

# C.A.F.E. 2009 Convention in Charlottetown, PEI Education Program

**Wednesday, November 18, 2009**

## **Pre-Convention School of Management: Becoming An Eco-Logo Event**

**Presenter: Lise Beutel, TerraChoice**

What are the hot topic, green issues facing business and specifically events in Canada today? With marketplace expectations of increased accountability and transparency around making green claims, how do event organizers ensure that they are avoiding greenwashing (the act of misleading consumers about the environmental benefits or attributes of a product or service)?

These questions will be answered over the course of this Pre-Convention School of Management session. The workshop will include:

- **What it means to be a Sustainable or Green Event** – the environmental and health impacts or ‘footprint’ of making better choices
- **Green Marketing 101:** Concrete tips on how to avoid greenwashing (including providing proof of your event’s environmental leadership) in a way that will build brand equity for your event and will have attendees returning year after year!
- **Eco-Labeling:** an overview of the Government of Canada’s third-party eco-label and environmental standard, the EcoLogo Program and a step-by-step description and explanation of the criteria needed to be met in order to be awarded EcoLogo certification

Lise Beutel graduated from the MBA at McGill University in 2007 with a concentration in Corporate Social Responsibility. Since completing the MBA, Lise has been working as a Consultant & Client Service Manager for TerraChoice Environmental Marketing, managers of the EcoLogo<sup>M</sup> Program, North America’s premiere eco-labeling program. In this role, she is responsible for working with clients on a variety of environmental marketing & consulting projects, as well as delivering the strategic marketing plans for the EcoLogo Program and TerraChoice’s corporate branding. Prior to the MBA, Lise worked in the music industry for several years in international marketing, promoting Canadian artists to the international marketplace.



**Thursday, November 19, 2009**

**From Merry-Go-Rounds to Bumper Cars: The Road to a Sustainable Future**

**Opening Keynote: Carl Duivenvoorden**

Carl Duivenvoorden was raised on a dairy farm in northern New Brunswick, and attended the NS Agricultural College. His diverse career in agriculture, marketing and energy efficiency has taken him to over 25 countries, from New Zealand to Vietnam to Brazil. In 2006, he read “An Inconvenient Truth”, the book that catapulted climate change to the top of the global agenda. In April 2007, he became one of the first Canadians to be personally trained by Al Gore. Since then, he has presented “An Inconvenient Truth” over 200 times to more than 25,000 people across Atlantic Canada, in English and French. In addition to “An Inconvenient Truth”, Carl presents keynotes, seminars and workshops on environmental issues. His column “Green Ideas” is published biweekly in three NB newspapers and sporadically in newspapers across Canada. In all activities, Carl brings passion, clarity and focus, always with the aim of helping people and organizations learn how they can save money, energy and our environment.



Few issues are as complex, ever-changing and important as the environment. If you’re like most people, you probably want to do the right thing – but what is that ‘right thing’? And amid the daily flood of new information, how do you sort fact from fiction? Our presenter – speaker, writer and environmental consultant Carl Duivenvoorden – will provide an overview of the latest science and information about climate change, and offer some clear thoughts and suggestions to get us rolling and coasting toward sustainability.

**Making Sense of “Green” Foodware Choices**

**Presenter: Kathleen Boylan, Waste Reduction Store**

This workshop will provide attendees with the confidence to evaluate ‘green’ strategies for dealing with food related waste and how to market those strategies in an ethical way. The workshop will: clarify terminology like degradable, bio-degradable, bio-based and compostable food ware; provide information on where to look to verify claims; discuss the latest market trends in ‘green’ food ware; highlight claims to watch out for when making ‘green’ decisions for your institution; and look at the traditional three ‘R’ and where composting may fit in.

