

TENTATIVE CONVENTION PROGRAM 2025

- **FRIDAY NOVEMBER 14**

3-6:00pm - Registration Open - Trade & Display Area Setup

6- 7:00pm – Dinner

6:30 – till? Talent Showcase – Cash Bar

- **SATURDAY NOVEMBER 15**

7:00am - Registration Open

8-9:00am - Breakfast Buffet

9:00am - **Convention Welcome:** President Bruce Cooley
Commissioner of Agriculture Ashley Randle

9:30am -Trade Show Open

10:00am – **Networking** -45 Minute session

1. *Cyber Security – Mike Smith - Dowd Insurance Agency*
2. *Midway Relations – Harold Ferra – Rockwell Amusements*
3. *Space for Non Profits – Nicole Kibbee -Spencer Fair*

11:00am – **Networking** -45 Minute session

1. *Fair Premiums – Liza Pantermehl – Cummington Fair*
2. *What Media Works For You– Sharon Cross - Saga Communications*
3. *Fairground & Event Security - Mike Nelson – Franklin County Fair*

12:00noon – Luncheon

12:45 **Guest Speaker** - State Rep Natalie Blais

1:30pm – Business Meeting

1:45pm – Group Photos Grand Staircase

2:15pm – **Networking** - 45 Minute session

1. *Treasurers – Suzanne Hunter – Franklin County Fair*
2. *Agricultural Education – April Judd – Cummington Fair*
3. *Fairs & Positive Childhood Experiences – Carroll Chapman*

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3:15pm - **Networking** - 45 Minute session

1. *Dollars & Sense – Admission & Parking – Jeff Chandler- Marshfield Fair*

2. *IAFE Benefits – Mike Scranton – Mafa Secretary*

3. *State Fire Marshall – Matt Murray*

4:00pm - Social Time Cash Bar

4:30pm – Trade Show Wrap Up

5:00pm - **MAFA Banquet**

Media Awards

Raffle Drawings

- **SUNDAY NOVEMBER 16** – 8:00am - MAFA Board Meeting

Delivering quality agriculture education doesn't require a big budget, just big ideas. This practical, solutions-focused workshop is designed for fairs who are passionate about agricultural instruction but face limited financial resources. Participants will explore creative, low-cost strategies. From DIY materials and repurposed equipment to community partnerships, this session offers real-world tips and tools to make every dollar count.

Dollars and "Sense"...that is what we are all talking about! How many do we need? Why do we need so many? How much is enough? Get it while you can! Be cautious, don't spend right now! How do we take the OUCH out and bring VALUE back? Some of the concepts flying around are inflation, tariffs, price increases, promotions, sales tax, fees, cashless, bottom line, group buying, net profit, tipping, cash only, dynamic pricing, making change, flat fee rent, and prevailing wage. Our Events must provide revenue to our organizations and business and at the same time create Happy, Highly Satisfied guests who will return. It takes Dollars and "Sense" to do that! Come join the conversation.