



*Michigan Festivals & Events Association  
presents*

# 23<sup>rd</sup> Annual Convention

*Boyne Mountain Resort  
Boyne Falls, MI*

**November 5 - 8, 2015**



*Featuring over 30 Educational Workshops, Trade Show,  
Entertainment, Showcasing & Networking Opportunities*

*Enjoy  
Saturday  
Night*

*Alpine Fest*  
EXTRAVAGANZA

*"Ideas Shared... Visions Formed... A New Level!"*

# A WORLD OF REFRESHMENT



Post the party @MIFestivals or MFEA's Facebook 23rd Annual Convention *hashtag* #MFEA2015

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*"Ideas Shared... Visions Formed... A New Level!"*

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*Dear MFEA Member:*



It is my pleasure to invite you to the 23rd Annual MFEA Convention. The Convention will be held November 5 – 8, 2015 at Boyne Mountain Resort in Boyne Falls, Michigan.

Boyne Mountain is the perfect place for our convention. Along with outstanding meeting and convention facilities, Boyne Mountain offers a world of fun-filled activities for those times when you're not meeting.

The two golf courses at the Mountain have panoramic views and appeal to all levels of golfers (club rentals are available). There is also ziplining, horseback riding, a fantastic fitness center and spa, pools and outdoor hot tubs, and a wealth of dining options.



I encourage you to also take the time to explore the neighboring communities that make the Petoskey Area a Michigan treasure.

Just a Petoskey Stone's throw away from Boyne Mountain is the beautiful lakeside town of Petoskey. There, you'll find a charming Gaslight Shopping District, breathtaking views and stately Victorian architecture.

Nearby is the luxurious Bay Harbor community with its spectacular views, boutique shopping, world-class golf courses, dining from casual to elegant and deep-water marina.

Just across Little Traverse Bay is the quaint waterfront community of Harbor Springs. It offers an array of art galleries, culinary attractions and the deepest fresh-water harbor in the Great Lakes.

Boyne City is situated along Lake Charlevoix. You're never more than a few minutes from the sparkling water and all it offers. Boyne City also has a bustling farmer's market, an art district and wonderful street music.

This year's convention is one you won't want to miss. So be sure to mark your calendars for November 5 – 8.

Sincerely,

Peter Fitzsimons  
Executive Director, Petoskey Area Visitors Bureau



Please join me, your MFEA Board, colleagues and friends for the 23rd Annual Convention of the Michigan Festivals & Events Association at the Boyne Mountain Resort, November 5-8, 2015.



This convention is a wonderful opportunity to join hundreds of festival/event/industry leaders, volunteers and suppliers for networking, sharing and comprehensive education.

***Make plans now to attend and get great rates for your hotel room...***

See you at Boyne!

Margaret Morse  
MFEA President



## **All Families welcome at Boyne Mountain Resort!**



Bring your family to enjoy the wonderful Boyne Mountain Resort amenities that may interest you and your family...Avalanche Bay Indoor Water Park, Solace Spa and Salon, Zipline, Boyne Mountain Golf Course.

There are also many activities outside the Resort that may interest you...Wine tasting at the vineyards, Odawa Casino, Crooked Tree Arts Center, Petoskey Stone and many, many more attractions.

**Post the party @MIFestivals or MFEA's Facebook 23rd Annual Convention hashtag #MFEA2015**



# Celebrate the 5 Senses of the Arts



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Please join us in welcoming Sean King, with Youth Education in the Arts, to the Michigan Festivals and Events Association 23rd Annual Convention. Sean King has been consulting with small businesses and non-profit organizations for over 20 years. Currently, he is the Director of Marketing & Communications for Youth Education in the Arts (YEA!), a non-profit organization based in Allentown, PA, which teaches life lessons through music. He also blogs at [artsmarketingblog.org](http://artsmarketingblog.org). You can follow Sean on Twitter [@skingaspire](https://twitter.com/skingaspire). Sean resides with his wife Natalie and son Haydn in the global crossroads of Fogelsville, PA.



Sean will share how to bring Youth and Arts to a smaller community, branding, sponsorships and fundraising.



## Michigan Festivals & Events Association Convention Agenda November 5-8, 2015



THURSDAY, NOV 5TH	1:00PM 2:30PM	MFEA Board Meeting
	5:00PM	Hotel Check-In
	5:00PM 9:00PM	MFEA Registration/ INFO Center Open
	5:00PM 8:00PM	<b>Empty Canvas Showcase Presentation-Main Lobby</b>
	6:00PM 7:00PM	Annual MFEA Meeting, Committee Reports and Welcome
	8:00PM 10:00PM	<b><u>MFEA Hospitality Suite Open ~ Networking ~ Willkommen New &amp; Old Friends</u></b>
FRIDAY, NOV 6TH	7:30AM 8:00PM	MFEA Registration / INFO Center Open
	8:00AM 9:00AM	Morning Coffee & Donuts
	9:00AM 10:30AM	Educational Workshops
	9:30AM 12:00PM	Marketplace Trade Show Set-Up
	10:30AM 10:45AM	Break
	10:45AM 12:15PM	Educational Workshops
	12:30PM 1:45PM	<b>MI Fun Awards Luncheon ~ Featuring "CyberSecurity-The New Front Line" Homeland Security Video</b>
		<b>First Time Attendees Recognized and Vendor Parade</b>
	2:00PM 3:30PM	Educational Workshops
	2:00PM 3:30PM	Marketplace Trade Show Exhibitors Final Set-Up
	3:30PM 6:00PM	Silent Auction Open
	3:30PM 6:00PM	<b>Marketplace Trade Show Premier Willkommen With Happy Hour</b>
	5:00PM	Hotel Check-In
	6:00PM 8:00PM	Dinner On Your Own
	8:00PM 10:30PM	<b>MFEA Showcase Extravaganza-Including "T-Shirt Toss"</b>
		Dress Attire Favorite Festival T-shirt/Sweatshirt
	10:30PM 12:01AM	<b><u>MFEA Hospitality Suite Open ~ After Hours Networking</u></b>
SATURDAY, NOV 7TH	8:00AM 3:00PM	MFEA Registration / INFO Center Open
	8:30AM 9:00AM	Morning Coffee & Donuts
	9:00AM 10:30AM	Educational Workshops
	10:00AM 1:45PM	Silent Auction Open
	10:00AM 2:00PM	Marketplace Trade Show Open
	10:30AM 10:45AM	Break
	10:45AM 12:15PM	Educational Workshops
	11:45AM	Vendor Luncheon <b>"Serve The Curve" sponsored by Koegel Meats</b>
	12:15PM 1:15PM	Luncheon... <b>"Serve The Curve" sponsored by Koegel Meats</b>
	1:15PM 1:45PM	Final Bids - Silent Auction
	1:45PM 2:15PM	Silent Auction Winners Announced/Pick Up Winning Items
	2:00PM 3:00PM	Marketplace Trade Show Teardown
	2:15PM 3:45PM	Round Table Workshop/Discussions
	5:00PM 6:00PM	MFEA Hospitality Suite Open ~ Networking
	6:30PM 8:00PM	<b>Pasta Feast Buffet-Ticketed Dinner \$20 "Wine Sampling &amp; All you can eat!"</b>
	8:00PM 10:30PM	<b>MFEA Showcase Extravaganza</b>
	10:30PM 12:01AM	<b><u>Time for the MFEA "Alpine Fest" Party</u></b>
SUNDAY, NOV 8TH	8:30AM	Doors Open - Coffee Served
	8:45AM 9:30AM	<b>"Brainstorming Brunch" Served - sponsored by Discover Kalamazoo</b>
	9:00AM 9:30AM	<b>Michigan Hiryu Daiko Performance</b>
	9:30AM 11:00AM	<b>"Brainstorming Q &amp; A" / People Choice Awards / Closing Program</b>
	11:00AM	Tour the Beautiful Region...including Wine Country (On your own)
		* programs subject to change





