

# 23<sup>rd</sup> Annual MFEA Convention – Boyne Mountain Resort

November 5 – 8, 2015

Have you marked your calendar to attend the 23<sup>rd</sup> Annual MFEA Convention at the Boyne Mountain Resort? Have you made your Boyne Mountain Resort reservation(s)? Have you talked to all your Board members, Committee Chairs, and Volunteers about attending? Talk to them now and plan to attend! The Convention is filled with exceptional educational workshops, a tremendous industry trade show, superior showcasing, a Silent Auction, never-ending networking and more!

**Educational Workshops** – list does not include entire workshop listing and its speakers, visit [michiganfun.com](http://michiganfun.com) often for more Convention information:

## **Friday November 6**

### **9:00-10:30**

**Developing and Hosting an Arts Festival** - *Ginger Smietana, Paw Paw Uncorked*

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

*Barb Subastian, Michigan Liquor Control Commission*

*Kathie Oviedo, Charitable Gaming Division*

*Tony Mitchell Vice-President of the Michigan Spirits Association*

**Volunteer Management 101** - *Jessica Schlimme, National Cherry Festival*

**Economic Impact of Festivals and Events** - *Cristina Benton, Anderson Economic Group*

### **10:45-12:15**

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

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

**20 Ways to Ruin a Perfectly Good Festival Website** - *Cassie Roberts, Saffire*

**Creating Creative Partnerships**

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

*Cathleen Edgerly, Executive Director of Howell Main Street DDA*

**Logistics** - *Representative Ken Goike, District 33*

**Creative Ideas** - *“Bugsy” Justin Sailor*

### **2:00-3:30**

**Winter events**

*Panel-Linda Kelly, Zehnder’s of Frankenmuth*

*Ric Federau, St Ignace I-500*

*Stephanie Harmon, Holly Dickens Festival*

**Festival/Event Disaster Management and Evacuation Plans**

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

**“Let’s Face It...Be a Know It All”** - *Brooke Nobach, Susan Angel, and Peter Clay, The Power of 6*

**Social Media Lab** - *Cassie Roberts, Saffire*

Continued...

- All programs subject to change

## **Educational Workshops** continued...

### **Saturday, November 7**

#### **9:00-10:30**

**“Dealing with Board Dysfunction” or “People Issues”** -Larry Nielsen, Village of Paw Paw

**Creative Ideas** -“Bugsy” Justin Sailor (repeat)

**Ecommerce on Steroids: How to Increase your Digital Dollars** - Cassie Roberts, Saffire

**Actual vs Budget reporting your Financial-Profit/Loss** - Bay-Rama Fishfly Festival

#### **9:00-12:00**

**Michigan Humanities Council Grants Workshop** - Karen Rhodes, Michigan Humanities Council

#### **10:45-12:15**

**Ethnic Diversity** - Caleigh Nowlin and Fathy Shetiah, 7C Lingo

**How to grow your event**

Panel: George Kullis, Holly Dickens Festival, Romeo Peach, Richmond Good Times, Potterville Gizzard

**Introduction Board Member Roles and Responsibilities** - Larry Nielsen, Village of Paw Paw

### **Saturday Afternoon 1:00 pm to 5:00 PM**

**“Picking Larry’s Brain: Troubleshooting”**

#### **Round tables 2:15-3:45**

1. Big Issues Small Town Events

2. Runs/Marathons/Warrior Dash-Cheeseburger

3. Parades

4. Car Shows

**5. Queens-Pageants** - Gabby Chapman, Cadillac Area Visitors Bureau, Cadillac Area Festivals & Events

**6. Zero Waste** - Cherry Festival

7. Farmers Market

8. Next Generations

Continued.....

- All programs subject to change

## **Scholarship Information**

Calling all Festivals, Fairs, and Events - NEED SOME FINANCIAL ASSISTANCE? TIGHT BUDGET?  
If you have been an MFEA member in good standing, APPLY FOR A MFEA EDUCATIONAL SCHOLARSHIP!  
The MFEA Scholarships will enable a member the opportunity to attend the 23<sup>rd</sup> Annual MFEA Convention. Each scholarship may include:

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| ★ Networking opportunities  | ★ Admittance to all Hospitality Events |
| ★ Admittance to all Educational Workshops & Round Tables                                    | ★ Entry to the Marketplace Trade Show  |
| ★ Admittance to Friday & Saturday Night Showcase  | ★ MichiganFun Awards Luncheon          |
| ★ Admittance to Saturday Night "Alpine Fest Party"  | ★ Saturday Lunch                       |
| ★ Two nights of Lodging, Friday and Saturday – Boyne Mountain Resort (November 6 & 7, 2015) | ★ Sunday Celebration Brunch            |

If you are interested in applying for a MFEA Educational Scholarship, please call the MFEA Office at (989)845-2080 or visit [michiganfun.com/convention/scholarship](http://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 need not apply. Applications are due in the MFEA Office no later than **September 1, 2015**.

## **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 23<sup>rd</sup> 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 reopen 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) And 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.

- All programs subject to change

## **EVENT, FESTIVALS AND FAIRS, ETC.....**

*TAKE ADVANTAGE OF THESE DEALS!* Don't miss out on this opportunity to save and speak face-to-face with these great companies that will really make your next event a success!

## **VENDORS:**

For more information and the downloadable form, visit [www.michiganfun.com](http://www.michiganfun.com) & click on the convention drop down menu. Select Marketplace Trade Show for the forms and additional information.

## **13<sup>th</sup> 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 **1<sup>st</sup> 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 23<sup>rd</sup> Annual Convention on Friday, November 6, 2015, during the MichiganFun Awards Luncheon** at the Boyne Mountain Resort.

**"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.

## **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 will be 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.**

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## **Let Us Entertain You!**

**Thursday Evening in the Main Lobby** near the MFEA Registration, check out Empty Canvas as they sing and paint a masterpiece to be auctioned off at the Silent Auction.

**Friday and Saturday Night Showcase** will certainly entertain you! Six bands each night will bring their talents to share with you as well as give you the opportunity to **book their band for your 2016 event!**

Sunday Celebration Brunch Entertainment – Before making your destination home, come to the Celebration Brunch for a great meal and let ***Michigan Hiryu Daiko*** entertain you.

## **LODGING:**

### **The Early Bird gets the ROOM!**

Lodging for the 23<sup>rd</sup> 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!**

Hotel room rates (all room rates plus tax):

#### **Main Lodge:**

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

#### **Additional Lodging Options:**

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

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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