Kathleen Boylan is the founder and CEO of The Waste Reduction Store. The Waste Reduction Stores specializes in the sourcing and distribution of *certified* compostable food ware and assisting corporations in composting their food waste. A member of the Compost Council of Canada, The Waste Reduction Store, supports composting as one of the greenest strategies available for communities, businesses and institutions to go ‘green’. Kathleen was elected to the Board of Directors for the CCC in 2008. Kathleen appeared on Canada AM, Breakfast Television, CBC radio and television, in the Globe and Mail, Chronical Herald, Hamilton Spectator and numerous other media over the course of her professional life.



### **A Quality Concession from a Fair Perspective**

#### **Presenter: Rollie McCubbin, Iowa State Fair**

Rollie shares his expertise as the Concessions Manager for the Iowa State Fair and gives tips and suggestions on how to improve your concession business.

Roland McCubbin has been the concession and exhibit director for the Iowa State Fair since 1998. While with the fair, he designed and implemented a computerized tracking program to aid in assessing food and merchandise vendors' percentage rental rates; has computerized assigning and renting all space used by merchandise, commercial and food vendors; and has supervised the transition from a percentage space rental charge for beer sales to a flat fee per keg. Exhibitor and concessionaire return rate at the Iowa State Fair is 90% plus, attesting to the fair's popularity and profitability as a marketplace. McCubbin holds a Bachelor of Science degree in Dairy Science from Iowa State University in Ames. He received his Certified Fair Executive designation from IAFE in 2007.



### **The Green Eggs and Ham Guide to Writing Successful Grants**

#### **Presenter: Kim Chadsey, CFRE, C.A.F.E.**

You already know who your potential funders are. "Sam-I-Am" will help us figure out how to secure the funds you need to have excellent programs and facilities.

A country girl at heart, Kim grew up outside Ottawa in a farming community, attended a rural grade and high school and, even though she now lives in the city, spends as much time as possible roaming the countryside. Although her family never farmed, she was certainly familiar with the ups and downs of agriculture in Ontario. That background has been a great lead-in to working in the Fair and Exhibition Industry. This combined with her educational background of business and over ten years of fundraising within the non-profit sector, enables her to help C.A.F.E. members make the most of what they do and who they are.



## **A Performer's View – Getting Booked**

### **Shane Farberman, DooDoo the Clown**

The secret that has changed and doubled my business. I know it can work with fairs as well as entertainment. I will tell what it is I have done to make it work.

At the age of 6 months I was in a baby basket under the counter in my mother's Balloon Dart Game (talk about an early start!). To move ahead a little bit, while in high school a friend asked me to volunteer as a clown for an event. I had the best time ever! While in college, I pursued my clowning desire on a part time basis. I guess because I loved it so much, I kept working at it so that I could be more successful. When I finished college I opened up my own clowning business called FARCO. Not only could you get a clown but also candy machines and other acts as well. I became the President of the Showmen's League of America in 1999. I have done many commercials, worked with Adam Sandler, starred on the Daniel Cooke Show and have done numerous fairs and festivals all over the world. I now employ 32 people and plan to continue to grow.



## **Your Green Filter**

### **Presenter: Carl Duivenvoorden**

It's said that a typical person makes hundreds of decisions, large or small, every single day. What to wear? What to eat? Where to go? How to get there? No wonder we feel stressed! And just about every one of those decisions has an 'environmental footprint': an impact, large or small, on our planet. No wonder it's feeling stressed too. In this lively, fun and informative seminar, Carl Duivenvoorden will demonstrate how we can all minimize the environmental impact of our everyday activities – by applying a GREEN Filter to our lives.

## **LEED/Designing Sustainable Sites and Buildings**

### **Presenter: David Forkner, Populous**

This presentation will discuss LEED and give real life examples of sustainability design opportunities and their potential application to fairgrounds.

David is a senior planner and principal with Populous and has over 25 years experience in the planning and design of fairgrounds, equestrian facilities, arenas and event centers. He has been principal in charge and project manager for over 200 of these types of projects around the world and is a frequent presenter at C.A.F.E., I.A.F.E. and other similar organizations. Dave has graduate and undergraduate degrees in agriculture, planning and landscape architecture.



