

# 37th Annual MAAFS Convention Schedule

October 26-29, 2023 | The Grand Hotel & Spa | 2100 Baltimore Ave, Ocean City, MD 21842

*Schedule is subject to change*

## **Thursday, October 26**

7:00pm Pre-conference meetup (Alley Oops, 5509 Coastal Highway, Ocean City, MD)

## **Friday, October 27**

7:00am – 12:30pm Associate Member Registration - Lobby near Castaway Room  
Trade Show Set-up - Grand Ballroom 1

9:00am – 11:30am Off-Site Tour - Newly Renovated Ocean City Convention Center (limited to first 30 registrants)

10:00am – 5:00pm Fair Member Registration Open – Lobby near Castaway  
Communications Contest Entries Received – Grand Ballroom 1

12:00pm – 2:00pm Trade Show Open - Grand Ballroom 1

2:00pm – 2:50pm Networking Roundtables

- *Ag Education Programs*, Kristi Geary, Montgomery County Ag. Center - Grand Ballroom 2
- *Companies that Make Life Easy*, Karen Nicklas, The Great Frederick Fair - Starboard Room
- Associate Meeting – Grand Ballroom 1

2:45pm Snack – Grand Ballroom 2

3:00pm – 3:50pm Networking Roundtables

- *Ways to Create Year-Round Revenue*, Will Herrera, Montgomery County Ag. Center - Grand Ballroom 2
- *The World of Extension: How to Maximize Partnerships*, April Barczewski, University of Maryland Extension Cecil County - Starboard Room

4:00pm – 6:00pm Trade Show Open - Grand Ballroom 1

4:30pm – 6:00pm Happy Hour and Showcase in the Trade Show - Grand Ballroom 1

6:00pm – 9:00pm Dinner on your own – enjoy your favorite Ocean City restaurant

9:00pm - 11:00pm Hospitality Suite Open - Hotel Room 827

## Saturday, October 28

- 8:00am – 9:00am Breakfast - Grand Ballroom 2
- 9:00am – 4:00pm Fair Member Registration Open - Lobby near Castaway Room
- 8:30am – Noon Trade Show Open - Grand Ballroom 1
- 10:00am – 10:50am Educational Session 1
- *Concession Trends in 2023*, Kathy Ross - NICA/Independent Concessionaire, Ross' Concessions - Grand Ballroom 2
  - *Annapolis and Funding 101*, David Gordon, Maryland State Fair and MAAFS legislative committee - Starboard Room
- 11:00am – 11:50am Education Session 2
- *Change in the Fair Industry and how to Plan for It*, Kelly Collins, CEO State Fair of West Virginia - Grand Ballroom 2
  - *Marrying Security and Patron Experience*, B3 Security - Starboard Room
- Noon – 1:00pm Lunch and Updates - Grand Ballroom 2  
MDA Animal Health  
Maryland 4-H  
Maryland Agriculture Fairboard  
Associate of the Year presentation  
Presentation of the "Friend of MAAFS" Award
- 1:00pm – 1:45pm "*What Matters: 5 Lessons in Leadership.*" Keynote Speaker, Angie Mullings, PSA, AHWD, Broker/Owner Century 21 Integrity Group - Grand Ballroom 2
- 2:00pm – 2:45pm Educational Session 3
- *Getting Value for Value*, Jeff Cochran, Professional Speaker and Author of "Persuade" - Grand Ballroom 2
  - *Network Connectivity on Your Grounds: How To Leverage Your Network to Improve Efficiency and Sales*, Alec Shapiro, Director of IT Carroll County 4H and FFA Fair - Starboard Room
- 2:45pm Snack – Grand Ballroom 2
- 3:00pm – 3:45pm Educational Session 4
- *Influencing Without Authority*, Jeff Cochran, Professional Speaker and Author of "Persuade" - Grand Ballroom 2
  - *All Things Livestock*, Carrie Wolf, The Great Frederick Fair (Roundtable) - Starboard Room

- 4:00pm – 4:30pm      Roundtable Session
- *Jr. Fairboard*, Sue Sullivan, MAAFS past-president and Montgomery County Ag. Center - Grand Ballroom 2
  - *How Judging School Benefits the Fair*, Laura Kefauver, Judging School coordinator - Starboard Room
- 6:00 – 7:00pm      Happy Hour - Grand Ballroom 2  
Halloween Costume Contest  
\*Come in your most creative Halloween costume, Prizes for 1st-3rd place
- 7:00pm – 10:00pm      Annual Banquet - Grand Ballroom 2  
Wine Pull, Auction
- 10:00pm - Midnight      Hospitality Suite Open - Hotel Room 827
- Sunday, October 29**
- 8:00am – 8:30am      Non-Denominational Reflection - Grand Ballroom 2
- 8:00am – 9:30am      Breakfast - Grand Ballroom 2
- 9:30am – 10:30am      Association Business Meeting - Grand Ballroom 2  
*(A prize drawing will occur at the conclusion of the meeting for free 2024 conference registration. Must be present to win.)*