

## Speaker Synopsis

### **Mark Nutsch – Keynote Speaker (Friday Hall of Fame Dinner)**

Mark Nutsch (aka Mitch Nelson), portrayed by actor Chris Hemsworth in the 2018 major motion picture, 12 Strong, shares the now-declassified true-life story of helping lead what is considered the most successful unconventional warfare campaign in modern history.

In October 2001 following the attacks on 9/11, Mark led a heroic 12-man Green Beret team of U.S. Special Forces on a covert mission to Afghanistan, where they would ride to war on horses to fight the enemy, capture the strategic city of Mazar-i-Sharif within a matter of weeks, and successfully overthrow the Taliban.

### **Bill Ogg – Keynote Speaker (Saturday Luncheon)**

Pronto Pups & Elephant Ears

For every staff, board or service member committed to the fair business, this vocation or volunteer labor of passion is addictive and can be exhausting. To perennially perform effectively and professionally and yet remain relatively sane, we must re-energize our internal personal batteries. Many of us rely on our “Fair Family” for this support and attending state and zone conventions is a great opportunity to reconnect with a vital power source. This motivational keynote or workshop will be personalized to your audience and is guaranteed to make you think some, laugh a lot and feel eager to work hard and cooperate to conduct your best fair ever. Bill uses life experiences, quotes, and humor to share his contagious enthusiasm and love for fairs to make others feel genuinely good about themselves and their contribution to the success of their fair.

### **Carrie Doxon, Kansas Department of Revenue**

Kansas Tax code, what you need to know!

Hear an update on Tax codes that might affect your organization or have you every wanted to ask a question to the department of revenue but didn't want to call. Here is your chance to ask the expert directly.

### **Carole Fry, Former State Fire Inspector**

Paying attention to details

Looking at the fine details when preparing for an event is critical and understanding the fire code can be the difference between having a great experience or potential tragic. Hear some good advice and what to look for so you can have a successful inspection from the Fire Department.

### **Sarah Maass, Ph.D , Kansas 4-H Youth Development Program Leader**

Helping Youth be Beyond Ready for Work and Life

Learn more about this national 4-H movement and brainstorm with fellow Fair board members how fairs can add to helping youth be Beyond Ready.

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### **Erin Roemer, Partnership Manager, Fairs.com**

#### Smart Strategies for Tight Budgets

Discover how your fair can achieve big-time results without breaking the bank! In this session, we'll dive into proven strategies used by major fairs and show you how to apply them on a smaller scale. From maximizing your social media reach to streamlining gate operations and crafting flexible ticketing packages, you'll learn how to elevate your fair's presence and efficiency—no matter the budget. Whether you're looking to boost attendance, enhance your online presence, or simplify daily operations, this talk is for fairs just like yours!

### **The Exchange Forum - Moderator: Bryan Schultz, KSF Manager**

A panel of Fair Industry experts will discuss topic from leadership, partnerships, entertainment and operations but the real star of the show is you the audience. You have a chance to ask direct questions to the panel. This is a learning experience for all, including the panelist.