



Sunflower Times

PRE-CONVENTION NEWSLETTER (Part Deux)



CONVENTION THEME
this year . . .

Creating Customer Connections



Help us make a connection. If your Fair/Festival or business has an official shirt we encourage you to show us your color so others can make the connection and strike up a conversation

Let's meet the speakers

James Fisher, Executive Director of the Kansas Fair Foundation - Fisher played an integral role in building relationships to fulfill the mission of the Kansas State Fair Foundation. Fisher comes to the Kansas State Fair Foundation with a wealth of agricultural knowledge. He served as Area Coordinator for the American Polled Hereford Association for two years covering Kansas, Nebraska, Colorado and Wyoming, then joined the staff of the American Angus Association serving as the Director of Activities and Junior Activities for 18 years where he grew the organization's junior membership and associated livestock shows, as well as the organizations educational and youth leadership programs.

Bryan Schulz, General Manager, KSF - Schulz is a 1991 graduate of North Dakota State University, with a bachelor's degree in Mass Communications, Speech and Animal Science. Bryan was most recently the General Manager of the Las Cruces Convention Center, 55,000 square foot, multi-use, convention facility in Las Cruces, New Mexico.

In addition to his work with the Red River Valley Fair Association, Schulz was also active within the International Association of Fairs and Expos (IAFE) where he graduated from the Institute of Fair Management in 2012 and received his Certified Fair Executive (CFE) designation in 2013. He was a member of the North Dakota Association of Fairs Board of Directors from 2011 to 2019 and served as President in 2016.

Let's meet the speakers

Eric Reamer, Owner, PR Media Coach - "Marketing Magic: Unlocking the Secrets of Effective Fair Promotion" is a 40-minute workshop led by Eric Reamer, a seasoned expert in major market media and owner of PR Media Coach. Learn the secrets to creating a successful fair promotion campaign, including identifying target audiences, building relationships with media outlets, utilizing social media, developing a strong online presence, and more. Eric, a 36-year veteran professional stage magician, and mentalist uses his skills to illustrate the strategies and tactics discussed in a creative and engaging way and will also share his knowledge about SEO. Perfect for fair boards, marketing professionals, and anyone looking to promote a state or county fair in the most effective way possible.

Round Table Workshops –

Weather Insurances - **Robert Holmes**, President at Spectrum Weather and Specialty Insurance
Inflatables at your fair – **Jeff Stephens**, Owner, IOF Entertainment

No Carnival, No Problem – **Todd Lindquist**, KFFA Board Member and Convention Chair

Susan Sankey, Vice President, Kansas Agriculture and Rural Leadership - The KARL program is a non-profit, educational organization dedicated to developing leaders for agriculture, business and rural communities. She supports the organization's mission for a strategy for excellence, including strengthening curriculum and fundraising to support the engagement of more purposeful work as it relates to agriculture and rural leadership in Kansas. Previously Sankey worked with the Kansas 4-H Foundation and at the Kansas State Fair, where she was general manager. She is a 20-year veteran of the non-profit sector with experience in healthcare philanthropy and strategic growth, rural community involvement, and a corporate background with Cargill and Seaboard in quality assurance and food safety. She is a graduate of Texas A&M University with a degree in agricultural education and has a background in fundraising, organizational management, and leadership.



TWO NEW EVENTS AT THE AUCTION

THE GREEN LINE – This year at the Silent Auction you are encouraged to bid the items up, and if you are the bidder that writes your bid on the **GREEN LINE**. Your

name will be included into a drawing for a wonderful prize. This drawing will be take place during the Ag Challenge of Champions Live Auction. Must Be Present to Win!!

10X ENVELOPE – Each attendee will receive an envelope in which the player will sign their name and insert any dollar amount from \$1 to \$20 dollars. Participant will seal the envelope and place it in the designated collection box. At the Live Auction an envelope will be drawn and the winner will win 10X the amount placed into the envelope.

Participants have a chance to win up to \$200. More details will be in your packet.