - View and BID on VAF Scholarship  
“SILENT” Auction Items Throughout Evening**

***Sunday, January 10, 2009***

Sunday Morning For A Time of Reflection - Please check Front Hotel Desk for Area Churches located in close proximity to the Renaissance Portsmouth

8:30 a.m. – 9:30 a.m. VAF Board of Directors and Staff Breakfast (At your leisure – Location TBA.)

10:00 a.m. **2010 Miss Virginia Association Of Fairs Scholarship Pageant**

Noon Meet the 2010 Miss Virginia Association of Fairs Scholarship Pageant Queen (Newly crowned Miss VAF- 2010 greets departing members and guests on departure from The Renaissance Portsmouth Foyer and Hotel Entrance Way-. Photo Op!)

***Homeward Bound! Safely!***

**VAF Hospitality Suite - All VAF registered Delegates are invited to attend!  
Door Prizes - Must Be Present to Win.**

**Thursday, January 7**

6:00 p.m. - Midnight

**Friday, January 8**

1:00 p.m. - 1:00 a.m.

**Saturday, January 9**

1:00 p.m. - 4:00 p.m.

8:00 p.m. - 1:00 p.m.