## A Big thank you to **Art Craft**

and their decorating crew! Their hard work will be displayed throughout the Trade Show with the pipe and drape provided for all the Marketplace Tradeshow Exhibition booths, MFEA Registration area and the Civic Center Matterhorn Room.

## Food for thought...

### Koegels:

How many Koegel Vienna hot dogs would you need to make a path from the Boyne Mountain Resort to the Eagle's Nest on top of Hemlock Mountain?



## Don't Miss This...

**Larry Nielsen, Manager - Village of Paw Paw**

**Favorite part** --- Meeting people from other festivals and listening to how they do things is my favorite part.

**Why do you return** --- I always learn something new. All the great people I meet from other festivals rejuvenates and inspires me to work harder when I get home.

**Recommendations for a new member** --- Think of 5 things you want to know from other groups; "How do others ... Then make sure you meet people from at least 5 other groups and ask them how/ what they do. Finally, go back to your home group and report what you found out."

**Steve Louwers, President - Cheeseburger in Caseville**

"Our favorite part of the MFEA we feel is being able to talk to all The festival organizers and get information from everyone. The Meetings are always a great learning experience. We learn something new every year. We would definitely recommend new members to attend the convention."

**Cassie Roberts, Saffire**

"My favorite thing about the MFEA Convention is the obvious friendships and camaraderie that are built over the course of the week. I go to a lot of conferences and speak to many audiences, and this convention is one of my favorites! Not all that is learned at a convention takes place in a classroom, and that principle is exemplified with MFEA. If this is your first time attending, make sure not to miss any of the social activities, because they're important. I'm looking forward to returning in 2015!"

**Gabby Chapman - Cadillac Area Visitors Bureau**

My favorite part was the music showcase. I return to the convention every year because the educational benefits I receive from others sharing their victories and defeats in regards to their event line up, assist me in venturing out and trying new things and learning from their mistakes. I would recommend the MFEA Conference for anyone involved with festivals and events in their area. Money well spent. The friends and bonds you build will last forever.

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# Educational Workshops

**Friday, November 6**

**9:00-10:30**

## ***Developing and Hosting an Arts Festival***

*Presented by Ginger Smietana, Paw Paw Days/Uncork the Arts!*

For those of you who have not held or would like to get more tips on how to develop and host an arts festival that includes 2-D, 3-D, and 4-D art, this may be just what you need. The seminar includes fund raising, activity fees as income, identification of those persons paying fees, volunteers, local requirements, disaster planning, and so much more.

## ***Gaming Guidelines, Fundraising and more / Liquor Control***

*Presented by Barb Subastian, Kathy Oviedo & Tony Mitchell*

**Barb Subastian**, Michigan Liquor Control Commission, will cover sales to minors, sales to intoxicated patrons, checking ID, hours of operation, other liquor laws that may be pertinent to the group, and info available on our website.

**Kathie Oviedo**, Charitable Gaming Division

This session will focus on new charitable gaming strategies that involve working together to rejuvenate bingo, charity game tickets, and raffles. This session will also include discussion on best practices, improvement of the charitable gaming activities, use of technology, effective rule and regulation changes, and innovative ideas for continued success.

**Tony Mitchell** Vice-President of the Michigan Spirits Association  
How to boost your profits with Spirits / The difference between Beer, Wine, & Spirits and making it easier to sell spirits at your event.

## ***Volunteer Management 101***

*Presented by Jessica Schlimme, National Cherry Festival*

Like any event program component, Volunteer Programs must be regularly reviewed and refreshed as well. Keeping those all-important human resources by our side is something that the vast majority of events cannot risk getting wrong. Join the National Cherry Festival's Volunteer Manager Jessica Schlimme for this important session that will provide attendees with a wide variety of ideas including: Volunteer Recruitment, Training, and Retention.

## ***Economic Impact of Festivals and Events***

*Presented by Cristina Benton, Anderson Economic Group*

This session will explore the economic impacts of a festival or event, with a focus on understanding the characteristics of the festival and event attendees. Using an example from Michigan, the session will review the analytic steps to measuring the economic impacts of festivals and events, including estimating attendance and visitor spending. A data collection checklist for festival and event organizers will also be provided, giving attendees an overview of what they can do to begin collecting the data needed to understand the economic impact of their event. The session will also discuss key indicators for assessing the demographic characteristics and preferences of the event and festival attendees.

