

CALIFORNIA FAIRS
ALLIANCE
Fall Management
Conference



**Courtyard
Marriott
Cal Expo
Sacramento, CA**

November 10-12, 2008

*Education program funding provided by the
California Department of Food & Agriculture's
Division of Fairs and Expositions in support
of excellence in the fair industry.*



MONDAY, NOVEMBER 10

8:00 am – 9:30 am

California Fair Alliance Board Meeting

10:00 am – 12:00 pm

Reports from the Field – Veterans Share Lost Battles

Listen in on a candid conversation between veteran CEO's as they share economic blunders, oops moments and just plain bad decisions. Everyone can learn something new! Extensive Q&A will be incorporated into the program with our host Mike Treacy, Director of the Division of Fairs and Expositions.

12:00 – 1:00 pm

Lunch – Welcome to the CFA Conference

Rebecca Desmond, CFA President, and Mike Treacy, Director, Division of Fairs and Expositions

1:00 – 2:15 pm

Economic Forecast with Claude Gruen

One week after the national elections, noted economist, Claude Gruen will share trends and forecasts that will drive the 2009 season and beyond. Fairs and the economy is a hot topic right now, do not miss out on this informative session.

2:30 – 4:00 pm

Out of the Red - Trends for Success

Bruce Lim, Assistant Director, Division of Fairs and Expositions, and his team will be gathering financial trends from the field and case studies to share with a focus on fiscal stability and success. The results will be presented with member fair participation.

4:15 – 4:45 pm

Getting to Know Your Bowling Team

Tawny Tesconi, Sonoma County Fair CEO and Rebecca Desmond, CFA President, lead this "Getting to know your bowling team" ice breaker.

6:00 – 8:00 pm

First Annual CFA Conference Bowling Tournament

Break out the bowling ball and those cool shoes and network with other Fair CEO's in a fun environment!

TUESDAY, NOVEMBER 11

8:30 am – 12:30 pm **One Minute Manager**

This half-day workshop will teach you “In the Moment” measurement tools that will help managers provide constructive, real time feedback about individual performance.

- Align the work of each employee with the goals of the organization
 - Increase the capacity and performance of their team
 - Create accountability and deliver feedback in an easy and efficient way
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12:30 – 1:30 pm **Lunch & 2009 Convention Invitation**

1:45 – 4:15 pm **A Focus on Finance**

1:45-2:40 -

- **Ask the Auditor** – What simple steps can you take right now to avoid some of the most common mistakes?

2:45-3:40 –

- **Building a Stronger Commercial Program** – Jeff Thornberry, owner of Pristine Systems, Inc. and Service Member Secretary has some fantastic ideas for building a better commercial exhibitor program and relationships with vendors.

3:45-4:40 –

- **Fair Funding** - Horseracing trends, tribal gaming, and the national economy are all impacting fair funding. Find out where we have been and where we are headed. Panelists will include: Mike Treacy, Stephen Chambers, and Chris Korby, Executive Director, CARF.
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5:00 – 6:00 pm **Open Forum with CFA President Rebecca Desmond**

The room is yours, connect with your fellow fair CEO’s regarding industry-wide issues. A light dinner will be served.

6:00 pm **The Night is Yours!**

WEDNESDAY, NOVEMBER 12

8:30 – 9:45 am

Community Relevance Breakfast

All fairs understand how important their role is in the community, but has the community forgotten the importance of the local fair? Fair CEO's will relate how they connect with their communities.

10:00 – 11:00 am

Property Development

Contemplating real estate development at your fair? Lisa Drury, Asset Manager, Division of Fairs and Expositions will facilitate a discussion among fairs and developers that have dealt with the process.

11:15 am – 12:00 pm

Fair Director Perks & Benefits

This topic has gotten some press in 2008. The program will be an exploratory Open Forum to assess the need for industry policy and/or guidelines.

12:00 – 1:00 pm

Lunch by Area

Connect with the CEO's in your Area. Have an official area meeting, recruit more involvement, or just plain chat. Our out-of-state guests will also meet as a group with WFA vice-president, Jon Baker, CEO, Pima County Fair.

1:00 – 2:00 pm

Emergency Services

Fire camps, cooling centers, and evacuation sites – It seems like fair facilities are being used more often than ever and we plan to share strategies to help you plan and survive an emergency "takeover".

2:00 pm

Travel Home Safely!
