



**KENTUCKY FESTIVALS & EVENTS ASSOCIATION
ANNUAL CONFERENCE
HORSE CAVE, KENTUCKY
NOVEMBER 9-11, 2011**

WEDNESDAY, NOVEMBER 9:

- 5:30PM **Munfordville Historical Sites Tour** - Meet at Hampton Inn lobby for a short drive to Munfordville to visit historical sites with characters in period costumes. **(ALL TIMES ARE CENTRAL)**
- 7:00PM **Dinner** - The Old Inn catered by Big Bubba Buck's Belly Bustin' BBQ Bliss (so good it makes you wanna smack your mama!). Entertainment provided by Clinton Spaulding.
- 8:00PM **Board Meeting** - Second Floor Suite at Hampton Inn
- 8:00PM **Hospitality Room Open** - First Floor Meeting Room- Hampton Inn.

THURSDAY, NOVEMBER 10:

Breakfast on your own – Hampton Inn Breakfast included with room

- 8:00AM - 9:00AM **Registration** - at Kentucky Repertory Theatre
- 9:00AM - 9:30AM **Welcome - Conference Opening** – Stan Salchi
Ice Breaker - Each festival attendee introduces another attendee
- 9:30AM - 9:45AM **Entertainment – Dave Foster Bluegrass**
- 9:45AM -10:30AM **"Food Rules: Can you spell E-coli?"** All of the latest information you need for keeping it your event safe and permitted

Jason Meadows
Health Inspector 2nd Class
Hart County Health Department
- 10:30AM -10:45AM **Break** – Sponsored by Monica Pickerill, Kentucky Living Magazine
- 10:45AM - 11:15AM **"Grow Your Festival Attendance:** Inexpensive Advertising for small or large Events with Every Door Direct Mail. What's it all about?"

Eddie Jessie,
Postmaster
Munfordville – Hart County

11:15AM – 11:30AM **Meet Our Vendor Members**

11:30AM – Noon **Who can you trust when your event is weather sensitive?**

Joe Sullivan
Warning Coordination Meteorologist
National Weather Service (NWS)

Noon – 1:00PM **Lunch** - Historic Thomas House

1:00PM – 3:45PM **Marketing Your Event: "Capturing your Audience"**

Sally Reisz – KY Travel Guide – Moderator
Maggie Payette Harlow – Sign-A-Rama – Downtown
Kenny Marcum – SEO & Internet Consultant
Tom Philpot – Lynn Imaging
Sandra Kendall – Kentucky Exposition Center

3:45PM – 4:30PM **What happens if....stages collapse, horses run wild; the black Powder shoot backfires, little Johnny rides off on your golf cart, and Grandma gets food poisoning?**

Dale Johnson, CFEE, CIC
Francis L. Dean & Associates of Indiana, LLC

5:30PM - 6:30PM **Reception** - The American Cave Museum sponsored by Hart County Tourist Commission and Munfordville Tourism

Entertainment: **The Warrior Poets**

6:30PM **Dinner** - Historic Thomas House

7:45PM - 9:45PM **Showcase Entertainment** - Kentucky Repertory Theater:

Andy & The Rockers
Elvis & Meatloaf
Cracker Boys

10:00PM – Until **Hospitality** - First Floor Meeting Room at Hampton Inn

FRIDAY, NOVEMBER 11:

Breakfast on your own – Hampton Inn Breakfast included with room

8:30AM - 9:45AM **“Arm Chair Chats”** - Kentucky Repertory Theatre

Best Ideas/Worst Ideas: What worked and what didn't work?

Stan Salchli – Capital Expo
Robin Croley – Capital Expo

Pat Your Festival on the Back: How do you/your co-workers and volunteers celebrate the success (and the failures) of your event?

Kim Bickers – Capital Expo
Bridget Sherrill – Kentucky Derby Festival

Merchandising For Profit: On-site, on-line, in-store

Elaine Harris – World Chicken Festival
Peggy Scott – World Chicken Festival
Jeanine Thurston – World Chicken Festival

9:45AM - 10:00AM **Break** - Sponsored by Pickerill, Kentucky Living Magazine

10:00AM – 10:15AM **Survey Form** – Vendors at your event

10:15AM – 11:00AM **Connecting The Community:** Engaging the local businesses, residents, and other non-profits to participate in making success"

“The lone wolf is easy prey,” claims the old saying. There are times when your organization needs partners to be successful and this session will examine the “How to”, “How not t” and “Oh my, never go there” of attracting and retaining those partners, when to cut ties or recognize when your neighbor might not be your best teammate and how to navigate the dicey waters of “working together.”

Chris Hamilton, Executive Director
Aurora Area of Illinois Convention & Visitors Bureau

11:00AM - 11:45AM **KFEA Annual Meeting & Awards Ceremony**

11:45AM -12:30PM **Annual Luncheon** – Historic Thomas House
(Prize Drawings: Must be present to win!)