

Friday, November 10

- 7 a.m. - 12:30 p.m. Associate Member Registration-- **Terrace Lobby**
Trade Show Set-up-- **Crystal Ballroom 1**
- 10 a.m. - 5 p.m. Fair Member Registration-- **Terrace Lobby**
Communication Contest Entries Received-- **Terrace Lobby**
- 1 - 5:30 p.m. Trade Show Opens-- **Crystal Ballroom 1**
- 2 - 3 p.m. Workshops
IAFE ARK -- Conference Room 1
Presenter: Marla Calico, IAFE President & CEO
The session will provide participants information regarding the IAFE's newest tool for fair members. "ARK" is being developed to help fairs be better prepared to respond to Animal Rights issues and activist at fairs and shows. The keys are Awareness/Prepare/Educate/Respond.
Rural Maryland Council -- Conference Room 2
Presenter: Charlotte Davis, Executive Director
- 3:10 - 4:10 p.m. Workshops
Media Relations 101 -- Conference Room 1
Presenter: Debbie Evans
Who is the "media" and what is "news" in 2017? Learn the basics of media relations including the difference between paid, earned and owned media; how to approach the news media; and what makes a "story" sell.
Security Issues at Your Fair: How Cautious Should We Be? -- Conference Room 2
Presenter: TBA
In light of recent news events such as Charlottesville and Las Vegas, Security is an issue that all Fairs are concerned about. These experts will share their perspective on the issue.
Building Relationships with Elected Officials...It's SO IMPORTANT -- Conference Room 3
Presenters: Colby Ferguson, Maryland Farm Bureau
TBA
This panel will talk about the importance of building relationships with your elected officials as well as the best ways to contact, approach and communicate with them. This process is vital to the success and future of our industry and you need the tools and knowledge to make these contacts.
- 4:20 - 4:50 p.m. Round Tables
Getting The Community Fired Up About Your Fair! -- Conference Room 1
Moderator: Laura Murek, Montgomery County Agricultural Fair
Sponsorships--Evaluating Trade Outs -- Conference Room 2
Moderator: Cody Cashman, York Fair
Getting Youth Involved at Your Fair and Starting a Junior Fair board -- Conference Room 3
Moderator: Al Miller, Cecil County Fair
- 4:50 - 5:30 p.m. Free Time to Visit Trade Show-- **Crystal Ballroom 1**
- 5:30 p.m. Trade Show Closes-- **Crystal Ballroom 1**
- 6 p.m. Happy Hour (Cash Bar) -- Sponsored By: Rosedale Attractions & Show, Inc.
- 6:30 - 7:30 p.m. Dinner (Ticket Required)-- **Crystal Ballroom Hall 2A/2B**
Sponsored By: Powers Great American Midway and Strates Fine Foods
- 7:30 - 10:30 p.m. Showcase -- **Crystal Ballroom Hall 2A/2B**
Sponsored In-Part By: Illusion Sound & Lighting
- 10:30 p.m. - Midnight MAAFS Hospitality Suite-- **Pool Area**
Sponsored By: The Taisey Agency LLC & Montgomery County Agricultural Fair

Saturday, November 11

- 8 a.m. - 4 p.m. Registration Open-- **Terrace Lobby**
- 8:30 - 3:30 p.m. Trade Show Open-- **Crystal Ballroom 1**
- 8:30 - 9:15 a.m. Continental Breakfast (Ticket Required)-- **Crystal Ballroom 1**
Sponsored By: MAAFS Associate Members
- 8:45 - 9:15 a.m. Judges School Registration-- **3rd Floor**
- 9:15 a.m. - 3:30 p.m. Judges School Program-- **3rd Floor--Rooms 311; 317; & 318**
- 9:15- 10:15 a.m. General Session-- **Crystal Ballroom 1**
Welcome-- John Kozenski, MAAFS President
IAFE Update-- Becky Brashear, CFE, IAFE Chair
Convention Overview-- Robert Fogle, CFE, Vice President
Keynote Address--Becky Brashear, CFE "What's The BIG Deal?!"
- 10:30 - 11:30 a.m. Workshops
Basic Media Relations to Include On Camera Training -- Conference Room 1

Presenter: Debbie Evans
Discover tips for working with the media to manage your message. Practical skills and interview techniques will be reviewed, followed by on-camera training. This course is open to all attendees however a limited number of guests will actually go on-camera based on participation.

Aging Baby Boomers; Does Your Fair Have a Succession Plan -- Conference Room 2

Presenter: Michael Froehlich, York Fair

The Diagnosis is Swine Flu, Now What Do You Do? -- Conference Room 3

Presenters: Dr. Michael Radebaugh, VMD--Maryland State Veterinarian
Dr. Brooke Ridinger, DVM --USDA
Karen McAfee--4-H/FFA Swine Superintendent Great Frederick Fair
This panel will explain what Swine Flu is, how it is transferred and what you can do to mitigate the possibility of an outbreak, how fairs handled it in 2017 and what you can do to be prepared if it hits your fair.

