



October 26, 2018

F2018-07

TO: All CEO's

SUBJECT: 2018 CFA Fall Managers' Conference

The California Department of Food & Agriculture, Fairs & Expositions Branch (F&E) would like to cordially invite you to attend the 2018 California Fairs Alliance (CFA) Fall Managers' Conference, which is scheduled for November 6-8, 2018 in Sacramento. The conference will offer some very exciting, relevant, and applicable programs and round table discussions on numerous facets of the fair industry. This is a great opportunity for CEO's to meet with fair industry colleagues from all class sizes, share experiences, and learn about new, innovative ideas that have produced success stories!

This program addresses fair management challenges in the workplace and how to effortlessly sell the fair and yourself that will benefit all levels of professionals in the fair industry. It will also highlight the opportunity for the SB5 bond grant funds for future deferred maintenance projects at California fairs.

For the complete conference schedule or to register, please visit CFA's website at <https://www.westernfairs.org/p/members/subsidiaries/cfa/402>. As a reminder, all of the applicable registration, lodging and travel costs to attend the conference qualify for reimbursement through FY 2018/19 F&E Training Allocation Program for class 1 through 4+ fairs.

Members of F&E staff, as well as myself, will be attending the CFA Fall Managers' Conference and we look forward to seeing you there.

Sincerely,

John Quiroz  
Branch Chief, Fairs and Expositions