**Friday, November 6**

**10:45-12:15**

## ***Obtaining Grants with the Michigan Council for Arts and Cultural Affairs***

*Presented by Chad Badgero & Jeff Garrett,  
Michigan Council for Arts and Cultural Affairs*

The Michigan Council for Arts and Cultural Affairs will provide an overview of their grant programs, how they relate to your festival, fair or event and take you through a step by step process for completing the grant application.

## ***20 Ways to Ruin a Perfectly Good Festival Website***

*Presented by Cassie Roberts, Saffire*

Have you ever visited a bad website? Ever struggled to find the information you're looking for in a timely manner? We've all been there and it's not fun! Join us as we cover ways to make sure you're not putting your customers through a similarly frustrating experience! You'll learn about the dos and maybe more importantly the don'ts of having a great online presence. You'll leave with a plan of action for things you can fix about your website right away!

## ***Creating Creative Partnerships***

*Presented by Brittney Hoszkiw, Organization Specialist with the Michigan Main Street Center*

**Cathleen Edgerly**, Executive Director of Howell Main Street DDA  
Sponsorships are intended to be mutually beneficial partnership that allows businesses to engage with their customers in new and unique ways. By broadening your idea of what a sponsor is and how they can participate, you may breathe new air into an old event. This panel discussion will showcase unique partnerships that connect sponsors with their target audiences from across the state.

## ***Logistics***

*Presented by Representative Ken Goike, District 33*

Representative Ken Goike will discuss logistics, safety, and hazard prevention, preparation, and planning in his session, as well as legislative updates.

## ***Engaging Your Audience with Fun and Creativity***

*Presented by "Bugsy" Justin Sailor*

We all have an audience we need to reach and we need to breathe through the clutter. We've all heard the phrase, but a buzzword is only going to be part of the clutter. How can you mix up the fun and creativity to engage your audience and achieve your organization's goals? Join Bugsy as he talks about his experience engaging multiple audiences through social media and the web. Bugsy is a self-proclaimed doer of things, including but not limited to campaigning to have a beer with Richard Branson, obtaining sponsorship to road trip all 50 states, creating Plaidurday, all while being the Official Unofficial Ambassador of the Upper Peninsula. Let's do all the fun things.

# Educational Workshops

## Friday, November 6

2:00-3:30

### **Winter events Panel**

*Presented by Linda Kelly, Zehnder's of Frankenmuth  
Ric Federau, St. Ignace I-500*

*Stephanie Harmon, Holly Dickens Festival*

Join our team of volunteers as they share ideas for winter festivals, events and fundraisers. See what activities work for them. Bring your thoughts and questions to discuss with the panel and other attendees.

### **The Festival/Event Disaster Management and Evacuation Plan presentation is designed to identify strategies for successfully planning a festival, fair or special event.**

*Presented by Scott Corbin and James Buttleman,  
Michigan Emergency Management Association*

This presentation will help your facility with identifying hazards and associated risks, identifying critical operational considerations, and the advantages of using ICS during special events. The presentation will help you lay out the planning strategies for the development of your plan, identify who should participate in your Initial Planning Team meeting, the develop a mission statement acceptable to all stakeholders to engage their participation, develop event objectives and determine the necessary components of the public safety plan.

### **"Let's Face It...Be a Know It All"**

*Presented by Brooke Nobach, Susan Angel, and Peter Clay,  
Media General/Lin Digital*

This workshop will center on the challenges and best practices of promoting a local event using the digital media options available to you. From banner ads to facebook posts, how can the internet help you achieve your goals? What works, and what doesn't? In depth, we'll discuss how an event organizer can best utilize social media before, during and following an event.

### **The ABC's of Event Marketing**

*Presented by Sean King, Youth Education in the Arts*

Small to medium sized festivals have much to do, yet limited resources to accomplish their goals. Through this fast-paced session, event leaders, marketing staff and volunteers can learn the basics of the event marketing alphabet starting with Advertising, Branding and Corporate sponsorships to meet and exceed their expectations for attendance and revenue. Bring your questions to this interactive workshop to energize your marketing plan for your next event.

### **Social Media Lab**

*Presented by Cassie Roberts, Saffire*

Meet with Cassie Roberts from Saffire to learn basic Facebook and Twitter skills to promote and market your festival and events. Bring your smart phone and learn all the new tricks. Learn how to take and post videos, tweet and post about your sponsors, and share festival/event photos with your followers.

## Saturday, November 7

9:00-10:30

### **"Dealing with Board Dysfunction" or "People Issues"**

*Presented by Larry Nielsen, Village of Paw Paw*

Open only to one Board Officer (President/Chairman, VP/VC, Secretary or Treasurer) from a group. 1 hour 15 minutes of an interactive session on typical Board issues and suggestions for their solutions. The goal is to get the Board functioning as a 'team' so achieving your mission is easier. Bring your troubles to this workshop. If you ever said... "Argh! This has got to stop, but how,"

### **Engaging Your Audience with Fun and Creativity (repeat)**

*Presented by "Bugsy" Justin Sailor*

We all have an audience we need to reach and we need to breathe through the clutter. We've all heard the phrase, but a buzzword is only going to be part of the clutter. How can you mix up the fun and creativity to engage your audience and achieve your organization's goals? Join Bugsy as he talks about his experience engaging multiple audiences through social media and the web. Bugsy is a self-proclaimed doer of things, including but not limited to campaigning to have a beer with Richard Branson, obtaining sponsorship to road trip all 50 states, creating Plaidurday, all while being the Official Unofficial Ambassador of the Upper Peninsula. Let's do all the fun things.

### **E-commerce on Steroids: How to Increase your Digital Dollars**

*Presented by Cassie Roberts, Saffire*

Almost anything can be purchased online these days with the click of a mouse, from groceries to furniture. The convenience of online shopping has revolutionized the ways your customers shop, making it easier than ever for them to make a purchase. Is your event taking advantage of this trend? Are you getting the most bang out of your digital buck? Join us as we cover the ins and outs of our 15+ years' experience in the ecommerce industry and the ways you can earn more revenue online. You'll leave with a take-action plan for ramping up your online sales!

