



OHIO FAIR MANAGERS ASSOCIATION

January 7-10, 2027

102nd Annual Convention & Market Place Tradeshow



CONVENTION SPEAKERS, WORKSHOPS & MORE

“BE A DIFFERENCE MAKER”

Presenting Speakers and Topics

**Thursday 3:30 Rick Larkin,
“Just What the Doctor Ordered”**



Owner/Principal Consultant-Beacon Safety Services IAFE Sponsored Workshop

Just What the Doctor Ordered? – No, not that kind of exercise! Is your event safety team ready to react to emergencies, especially large-scale crises or disruptions? This workshop helps leaders seeking to elevate their safety standards and emergency response capabilities through pre-incident practice. This workshop will review the different types of exercises and link the type of exercise with the objectives of your team training. Learn how to align exercise types with training objectives using the “Crawl, Walk, Run” approach and integrate them into your safety program.

**Friday 8AM Brian Baldrige
Ohio Director of Agriculture
“Meeting with Ohio’s Fairs”**



Brian Baldrige is the 40th Director of the Ohio Department of Agriculture, appointed by Governor Mike DeWine in February 2023, leading Ohio’s top agricultural industry and overseeing regulatory, food safety, and consumer protection programs. As Director, Baldrige provides leadership for Ohio’s No. 1 industry, which generates over **\$124 billion annually** for the state. His office manages regulatory enforcement, food safety, and consumer protection initiatives, and coordinates across the department’s divisions.

International Association of Fairs and Expos **2026 IAFE Convention and Tradeshow**

The 2026 IAFE Convention & Trade Show will run November 29 – December 3, 2026, at the Kentucky International Convention Center in Louisville, KY, global fair industry.

Link: [2026 IAFE Convention - International Association of Fairs and Expositions](#)

Presenting Speakers and Topics

Thursday & Friday David Okerlund

Award-Winning Speaker. Powerful Motivator,
Sales & Leadership expert!



Thursday Queens Luncheon Keynote
“GOING FROM GOOD TO GREAT... AND THEN BEYOND”

Friday 3:30 Presentation
“David Okerlund Powering Passion! Cultivate Passion’s Power to Ignite Your Achievement”

David is one of those special Hall-of-Fame Speakers. He’s a rare, cross-over presenter who can deliver a powerful, tone-setting keynote, a humorous banquet address, seminars on sales, leadership, the power and impact of passion, and managing change and its chaos.

He has presented national and international keynote addresses to some of the largest companies in America including John Deere, Cargill, DuPont, Alta Genetics, Software Solutions, Syngenta, and many others.

David started out his working career in Manchester, Iowa where as a young teenager he saved up money to go on to college by working on the town’s garbage route. He often says, *“It was the best job I have ever had in my entire career. It taught me more about the value of commitment and endurance than one might ever dare to believe.”*

The Ohio Fair Managers Communications Awards gives each Fair the opportunity to showcase their Communications items. Enter them by October 20.

<https://ohiofairs.org/wp-content/uploads/2025/04/2026-communication-award-form-0420-1.pdf>

Friday 2:15

Jordan Treadway
Director Richwood Marketing

Know Your Crowd. Tell Your Story. Grow Your Fair.



Jordan Treadway is the Director of Richwood Marketing, a marketing agency that specializes in graphic design, websites, videography, and digital marketing, and makes those services available to business customers of the Richwood Bank. Jordan is a StoryBrand certified guide and uses that framework to help customers clarify their message and simplify their marketing.

Jordan has been married to her husband Graham for 20 years, and they reside in their hometown in Wyandot County with their 3 teenage children- Simon, Thomas, and Georgia.

Jordan received her Bachelors of Communication from the Ohio University, and her Master of Arts in Communication from The University of Cincinnati.

Jordan is President of the Star Theatre Board of Directors in Upper Sandusky, serves as a trustee on the Union County Foundation Board of Trustees, is a Rotary Past President and is a lifelong member of the First Presbyterian Church of Upper Sandusky.

Saturday General Session Key Note Amy Gallimore "All In"



A keynote that blends humor, real-life storytelling, and leadership principles to inspire audiences to embrace optimism, creativity, and a wholehearted approach to life and work.

Amy Gallimore is a master storyteller, blending humor and real-life experiences to teach us that optimism and creativity aren't just nice qualities to have—they're essential tools for leadership.