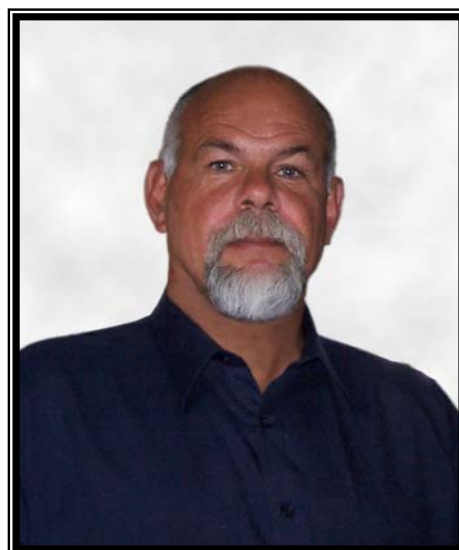
## **Interactive Facility Technology**

### **Presenter: Steven Bolgiano, Fairs Management Interactive**

Designed to reduce the time Fair Industry Professionals rely on technology. And increase the time available to perform the tasks technology cannot replace. "Fairs M.I." operates entirely online. No software, No installations, No special hardware. Quickly and easily create indoor and outdoor event planning, Master Plans for expansions and maintenance, facility services promotions. Fairs M.I. will conduct a presentation and hands-on workshop at the C.A.F.E. Convention.

Steven Bolgiano: CEO of Fairs Management Interactive, resides in rural Eastern Shore, Maryland, providing facilities and fairgrounds his personal services, along with a unique online planning and management software. He attended Towson University for graphic design, and graduated from Louisville Technical Institute with a degree in structural and design engineering. Steven has had 20 years working within the Exposition and Fairs Industry, including international projects in Singapore, Indonesia, and China. Steven traveled to China conducting workshops and as a guest speaker. Over the last four years he has collaborated with the Western Fairs Association, the Oregon Fairs Association, and the Arizona State Fair as part of an "inter-industry initiative". Canada's own Regina Fair and Exhibition Center has been a "Fairs M.I." user for the past three years.

Although a software technologist, and career tradeshow professional, Steven also owned and operated a farm for twenty years...and feels as much at home in the exhibit hall as he does in the livestock exhibits.



## **Friday, November 20, 2009**

### **Embracing Technology**

#### **Presenter: Peter Versteeg, Versteeg Consulting**

In this workshop, Peter will share the process that his local fair went through in moving from a manual system to a computerized system. He will show in a non-technical manner the many benefits of his software – from registration to processing judging results, from paying out prize money to instant statistics and timely reports

Peter Versteeg has been active in Management Consulting, Project Management, Systems Development and small business for over 30 years and in the Agricultural Fair Industry for the last 20 years. Peter was the Information Technology Director for corporations in both British Columbia and the Yukon. He is the principal of Versteeg Consulting Inc., whose customer base includes various industries in Canada and the USA. From 1993 to 1996 Peter served as the President of the Cobble Hill Fall Fair, successfully developing and implementing a complete revitalization plan. His software package "**Fair Administrator**" is a direct result of this revitalization project. The software handles all the typical functions of Agricultural Fairs and is installed at fairs in Western Canada.

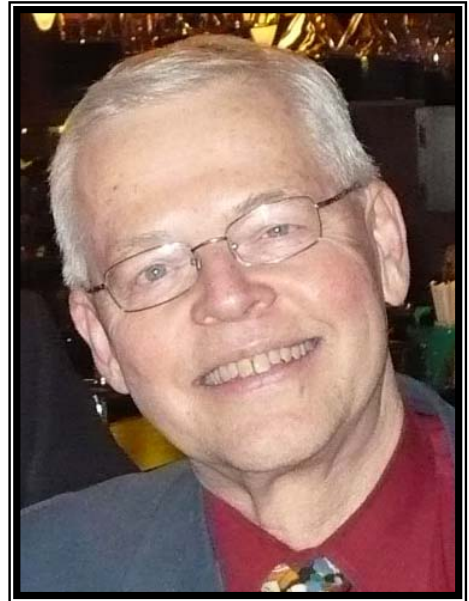
Peter served as a director on the Board of the BC Association of Agricultural Fairs and Exhibitions. He is also a Fair Evaluator and in the last 15 years he has evaluated many fairs and exhibitions throughout the province of B.C.