### **Michigan Humanities Council Grants Workshop**

*Presented by Karen Rhodes, Michigan Humanities Council*

Each year the Michigan Humanities Council (MHC) provides nearly \$1 Million to nonprofits throughout Michigan. The MHC grant opportunities include:

- **Touring Grants** • **Humanities Grants** • **Planning Grants**
- **Quick Grants** • **Heritage Grants**

Karen Rhodes, Grants Manager will discuss each of the grant opportunities available, focusing more specifically on the Arts & Humanities Touring Grant requirements and the goals of this program. The workshop will last approximately 90 minutes and allow time for participants to ask questions.



# Educational Workshops

**Saturday, November 7**

**9:00-10:30**

## **Actual vs. Budget reporting your Financial Profit/Loss**

*Presented by Bay-Rama Fishfly Festival*

The importance of having a formal accounting system and budget process. Partnering with your bank and CPA are critical components to your overall financial strategy.

**10:45-12:15**

## **Ethnic Diversity**

*Presented by Caleigh Nowlin and Fathy Shetiah, 7C Lingo*

Whether you are involved in planning, orchestrating, decorating, or enjoying, if you are a part of Michigan's great festivals and events, you are sure to have noticed the groundswell of global diversity that defines the character of our state more and more with each passing occasion. Michigan is truly making a name for itself on the global stage as a welcoming destination for visitors, immigrants, and foreign residents from all over the world; a designation for which we can thank these unique attractions and events. However, this does not come without grand responsibilities. Now more than ever, we must ask ourselves: How do we genuinely welcome new global populations, while also creating experiences that define the authentic local culture of Michigan?

## **How to Grow Your Event**

*Presented by Panel including George Kullis, Holly Dickens Festival*

Presented by panel including George Kullis, Holly Dickens Festival, Cheeseburger in Caseville Join our team of volunteers as they share their true experiences...both pros and cons in growing their events. Your Ideas, Questions & Experience are most welcome to share. Networking at its Best!

## **Introduction Board Member Roles and Responsibilities**

*Presented by Larry Nielsen, Village of Paw Paw*

Larry Nielsen a good basic workshop for 1st time Board members and those that want to brush up on their organizational skills. Fast Paced with lots of handouts to take home. Bring your questions to this workshop. If you ever said..."Okay, I am on the Board, now what?"

## **Exploring Youth and Arts to Expand and Grow Your Event**

*Presented by Sean King, Youth Education in the Arts*

By nature there is a certain vibrancy, excitement and enthusiasm when you combine young people and creativity. During this session learn how to leverage practical ideas and helpful hints to grow attendance and participation by families at your festival or add new programming to expand your current event. Explore topics including music, dance, visual arts and the link between marketing, promotion and sponsorships to energize your event.

**Saturday, November 7**

**1:00-5:00**

## **"Picking Larry's Brain: Troubleshooting"**

*Presented by Larry Nielsen, Village of Paw Paw*

Larry Nielsen will be scheduling individual groups (not more than 5 people from one group) sign up to have 30 minutes with Larry to talk about whatever you want. Limited to the first seven (7) groups that sign up.

**Networking at its BEST!**

**2:15-3:45**

## **Round Tables**

1. **Big Issues Small Town Events**
2. **Runs/Marathons/Warrior Dash - Cheeseburger**
3. **Parades**
4. **Car Shows**
5. **Queens - Pageants - Gabby Chapman**
6. **Zero Waste - National Cherry Festival**
7. **Farmers Market**
8. **Next Generations**
9. **Legal Q & A**

**Sunday, November 8**

**9:30-11:00**

## **Brainstorming Brunch...Networking at its Best!**

Bring your most important question...One last chance to get the answers from you colleagues.

## **Provided solutions for your digital needs.**



### **How NMD can help you:**

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- Google Analytics Tracking
- Social Media Marketing
- Responsive Web Design
- Creative Services
- Adwords PPC Advertising
- eCommerce Solutions
- Email Marketing

**Contact us for more information!**

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**231-876-9700**

## Networking, Hospitality & Brainstorming

Does your organization need to schedule a Board Meeting while at Convention? Please let the MFEA Convention Staff know so we can set this up for you in the MFEA Hospitality Suite or in one of our Educational Rooms. Call **989-845-2080** or email **convention@mfea.org**.

Do you need a place to entertain prospective clients, conduct impromptu meetings? The Boyne Mountain Resort can meet your needs with great suite rates. Please call the Boyne Mountain Resort at (800) 462-6963 to reserve a suite for your needs. **Be sure to mention "Michigan Festivals & Events" to get the discounted rate.**

Please don't miss the MFEA Annual Meeting to be held on Thursday, November 5th from 6:00pm to 7:00pm & the First Time Attendees Welcome during the MichiganFun Awards Luncheon that will be held Friday, November 6th from 12:30pm to 1:45pm.

### NETWORKING, HOSPITALITY & BRAINSTORMING

#### Thursday, November 5, 2015

MFEA Hospitality Suite, **"Willkommen New and Old Friends!" – 8:00pm to 10:00pm**

#### Friday, November 6, 2015

Marketplace Trade Show Premier  
**Willkommen with Happy Hour – 3:30pm to 6:00pm**

**MFEA Friday Night Showcase  
EXTRAVAGANZA – 8:00pm to 10:30pm**

Meet the performers after showcase and book them for your next event!

- Includes traditional Friday night "T-Shirt Toss"... make sure everyone remembers you from the MFEA Convention by bringing your extra promotional T-shirts for the volunteers to "toss" across the crowd.
- Drop the t-shirts off at MFEA Registration Desk no later than 7:00pm.
- 50/50 MFEF Fundraiser★

**MFEA after Hours Networking – 10:30pm to 12:01am** MFEA Hospitality Suite...  
Relax, mingle and enjoy the evening!

#### Saturday, November 7, 2015

**"Serve the Curve" Lunch served in the Tradeshow – 12:15pm to 1:15pm**

**MFEA Hospitality Suite – 5:00pm to 6:00pm**

**MFEA Saturday Night Showcase  
EXTRAVAGANZA – 8:00pm to 10:30pm**

The performers will be available after their set to discuss future booking.

- 50/50 MFEF Fundraiser★

**"Alpine Fest" Party with Entertainment provided by Jay Samborn Entertainment and DJ Fun – 10:30pm to 12:01am**

#### Sunday, November 8, 2015

#### Brainstorming, Networking & Brunch Q & A

Bring your most important question...one last chance to get the answers from your colleagues.