10:45 a.m. Associates Meeting-- *Crystal Ballroom 1*
11:30 a.m. - 12:30 p.m. Visit Trade Show-- *Crystal Ballroom Hall 2A/2B*
12:30 - 1:30 p.m. Lunch (Ticket Required)-- *Crystal Ballroom Hall 2A/2B*
Sponsored By: Variety Attractions
Meet the Associates

1:45 - 2:45 p.m. Workshops
Legal Issues for Champions of Animals -- Conference Room 1

Sponsored By: K&K Insurance
Presenter: Linda Chezem, IAFE Speaker
What happens when activists or other persons with ill intentions come to the fair? This session will help fair managers, especially of animal programs, to prepare for the legal challenges of activists and bad actors. Reviewing the law and discussing some common sense approaches to dealing with activists will help plan or refine an existing plan to respond to the challenges with strength and confidence.

Jr. Fair board -- Conference Room 2

Presenter: Sue Sullivan, Montgomery County Agricultural Fair
The session will be a hands on workshop where Junior Fair board members work in groups to develop an activity or event that can be taken to a school, library or used at the fair to promote Agriculture and the fair.

"Show Me the Money" -- Conference Room 3

Presenter: Laurie Adelhart, Maryland Grain Producers
John Richards, St. Mary's County Fair
Learn what Check-Off Dollars are and how your fair can benefit from Check-Off Dollars.

3 p.m. Trade Show Drawings-- *Crystal Ballroom 1*
Refreshments--**Sponsored By: Jolly Shows**

3:15 p.m. Communication Contest Entries Released-- *Terrace Lobby*
Trade Show Closes

3:30 - 4:30 p.m. Workshops
Preparing for Unexpected Spectators: Fair and Expo Security -- Conference Room 1
Presenter: Hannah Thompson-Weeman, VP of with Animal Ag Alliance
For many producers and youth involved in agriculture, fair season means putting in extra hours of practice and preparation to show off a year of hard work in the show ring along with making friendships and memories to last a lifetime. Unfortunately, animal rights extremist organizations see fairs and events as something entirely different -- an opportunity to disrupt and protest, ultimately bringing attention to their cause of eliminating animal agriculture and promoting animal rights. This session will help you prepare for and prevent protests and disruptions to ensure fairs and events remain educational experiences for all.

Grant Writing 101 -- Conference Room 2

Presenter: Lisa Eye-Mangini
Now that you have learned where you can find funding for your fair it is time to learn how to get the money. This workshop will provide you with the basics on applying for

MDA Updates -- Conference 3

Presenters: Dr. Radebaugh, DVM--State Veterinarian
Logan Yearsly, Executive Director MD Ag. Fair Board
Get the latest updates regarding Animal Health from the State Veterinarian along with an updated from the Maryland Agriculture Fair Board.

6 - 6:30 p.m. Happy Hour (Cash Bar) -- **Sponsored By Rosedale Attractions & Shows, Inc.**

6:30 - 10 p.m. Dinner & Auction (Ticket Required)-- *Crystal Ballroom 2A/2B*
Sponsored By: Deggler Attractions
Presentation of 2017 Fair Person of the Year-- Rodman Myers
Presentation of 2017 Associate of the Year--Dave Feimster
3rd Annual MAAFS Chesapeake Cup Race
Auction

10:30 p.m. - Midnight MAAFS Hospitality Suite-- *Pool Area*
Sponsored By: The Taisey Agency LLC & Montgomery County Agricultural Fair

Sunday, November 12

- 8 - 8:30 a.m. Non-Denominational Worship, Dean Holland-- *Service on the Beach*
- 8:30 - 9:30 a.m. Breakfast (Ticket Required)-- *Crystal Ballroom Hall 2A/2B*
Sponsored By: Reithoffer Shows, Inc.
- 9:30 a.m. Annual Meeting-- *Crystal Ballroom Hall 2A/2B*
Presentation of the Hazel Staley Attendance Award
Financial Report-- Connie Palmer, Treasurer
Committee Reports
Nomination Committee Report-- Daphne Sigler, Past President
Election of 2017-2018 Officers & Directors
"Tell It To The Judge"-- The Honorable Judge Froehlich Presiding
Sponsored By: MD State Showman's Association, Inc.
(Must Pre-Register At Registration Desk)
Fair Publishing House Communications Awards-- Debbie Friend
Sponsored By: Fair Publishing House
Final Findings from "Tell It To The Judge"
Introduction of New Officers & Directors
Adjourn
- 11 a.m. Safe Travels Home!