## **Board Governance – Get Them Moving – Defining the Issue**

**Presenter: Bill VanGorder, CFRE, CAE**

The times they are a-changing. Bill VanGorder, CAE, CFRE will lead an interactive process that will help you understand recent approaches to good governance for volunteer organizations -- what it is and why it is important. What works, what does not and why? Fairs and Exhibition boards require good board governance because it is the most important element of a board's ability to govern effectively to make sure the organization functions. Most boards have a will go govern well, but many, especially those who have been in operation for a long time, have difficulty moving away from old habits and structures. In Part I of this two-part session, Bill will discuss how to scrutinize the work of your board without scaring off your members. How to discover if you board is functioning in a less than ideal way. How to resolve these problems and get on with the work of the organization by evaluating where your board is now. He will offer options for governance assessments.



Bill VanGorder, CAE, CFRE has been a consultant to businesses and associations since 1968. Bill gives keynotes, presentations and workshops to 30 or more organizations each year. Bill is President of MRC Associates in Halifax, Nova Scotia. From 1991 to 2007, Bill was the President and CEO of The Lung Association of Nova Scotia. He also served as Vice-President of Financial Development and Marketing for the Canadian Lung Association. Prior to that he spent 28 years with the YMCA, for the final 12 years as the Atlantic Area Director for the YMCA where he focused primarily on board development and leadership training of YMCAs and YM-YWCAs. He is one of only three professionals in Canada who is both a Certified Association Executive (CAE) awarded by the Canadian Society of Association Executives (CSAE) Certified and a Certified Fund Raising Executive (CFRE) awarded by the international Association of Fundraising Professionals (AFP). Bill is an active community volunteer. He is the founder and co-coordinator of the Nova Scotia ABCs of Fraud Prevention program, President of the Nova Scotia Youth Orchestra Foundation, the inaugural president of CARP Nova Scotia (A New Vision of Aging for Canadians). a member of the Board of Directors of the Theatre Arts Guild, an Advisory Board Member of Nova Scotia Special Olympics, Past-President of the Serving Seniors Alliance of Nova Scotia, a former Board Member of the Canadian Centre for Philanthropy, and a Past-President of the Rotary Club of Halifax. Bill lives in Halifax with his wife, Esther, and Kelsey, the cat that runs their house. He has two daughters and two grand children all living in Dartmouth.

## **Board Governance – Get Them Moving – Solutions**

**Presenter: Bill VanGorder, CFRE, CAE**

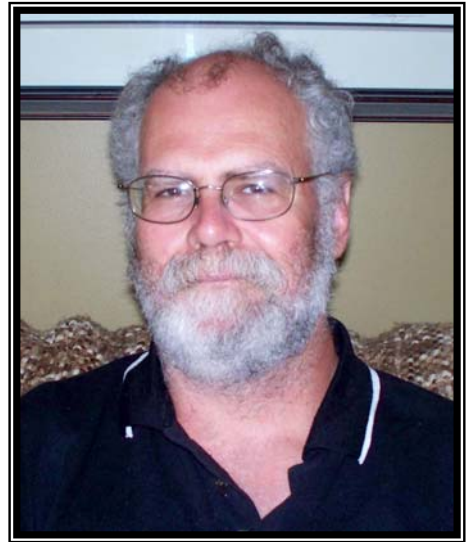
Bill VanGorder, CAE, CFRE looks at both the theory and practice of getting to better board governance to find a process by which organizations can tailor their own governance solutions. Board members almost always have a will to govern well, but how do you steer the course that fits both the traditions and the current needs of your Fair of Exposition? Bill will talk about the need to tailor your governance model to fit the organization's mission. He will discuss why "best" is not always "better". He will help you learn how to change the bylaws with out rancor and other practical ways to rejuvenate you board and both avoid the common pitfalls and find your keys to success