#### RE: DRESS CODE

May we suggest "Business Casual" during the 23rd Annual MFEA Convention for all venues.



**Exceptions:** Please feel free to wear your business or event sweatshirt or t-shirt to the Friday evening MFEA Showcasing and after hours networking.

**Alpine Fest Attire:** To carry on the Alpine Fest theme we would like to encourage everyone to join in the fun. Grab your lederhosen and dirndl to "prost" the night away! Alpine hats will be complimentary of MFEA...bring some bling to personalize your party hat!

★**50/50 MFEF Fundraiser** will be held throughout the night.  
Don't miss your chance for winning the big bucks!





## 13th Annual MichiganFun Awards

Calling **ALL Festivals, Fairs, Events and VENDORS** to share your marketing strategies! Bigger and better rewards...you don't want to miss out!

### MFEA has a new way of doing things this year!

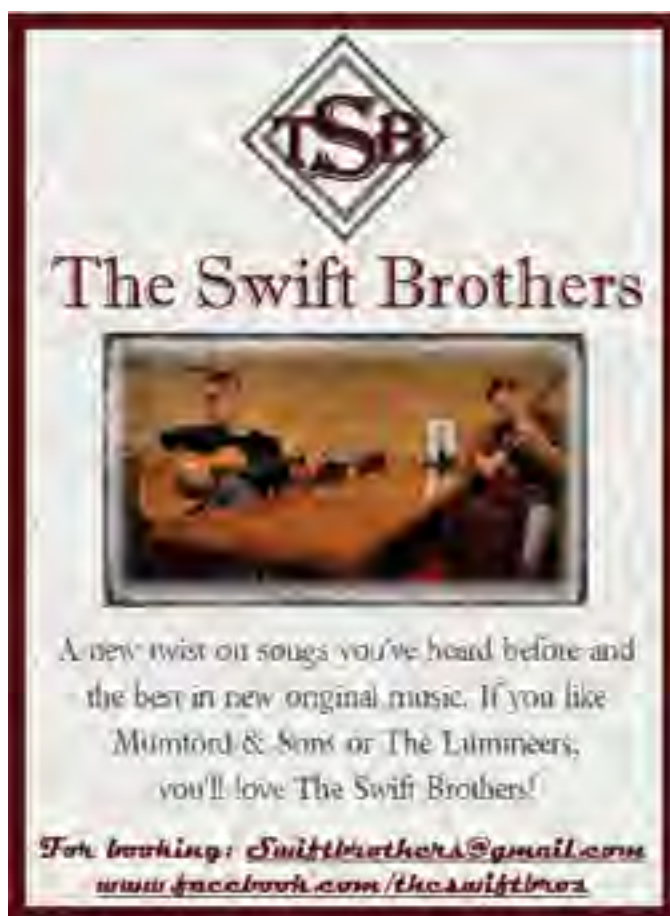
We appreciate all your hard work and want to reward you! With every **1st Place Award**, MFEA will reward you with **\$50 off ONE-2016 Annual Convention registration**. For the lucky **"People's Choice Award"** winner, you will receive **\$100 off ONE-2016 Annual Convention registration**.

Be a part of our ongoing education efforts by sharing your marketing strategies with other MFEA friends. With just one entry, you can tell a story with all your marketing talents and show us your creative side. This year we are asking **VENDORS** to join the fun as well! Help educate our attendees by showing off all your hard work you put into marketing your **festival, fair, event, business, product or services**. It is important that we help one another for future success in this industry!

The 2015 MFEA **MichiganFun Award winners will be announced at the 23rd Annual Convention on Friday, November 6, 2015, during the MichiganFun Awards Luncheon** at the Boyne Mountain Resort in Boyne Falls.

**"People's Choice Award" will be announced on Sunday, November 8, 2015 at the Celebration Brunch**. This award goes to the entry that the attendees like best based on their votes.

If you have not received an application or have any questions regarding your entry, please call the MFEA office at (989)845-2080. Application forms and information about the new format are available online at [michiganfun.com](http://michiganfun.com).



## MI ART TOURS APP

- The App can be downloaded to mobile devices and will lead art lovers through various tours of public art from around the entire state of MI
- Discover public outdoor works of art and culture
- Learn information about the artists, as well as photos of the piece
- Get directions on how to travel to see the work, by car, bike, or walking



*Kick Off The Convention with the*

## **MICHIGANFUN AWARDS LUNCHEON**

**Friday, November 6, 2015 – 12:30 pm- 1:45 pm**

A warm welcome brought to you by the MFEA Board and Peter Fitzsimons of the Petoskey Area Visitors Bureau. We will also share with you the special video of the "Party @ MI Place" Royal Luncheon filmed by the Michigan Musical Heritage Project.

With a fabulous Tradeshow planned, MFEA would like to give recognition to all the vendors who will be displaying their fine talents, products and services by introducing them in the "Parade of Vendors." We will also be welcoming all new attendees to their first MFEA Annual Convention. The luncheon will also give you a chance to check out all of the amazing MichiganFun Awards that will be on display throughout the Convention. So check out the entries and vote for your favorite entry in the "Peoples' Choice" Award to be announced at the Sunday Brainstorming Brunch Q & A. The top three winners from each category will be awarded during the luncheon.

### *"Serve The Curve" Luncheon*

**Sponsored by Koegel and Pepsi**

**Saturday, November 7, 2015**

**12:15 pm - 1:15 pm**

John Koegel and his family welcome you to the Annual Convention! Enjoy a tasty Koegel's Hot Dog with a refreshing Pepsi product during the luncheon held in the Trade Show.



### *Brainstorming Brunch - Q & A and Networking*

**Sponsored by Discover Kalamazoo**

**Sunday, November 8, 2015**

**Discover ! KALAMAZOO**

**8:30 am – Doors Open Coffee Served**

**8:45 am – Brainstorming Brunch Served**

**9:00 am – Michigan Hiryu Daiko Performance**

**9:30 am - 11:00 am – Brainstorming Q & A / "People Choice" Awards / Closing Program**

- Bring your most important question...One last chance to get the answers from you colleagues.
- See which MichiganFun Award Entry wowed the crowd and won the "Peoples' Choice Award" that was selected by you!
- Say "until we meet again" to your new & old friends & colleagues!