Amy is a Tennessee 4-H alumni who credits the 4-H program for teaching her important life skills and for the gift of life long connections with friends across the nation. If you ask her, she will quickly tell you that being a delegate to the National 4-H Congress was one of the highlights of her 4-H career.

Amy is a graduate of The University of Tennessee, Knoxville, and received her Master's Degree from the University Of Georgia in Higher Education. She is the CEO and Creative Director of Four16 Training Solutions - a company that specializes in delivering workshops, seminars, and keynote speeches - despite the fact she never won the Tennessee State 4-H Public Speaking even though she competed every year.

Amy is a proud Army Wife who lives in Richmond, Virginia where she dazzles her husband, Jay, with her horrible delivery of bad Dad jokes and mismanaged magic tricks. She also believes kindness is reciprocated, words are powerful, actions are important and every life has a story.

Cybersecurity Program HB 96: KEY CYBER MANDATES FOR LOCAL GOVERNMENT ENTITIES

Local Government Entities Including Agricultural Societies Must: Implement a cybersecurity program, Obtain approval from their legislative body for ransomware payments

Cyber incidents must be reported within specific timeframes to Ohio Auditor of State While support is available from several state programs, if you have an existing private-sector or third-party IT and/or Cybersecurity provider, stay the course!

WHO MUST COMPLY & WHEN Applies to all political subdivisions:

"Auditor of State Compliance Timeline for Cyber Program Counties and Cities should have a program in place by **June 1, 2026**. *Document Support Link from the ohiofairs.org education file*

https://ohiofairs.org/wp-content/uploads/2026/02/fair-managers-aos-deck_-1-1.pdf

For all other entities, the deadline will be July 1, 2026. Compliance Timeline to begin Reporting to DPS and Auditor of State **September 30, 2025**

New Federal Accessibility Standard for State and Local Government Websites Including County Agricultural Societies

Ohio Auditor of State Keith Faber

On April 20, 2026, the U.S. Department of Justice issued an extension for the compliance dates. The compliance date for State and local government entities with a total population of 50,000 or more is extended from April 24, 2026, to April 26, 2027. The compliance date for public entities with a total population of less than 50,000, or any special district government, is extended from April 26, 2027, to April 26, 2028.

Below is the original message sent on April 1, 2026: The Ohio Auditor of State has issued an advisory regarding new federal accessibility requirements issued by the U.S. Department of Justice (DOJ) under Title II of the Americans with Disabilities Act (ADA). These updates establish clear standards to ensure that state and local governments make their websites and mobile applications accessible to individuals with disabilities, including services provided through third party platforms. The advisory memo can be found on the AOS Advisory Memos and Policy Updates page of the AOS website.

Entities are encouraged to review the available DOJ resources linked in the memo and consult their legal counsel to ensure they meet the new ADA standards. **Contact Destiny Schultz if you have questions. 614-466-4514**

OFMA

2027 CONVENTION MENU

FAIR, ASSOCIATE, GUEST PRICING

Fair Membership \$200

Attendee Registration \$ 75

Attendee Registration \$100
Registration after December 1

ODA Breakfast Friday \$27

Awards Breakfast \$27

Queens Lunch \$38

Bourbon Bottle Donation

Etched Bottle Knob

Creek Reserve \$90

Bingo, Wine & Bolonga \$40

Saturday - at 2:00pm

Bourbon Distillery

Tour #1 \$45

Thursday 1pm Includes
Transportation to 1 distiller,
sampling, tours to OSU Shoe
and Nationwide Arena

Mixology Bartending Class \$40.00

Friday - session 1 - 2 pm

Mixology Bartending Class \$40.00

Friday - session 2 - 2:30pm - 3:45pm

**Paint & Hot Beverages & Pastries
with Dedee \$40** Friday - 10:00 am

Wine Sip & Paint with Dedee \$40

Friday - 2:00pm

Associate Membership \$100

Comes with one Business
Category listing extra are \$20

Trade Show Booths \$375 - \$430

**Friday Presidents Receptions &
Showcase of Bands**

Reserved Tables \$200

Name Badge Required

Extravaganza Saturday

Reserved Tables \$200

Reverse Raffle Ticket \$100

Corn Hole Thursday \$15

Bourbon Distillery

Tour #2 \$45

Thursday 2:30pm Includes
Transportation to 1 distiller,
sampling, tours to OSU Shoe
and Nationwide Arena