## **SaskPower Clean Team**

### **Presenter: Glen Duck, SAASE**

The Clean Team is a unique award-winning environmental stewardship between SaskPower, SAASE, local Agricultural Societies and a variety of nonprofit organizations throughout Saskatchewan. The program addresses waste management and disposal on fairgrounds in a positive and proactive “3R” program of Reduce, Reuse and Recycle. Since its inception in 2002 the program has grown from 10 Ag. Societies being involved to a total of 27. Glen will walk through the program and discuss how it was conceived, the partnerships that have been developed, the growth, the impact of the program, as well as the Clean Team’s future.

Glen has had extensive experience in the fair and events management business in Saskatchewan. He spent 3 years managing the Regina Agridome – a multipurpose 6,000 seat arena. He spent 8 years managing the Moose Jaw Exhibition and Casino in Moose Jaw. While in Moose Jaw, in partnership with the city of Moose Jaw, he helped set up a municipal composting program using waste from the citizens of Moose Jaw and waste from the Moose Jaw Exhibition. He also helped establish the Saskatchewan Burrowing Owl Interpretative Centre on the Moose Jaw Exhibition grounds. He went on to manage Kinsmen Rock’n the Valley in Craven, Saskatchewan – a rock festival with an annual attendance of 15,000 for 5 years, as well as a horse racing program. Presently he has spent the past 5 years under contract as the Executive Director for the Saskatchewan Association of Agricultural Societies and Exhibitions – the umbrella organization for Saskatchewan Exhibitions and Fairs. He has a Bachelor of Administration Degree with a major in Marketing. In his spare time Glen enjoys coaching football and accumulating all kinds of different hockey, music and Coke collectibles. He has been married to Jocelyn for 24 years and has two boys – Michael and Gregory.



## **7 Strategies for Generating Corporate Sponsorship Revenue in Tough Times**

### **Presenter: Bernie Colterman, Colterman Marketing Group**

The bad news is that research indicates sponsorship spending could drop by 25% over the next year. The good news is that the fair industry is well positioned to maintain or even grow sponsorships during this tough economic climate. This session will take you through 7 key strategies to help you adapt your current sponsorship program in a rapidly changing environment and provide practical suggestions for retaining current sponsors and filling the pipeline with new prospects.

Bernie Colterman is the President of Colterman Marketing Group, an Ottawa-based sales and marketing solutions provider whose clients include federal, provincial and municipal governments, national associations, global companies and the event industry. Prior to starting his own company in 1996, Bernie served as manager of marketing and event services for Lansdowne Park in Ottawa. For four years he served as CEO of the Central Canada Exhibition, transforming the organization’s sponsorship program into a major revenue generator. Throughout his 20-year sponsorship career, Bernie has facilitated hundreds of sponsorships and commercial partnerships for non-profit and government organizations, raising over \$25 million in cash and in-kind services and brokering high profile partnerships between government and industry.



## **Demographics – Hitting the “Age Curve” Ball**

**Presenter: Bill VanGorder, CFRE, CAE**

Bill VanGorder, CAE, CFRE will present an interactive session that will help you think beyond adopting Best Practices, to developing your own Next Practices, by learning and implementing the Next Practices in volunteer recruitment. Learn how your organizations’ volunteer recruitment practices and processes will be the ones that others are copying.

