



November 6 - 7, 2020 Schedule

Fri.
Nov. 6
7 - 9 p.m.

[Opening Session Zoom Link](#)

Welcome To The 2020 MAAFS Virtual Convention -- Robert Fogle, President

Entertainment Panel

**Presenters: Ken Woodward, Variety Attractions
John Juliano, Mellowship Entertainment
Jenny Tolman, Nashville Recording Artist**

Tune in to hear first hand how COVID has affected the Entertainment Industry and how things might change moving forward.

Following the Panel Discussion we will be treated to a showcase performance by Jenny Tolman.

Convention Overview -- Sue Sullivan, MAAFS Vice President

Sat.
Nov. 7
9 - 10 a.m.

[Workshop Session 1 Zoom Link](#)

Finding Perseverance In Trying Times -- **The Bank**
Presenter: Marlene Pierson-Jolliffe, CFE -- State Fair of Virginia

Extensions New Strategic Plan and How Fairs Fit In -- **The Nursery**
Presenter: Dr. Nia Fields -- University of Maryland Extension Assistant Director and 4-H Program Leader



2020 Virtual Convention



[Workshop Session 2 Zoom Link](#)

Sat.
Nov. 7
10:30 -
11:30 a.m.

Sponsorships, How COVID Has and Will Impact The Future of Sponsorships -- **The Bank**

Presenter: Stacey Wade, CFE -- General Manager Lake County Fair, FL.

Stacey will share with you how she increased her sponsorship budget income in the first year from \$1,500 to \$50,000. Learn how she was able to grow the fair's sponsorship and even in today's uncertain environment just secured a \$15,000 sponsorship for the 2021 fair.

A Fair Like No Other -- Putting on a Drive Through Fair -- **The Nursery**

Presenter: Nancy Smith, CFE -- General Manager South Carolina State Fair

[Workshop Session 3 Zoom Link](#)

Sat.
Nov. 7
1:15 - 2:15
p.m.

MDA Updates -- **The Chimney Tops**

**Presenter: Jessica O'Sullivan, Executive Secretary MD Ag. Fair Board
Dr. Michael Odian, DVM -- Maryland Department of Agriculture**

What Could Be The Long Lasting Effects of COVID on Our Fairs and Events. -- **The Bank**

**Presenter: Vicki Chouris, CFE -- President/CEO South Florida Fair, FL
Jeremy Parsons, CFE -- General Manager Clay County Fair, IA**

Community Involvement and Education at Your Fair -- **The Nursery**

Presenter: Paige Poole -- South Florida Fair & Expo, FL



2020 Virtual Convention



[Workshop Session 4 Zoom Link](#)

**Sat.
Nov. 7
2:45 - 3:45
p.m.**

Animal Rights and COVID -- **The Bank**

Presenter: Marla Calico, CFE -- President & CEO of the IAFE

Marla will share the latest information on how PETA and other Animal Rights Groups are taking advantage of the COVID-19 Pandemic to attack the Animal Production Industry.

Marketing Workshop - Get Ready for On Sales -- **The Nursery**

Presenter: Aaron Bare, Director of Marketing ETix/RockhouseMarketing

In this session, the Rockhouse Partners marketing team will walk you through strategies that will help you prepare for the return of live events. Learn the importance of customer tracking and the specific strategies needed to keep fans engaged and ready to purchase as soon as tickets go on sale.

**Sat.
Nov. 7
4 - 6 p.m.**

[Annual Meeting Zoom Link](#)

Annual Meeting

Keynote Speaker -- Nancy Smith, CFE South Carolina State Fair & 2020 IAFE Chair

Business Meeting

Election of 2020-2021 Officers & Directors

Adjourn !