**Start Planning for the 2016 MFEA Annual Convention  
to be held November 3-6, 2016!**

**Location Radisson Plaza Hotel, Kalamazoo, MI**

*Thank You*



**Discover ! KALAMAZOO**



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## All You Can Eat "Pasta Feast"

**Saturday, November 7, 2015 6:30pm – 8:00pm**

**Ticketed Dinner: \$20**

Enjoy wine sampling and a scrumptious Pasta Dinner Saturday night! First join MFEA for networking with friends and colleagues in the MFEA Hospitality Suite at 5:00pm. Enjoy Michigan's Best Snacks & Beverages while wrapping up all the great things you did at convention like the workshops, showcases, tradeshow, and all the great education and networking you were able to do. Then head down for wine sampling, dinner and the Saturday night Showcase **EXTRAVAGANZA!** But the party doesn't stop there MI friends... join us for the after party "Alpine Fest" at 10:30!

### **Ticketed Dinner Includes:**

- Wine Sampling
- Salad Bar
- Spaghetti and Meat Balls
- Chicken Fettuccine Alfredo
- Bread Sticks
- Coffee, Ice Tea, Lemonade or Tea Service
- Complimentary Pepsi Products, Craft Beers & Miller Lite Products



★Order your tickets on your registration form or check with the MFEA office for information at **(989) 845-2080** or **[convention@mfea.org](mailto:convention@mfea.org)**

## MFEA "Alpine Fest" Party

**Saturday, November 7, 2015 10:30pm – 12:01am**

MFEA is here to bring the party! Complimentary Alpine hats provided by MFEA, bring some bling to personalize your party hat! We encourage everyone to join in the fun...grab your lederhosen or dirndl and "prost" the night away with the best Michigan brews for the final evening of the 2015 Convention. "Celebrate Responsibly." Entertainment provided by Jay Samborn Entertainment and DJ Fun.



**Everyone loves free T-Shirts!** Send people home with a little piece of your hard work and recognition for your festival or event. Bring your promotional T-Shirts for the "T-Shirt Toss" during the Friday Night

**Entertainment Showcase EXTRAVAGANZA** to share with all your new and old friends at Convention. Drop them off at the Registration desk no later than 7pm on Friday.

**Don't Miss Out on the delicious MFEA Ice Cream Sundaes served at Convention!**



**Art Craft, Donut Diner,  
Grand Rapids Popcorn,  
Jay Samborn Entertainment,  
Niles Four Flags Area Apple Festival, and Saffire**

**MANY THANKS TO  
EACH & ALL!**



**Thursday, November 5, 2015**

**MFEA Special Showcase 5:00pm – 8:00pm**

Location: MFEA Registration-Main Lobby

**Empty Canvas** - 989-430-2916

sgenau@hotmail.com

Empty Canvas is a musical performance combined with art that will captivate your audience AND raise funds for your festival, benefit, or fundraiser!



**Friday, November 6, 2015**

**MFEA Friday Night Showcase 8:00pm – 10:30pm**

Location: Civic Center-Matterhorn

Master of Ceremonies Jay Samborn, Jay Samborn Entertainment



**The Fossil Creek** - 734-856-5610

jhu2323@aol.com

Fossil Creek is a widely known Americana bluegrass band whose music is played in over 30 countries.

**9 Mile Smile** - 616-648-7544

ninemilesmile@gmail.com

9 Mile Smile is a high energy, fun, family friendly variety band. Cover songs from the 80's-now. We play what your audience wants to hear!



**Eddy & the Breakers** - 616-455-9637

david@davidpaceagency.com

Eddy & The Breakers is a multi-talented variety band. From compassionate remakes of Motown classics to the top 40 hits of the last 50 years.



**AC/DC Tribute Night Prowler**

216-548-9455 • acdctrIBUTE@yahoo.com

Night Prowler has been the region's premier AC/DC Tribute Band since 2011.



**Alan Turner & the Steel Horse-Band**

586-703-8069 • alan@alanturnermusic.com

Alan Turner and the Steel Horse Band having performed all over the country this is one Rocking Country Act you should not miss!



**Saucecats Band** - 248-620-0883

kmckinsey@comcast.net

The Saucecats are a zydeco/mardi gras show band. They emphasize a fun party atmosphere that is enjoyed by all ages.



**Saturday, November 7, 2015**

**MFEA Saturday Night Showcase 8:00pm – 10:30pm**

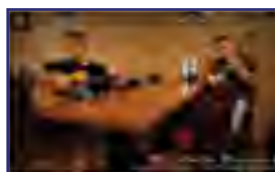
Location: Civic Center-Matterhorn

Master of Ceremonies Jay Samborn, Jay Samborn Entertainment

**The Mickeys** - 269-547-0818

themickeyslive.com

The Mickeys blend alt-country and folk creating a unique acoustic sound with powerful harmonics.



**Swift Brothers** - 517-575-7187

swiftbrothers@gmail.com

A modern folk duo combining rich harmonics with acoustic instrumentation and driving rhythm. If you like the Lumineers, Vance Joy, or Mumford & Sons, you'll love The Swift Brothers.

**Boogie Dynamite** - 248-561-3196

careyandpaulgroup@gmail.com

Emulating all of your favorite dance tunes from the BeeGees to the Black Eyed Peas, they will have you movin' & groovin' the night away.



**Denise Davis & The Motor City**

**Sensations** - 313-208-1663

ladyxaviersceo@yahoo.com

Denise Davis and The Motor City Sensations are a repertoire of R&B, Pop, Funk, Top 40, Soul, and Classics. Ardent music lovers "There ain't no party like a Dee-troit party."

**Junction Groove** - 313-268-0546

dmazur22@gmail.com

Junction Groove is a four piece, high energy, professional rock cover band. Their catalogue spans the 1950's - modern rock.



**Karin Elizabeth & the Remedy Band**

810-610-4227

remedyentertainmentllc@gmail.com

Karin Elizabeth is a multi-instrumentalist and vocalist who is classically trained and internationally recognized. With flawless harmonies, Remedy is known for its extensive variety of pop rock and country hits as well as its electric energy.