Bill will discuss:

1. Defining the new volunteers (younger volunteers, mature volunteers and retired volunteers)
2. Attractions strategies that are driving the right people to want to volunteer for your organization. Recruiting volunteers so the various demographics can work together. Real examples from organizations that figured it out
- 3 Once you have them, how others are successfully keeping volunteers of all ages working together in spite of the age differences.
4. Learn to understand and assess the 4 aspects of fit – fit with the volunteer opportunity, fit with the supervisor, fit with the other volunteers and fit with the organization so that the various demographics will work together.
5. Why the traditional volunteer recruitment system is failing to find the right mix of volunteers and how you can do it correctly.

## **Human Resources in the Event Industry**

**Presenter: Philip Mondor, Senior VP, Canadian Tourism Human Resource Council**

The Canadian Tourism Human Resource Council (CTHRC) is one of 30 national skills sector councils whose overall goal is to improve the quality of the Canadian labour force, and to assist businesses to be more flexible in meeting changing competitive demands. The CTHRC is the council responding to these demands on behalf of the 164,000 tourism businesses and the 1.66 million people employed in tourism related occupations, including the meetings and events sector. Over the past year, the CTHRC has been working with the event industry in more than 20 countries, taking the lead to set international competency standards for event management. What do these standards mean? How will they impact your practice? Why are they needed? This session will examine the ground-breaking work and illustrate how the standards are helping address human resources in the event industry. Participants will have an opportunity to work with the standards, learning how to apply them in practice (e.g. job descriptions, performance evaluations, interview and selection guides, training or course materials, credentialing program).



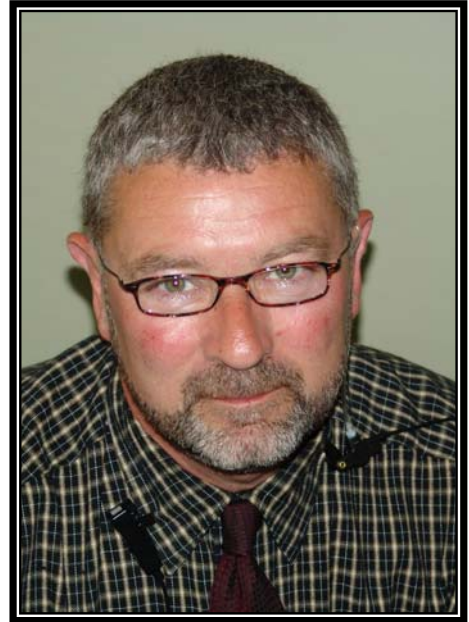
Philip Mondor is Senior Vice-President of the Canadian Tourism Human Resource Council. The Council brings together business, labour, national industry associations, provincial tourism education councils, education and government. The Council’s mandate is to co-ordinate human resource development activities that will support a globally competitive and sustainable Canadian tourism industry. During his thirteen years with the Council more than 400 programs have been developed, in two languages and made available in various formats and delivery vehicles across Canada and abroad. Prior to taking up his position with the Council, Mr. Mondor spent four years with the Manitoba Tourism Education Council and many more years in the tourism industry consulting in education, training and human resource issues.

## **PNE – Container Art Program**

### **Presenter: Peter Male, Pacific National Exhibition**

Over the last 10 years the arts component at the Pacific National Exhibition had almost disappeared due to continued budget cuts. Another challenge faced by the Fair was the fact that they had also lost over 200,000 sq ft of covered space as several of their buildings were taken down. Find out how the PNE found a creative way to deal with a problem that many of us face.

Peter Male, the Vice-President, Sales at the Pacific National Exhibition, is a 20-year veteran of the sales and marketing industry who became hooked on special events at EXPO 86. In 1987, Peter joined the PNE as Exhibit Space Manager but left in 1992 for a position as General Manager for a consortium of five multi-national companies at EXPO 92 in Seville. As GM, Peter was responsible for everything from the design, construction, and tear down of the groups' restaurants at the world's fair. It was 1993 when Male returned home to Canada and rejoined the PNE's team. In the years since taking the top job in Facility Sales, Male has re-positioned the PNE and its buildings into one of the busiest sites in Western Canada. At the same time that most facilities are looking at more and more dark dates on their booking sheets, he is definitely seeing the light at the end of the tunnel.



