



CALIFORNIA DEPARTMENT OF
FOOD & AGRICULTURE

Karen Ross, Secretary

December 14, 2016

F2016-11

To: Fair CEOs, Board of Directors and Staff Members

Subject: WFA Convention

The California Department of Food & Agriculture, Fairs & Expositions Branch (F&E) would like to cordially invite all CEOs, their staff, and Board of Directors to attend the Western Fairs Association Convention scheduled for January 15-18, 2017, at the Grand Sierra Resort & Casino in Reno, Nevada. F&E provides partial underwriting for the convention, to promote best business practices and provide training workshops that are relevant and beneficial to the California Fairs. The convention provides a great opportunity for all attendees to meet fair industry colleagues, share experiences, and learn about new, innovative ideas that have produced success stories!

The Convention kicks off on Sunday, January 15, 2017, with a host of diversified programs for all attendees that starts with the industry leading Consumer Protection Program, presented by Dr. Stephen Neel. In addition, WFA's Leadership Development Committee has produced a powerful tool for Board members, CEO's, and foundation directors "Boards that Lead & Succeed," a guide to effective fair Board leadership, authored by renowned governance expert Bill Charney. Splitting off into two concurrent tracks, CEO's and Board members will be given tools to guide them in their respective positions. This session will help to create and strengthen a shared understanding of knowledge, skills, and abilities that fair organizations need to succeed in the current climate.

The following days of the convention will offer some very exciting, new, and applicable workshops, special keynote addresses, and round table discussions on every facet of the fair industry. Please plan to join us and enjoy a greatly beneficial and fun convention. We look forward to seeing you in Reno.

Sincerely,

John Quiroz
Branch Chief
Fairs & Expositions Branch