**Sunday, November 8, 2015**

**MFEA Sunday Morning Brunch 9:00am – 9:30am**

Location: Civic Center-Matterhorn

**Michigan Hiryu Daiko** - 269-491-7071

esther.taikomi@att.net

Taiko is the Japanese word for "great drum." Taiko is a very basic form of communication between group or community and from players to audience.



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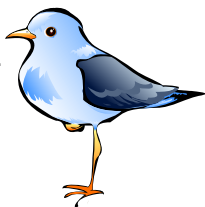
## The Early Bird gets the ROOM!

### Lodging for the 23rd Annual MFEA Convention at the Boyne Mountain Resort –

Call (800) 462-6963 mention MFEA or go to <http://mfea.org/convention/lodging/>.

To book your accommodation online click on the reservations link.

#### Make Your Reservations Early!



#### MAIN LODGE:

- Parlor, King, Queen - \$94.00 per night (plus tax)
- 2 and 3 bedroom suites available

#### ADDITIONAL LODGING OPTIONS:

- Clocktower Deluxe - \$69.00 per night (plus tax)
- Disciples Ridge Condo - \$179.00  
Sleeps 10- \$20 per person per night (plus tax)

If you are interested in reserving a special suite for any of your accommodating needs, please call the MFEA office directly at (989) 845-2080.

Reservations made after October 03, 2015 will be accepted on a space available basis at regular rates.

**The Early Bird gets the ROOM! — Make Your Reservations Early!!!!**



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One of the Nation's most well known and popular bluegrass/American bands. Fun, laughter, audience interaction, & some of the best music and harmonies in bluegrass are all a part of the Fossil Creek experience!

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## *New to Registration this year!*

**Thursday, November 5, 2015 – 5:00pm to 8:00pm**

Be entertained while waiting to get all your registration goodies. Empty Canvas will be joining the MFEA team in the lobby near registration to provide good times and smiles to kick off our Annual Convention the right way!

They will provide a musical performance combined with art that will captivate the audience. Empty Canvas will be donating their beautiful work of art to the Silent Auction giving you a chance to take this masterpiece home with you! So stick around or stop by on your way through registration to see what great talents Empty Canvas could provide for your event or festival.



## *Lucky 7* **SPECIAL OFFER!!!!**

Bring 7 or more full convention registrants, (member or non-member), regular or spouse, and get the reduced rate of \$125 per person for everyone in your group. Groups don't need to be from the same organization: gather your friends from anywhere in Michigan. Student, child and one-day registrations do not count toward the total of 7 full registrations.

---

**Post the party @MIFestivals or MFEA's Facebook 23rd Annual Convention hashtag #MFEA2015**

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A Musical Trip Back to the Woodstock Era

facebook.com/magicbusband  
magicbusband1969@comcast.net  
magicbusband.com  
(248) 691-4017

## Silent Auction ● ● ● ● ● ●

Join the excitement of bidding for that perfect gift or get-a-way in the Silent Auction! The MFEA Silent Auction is sure to have what you are looking for. The items come in all shapes and sizes...from wine & gift baskets, to spa packages, to something for your favorite sports enthusiast or sweetie, you're certain to find the perfect gift from the wide variety of items available. If you are looking to escape life's busiest moments and relax, then check out the fun packages, overnight lodging options and concert tickets. Maybe you are just looking for something to spruce up the house a little? We have those items for bid too!

**You can support MFEA education programs and have a great time while buying or donating items.**

Christmas will be here before you know it and it is time to make some space. Why not take that gift you received last year that you just couldn't use or already had and put it towards a good cause! Set it aside and donate it to the MFEA Silent Auction. **This is a donation to a nonprofit organization...better than regifting!**

A Silent Auction donation form is included in the Convention Preview packet and is also available to download at [www.michiganfun.com](http://www.michiganfun.com). **ALL PROCEEDS GO TO THE MFEA SCHOLARSHIP PROGRAM.**





**Thrilling Midway Attractions for your Festival or Event!**

Now Booking for the 2016 Season!

Contact:  
Terry Schmidt (989) 239-4317  
Doug Burch (989) 213-5835

Post the party @MIFestivals or MFEA's Facebook 23rd Annual Convention hashtag #MFEA2015

**NEED SOME FINANCIAL ASSISTANCE?  
TIGHT BUDGET? APPLY FOR A MFEA  
EDUCATIONAL SCHOLARSHIP!**

*2 nights lodging • 1 full registration*

If you are interested in applying for an MFEA Educational Scholarship, please call the MFEA Office at (989)845-2080 or visit [www.michiganfun.com/convention/scholarship](http://www.michiganfun.com/convention/scholarship) for more information and a downloadable application form.

All scholarship applications will be reviewed and awarded by the Michigan Festivals & Events Foundation Board. Previous recipients within the last three (3) years need not apply.

**Applications are due in the MFEA  
Office no later than September 1, 2015.**

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Tour Dates at: [www.AllenAsTim.com](http://www.AllenAsTim.com)

# 2015 Marketplace Trade Show

**GREAT EVENTS ARE HAPPENING IN THE MARKETPLACE TRADE SHOW!**

## **Don't forget to check it out!**

Plan to attend the Marketplace Trade Show during the 23rd Annual Convention. The Trade Show allows event planners and volunteers a great opportunity for interaction with industry suppliers and services. Products and services will be on display. Find the best vendors available to the festival and event industry all in one place.

Join your vendors for the opening of the Marketplace Trade Show Premier Willkommen with Happy Hour on Friday, November 6 from 3:30pm to 6:00pm. It will open back up Saturday morning from 10:00pm to 2:00pm with the "Serve the Curve" Luncheon held in the trade show from 12:15pm to 1:15pm.



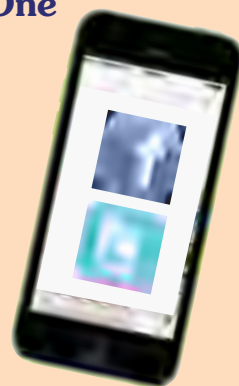
**DON'T FORGET TO CHECK OUT THE SILENT AUCTION!** (Located within the Trade Show). Also, a chance for a FREE TV....just drop your ticket in and cross your fingers! Special Deals and Offers Available!