## **Saturday, November 21, 2009**

### **Vermicomposting – Worms on a Mission**

#### **Presenter: Cathy Nesbitt, Cathy's Crawly Composters**

Discover how worms will play an ever-increasing role in waste management and soil production. Red wiggler worms convert organic matter into nature's finest soil amendment.

Cathy Nesbitt, founder of Cathy's Crawly Composters - established in 2002. This environmental business specializes in vermicomposting (composting with worms) and organic diversion. Vermicomposting is a leading edge answer to our organic waste problem. Through inspirational story telling and an incredible sense of humour, Cathy has raised the level of awareness about sustainable living. Cathy's thought-provoking style of speaking inspires individuals to take action and do something. Cathy lives by her word by constantly reducing her own ecological footprint. Cathy's favourite quote is "Without awareness, action is impossible". Cathy has been acknowledged with several environmental and business awards, and is recognized as an eminent Canadian environmentalist and vermicomposting expert. Visit Cathy's award-winning website [www.cathyscomposters.com](http://www.cathyscomposters.com) for more information about Cathy's Crawly Composters. Discover how to Worm Away Your Garbage.



## **Training and Recognition to get the Best from your Staff**

**Presenter: Philip Mondor, Senior VP, Canadian Tourism Human Resource Council**

Training pays. Skilled workers and volunteers are more productive, have better relations with customers, make fewer mistakes, and stay longer with employers. Recognizing skilled workers – the industry experts that really make a difference – is a way to raise the level of professionalism and promote careers. Recognition increases job confidence, promotes further professional development, and can lead to a professional designation. Where does one start? What tools are ready-made to help the events industry excel in good HR practice and make it globally competitive? Learn about industry-led made-in-Canada tools that will help you improve your bottom line.

## **Fallow your Dreams**

**Presenter: Ken LaSalle, KenJen Animal Superstars**

A cowboy met a pretty city girl, married her & shared his dream of been in "Show business". A Circus friend gave them a suggestion of using their pets as a menagerie, and the rest is history. KenJen Petting Zoo, Celebrity Racing Pigs, Animal Stars and now maybe a Documentary & an Animal Reality Show all for 2010 & 2011.

As a veteran of the industry, Ken will speak about how he was successful in his career and will also have some colleagues and friends talk about their tips and successes.



## **Closing Plenary: David Logan, author of *Tribal Leadership***

Every organization is really a tribe, or if it's large enough, a tribe of tribes. Tribes are more powerful than individual leaders, and yet 75% of tribes have mediocre cultures. The result is reduced effectiveness, satisfaction, and revenue.

This highly interactive session introduces a new kind of leader—someone who takes responsibility for the tribe and elevates its culture. This session will show participants how to become such a leader by identifying the tribal culture at work and changing it. The result is a tribe that can take on new challenges and accomplish what used to look impossible.

Dave Logan is a USC faculty member, best-selling author, and management consultant. Dave has a Ph.D. in Organizational Communication from the Annenberg School at USC. He currently teaches management and leadership in the USC Executive MBA—an area rated #1 on the latest *Wall Street Journal* ranking of EMBA programs. He is also on the faculty at the International Centre for Leadership in Finance (ICLIF), endowed by the former prime minister of Malaysia, and on the Foundation for Medical Excellence in Portland. From 2001-2004, he served as Associate Dean of Executive Education at USC. As senior partner at CultureSync, a management consulting firm, Dave works with governments, non-profit organizations, and Fortune 500 companies, including Qualcomm, Intel, Charles Schwab American Express, and Prudential. Dave is co-author of four books including *Tribal Leadership* and *The Three Laws of Performance*. His books have been on the best-sellers lists of *USA Today*, *The Wall Street Journal*, and *Business Week*.