Vendors will have an opportunity to offer the Convention attendees **SPECIAL** deals and discounts for visiting their booth on Saturday afternoon from 12:00pm to 2:00pm.

## **Meet One on One With Cassie**

Meet with Cassie Roberts from Saffire to learn basic Facebook and Twitter skills to promote and market your festival and events. Bring your smart phone and learn all the new tricks...Cassie will be available on **Saturday, November 7th from 2:00-3:30 pm**. Learn how to take and post videos, tweet and post about your sponsors, and share festival/event photos with your followers.



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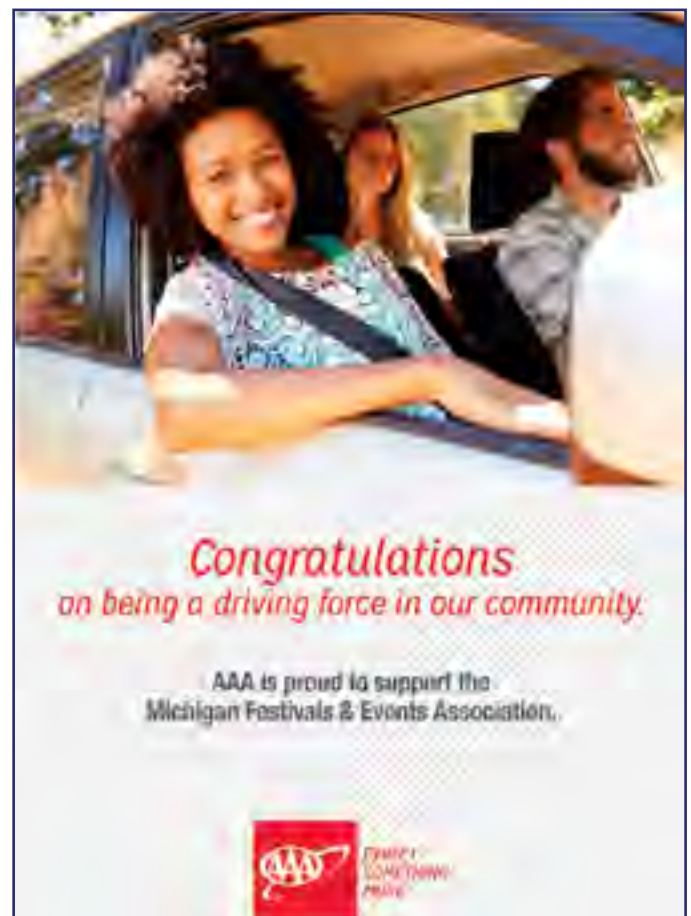
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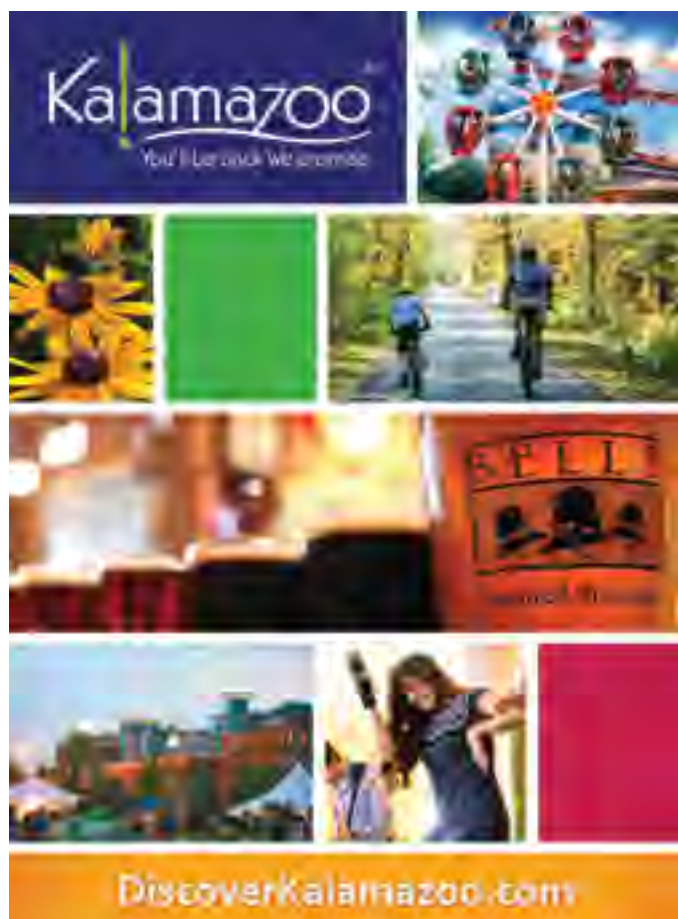
<b>Hafiah</b> Arab Fusion Festival Sat., Sept. 19, 2015 • 7:30 pm Music Hall, Detroit	<b>Denim &amp; Dvořák</b> Sat., Oct. 3, 2015 • 7:30 pm The Village Theatre at Cherry Hill, Canton	<b>Philharmonic Phright Night</b> Sat., Oct. 24, 2015 • 7:30 pm Steppingstone School, Farmington Hills	<b>Brazilian Blast</b> Sat., Nov. 14, 2015 • 7:30 pm The Village Theatre at Cherry Hill, Canton	<b>Holiday Pops with The Phil</b> Thurs., Dec. 10, 2015 • 11:00 & 8:00 pm The Peno Theatre, Plymouth
<b>Miniature Masterpieces &amp; Mahler</b> Sun., Jan. 17, 2016 • 2:00 pm The Arts at St. John's Church, Plymouth	<b>Broadway Valentine</b> Sat., Feb. 13, 2016 • 7:30 pm The Village Theatre at Cherry Hill, Canton	<b>An Accordion Affair</b> Sun., Mar. 13, 2016 • 2:00 pm First United Methodist Church, Plymouth	<b>Lights, Camera, Concert</b> Sat., Apr. 16, 2016 • 7:30 pm Salem Auditorium, Plymouth	<b>Toon Tunes &amp; Tales</b> Sat., May 21, 2016 • 7:30 pm Plymouth Arts & Recreation Complex

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