Important Links & Dates Ohio Fair Managers 2026-2027

Important Dates

OFMA Conference Jan 7-10, 2027

Ohio Fairs Hall of Fame Submission Deadline October 20

<https://ohiofairs.org/wp-content/uploads/2025/04/2026-hall-of-fame-nomination-form.pdf>

Communication Awards Deadline October 20

<https://ohiofairs.org/wp-content/uploads/2025/04/2026-communication-award-form-0420-1.pdf>

Ohio Fair Queen Applications Due November 30

<https://ohiofairs.org/wp-content/uploads/2026/06/2027-current-ohio-fairs-queen-formrvz-2.pdf>

Queen Prep List Document

<https://ohiofairs.org/wp-content/uploads/2024/01/preparing-for-queen-contest.pdf>

Conference Registration Early Bird November 30th \$75

Postmarked or entered December 1st or later \$100

<https://www.regpacks.com/register/2027-ohio-fair-managers-convention-registrant-portal>

PLEASE VERIFY YOUR OFFICE STAFF & OFFICERS FOR THOSE DATA FIELDS

Registration Site will include guest events, reverse raffle tickets, Event tickets and more.

Tip#1 if a spouse, board member, guest wishes to purchase items off of the menu there is a feature in the registration platform where they can order items and pay for them with their own CC or wire transfer.

Tip #2 The Reverse Raffle tickets will more than likely be sold out by the time the office loads in at Columbus, so order early on line.

Tip #3 EARLY BIRD ENDS NOVEMBER 30th and must be paid by November 30th or the registrations will go to \$100

Junior Fair attending registration December 1st

<https://ohiofairs.org/wp-content/uploads/2026/04/2027-saturday-junior-fair-registration-form04-26rv.pdf>

Friday Night Junior Fair Board Fun Evening traveling into Columbus Form Needed by December 15

<https://ohiofairs.org/wp-content/uploads/2026/04/2027-friday-junior-fair-form-early-arrivals-evening-4-26rv.pdf>

2026 Annual Financial Annual Report Due no later than Friday January 8, 2027 ODA will have an office in the Nationwide Rooms

BEST PRACTICES SERIES TOPICS & PRESENTERS

THURSDAY

#1 BEST PRACTICE: *Cybersecurity a living document and annual review of maintenance and training that your Fairboard maintain.*

Presenter Mark Bell, Cybersecurity Outreach Coordinator, Adjutant General's Dept. of Ohio.

#2 BEST PRACTICE: *Constitution and By-laws Training for Officers and Managers*

Presenter: Kim Meyers OFMA Director at Large

#3 BEST PRACTICE:

Common Audit Citations,

Common deficiencies: The treasurer not getting board approval before writing checks - especially huge ones, not having a Disaster Recovery Plan - and then even test it for problems you may not think about, bank reconciliations not done monthly, not having the board approve a budget that is within your means of being able to pay with it, having outstanding checks on the books for years and years - need to be moved to unclaimed funds.

Presenter: Ashley Perry Quality Assurance & Technical Specialist with the Ohio Auditor of State

#4 BEST PRACTICE : Time Management

Presenter: Dorinda A Byers, Business Development consultant , State Auditors Office

5 BEST PRACTICES - IAFE SPEAKER
Exercise? Just What the Doctor Ordered? –

No, not that kind of exercise! Is your event safety team ready to react to emergencies, especially large-scale crises or disruptions? This workshop helps leaders seeking to elevate their safety standards and emergency response capabilities through pre-incident practice. This workshop will review the different types of exercises and link the type of exercise with the objectives of your team training. Learn how to align exercise types with training objectives using the “Crawl, Walk, Run” approach and integrate them into your safety program. Presenter: Rick Larkin, Owner/Principal Consultant-Beacon Safety Services

BEST PRACTICES SERIES TOPICS & PRESENTERS

Friday:

#6 BEST PRACTICE *Part 1 of 3 series on Conformity of our Fair Board, From gavel to action – conducting efficient board meetings” Agendas and Financial reports.*

Presenter: TBA

7 BEST PRACTICE *Audit Preparation - How to Make Your Audit accurate for approval by the state.*

Presenter: Bev Fisher OFMA Director of Education

#8 BEST PRACTICE *The importance of the Chart of Accounts and categories explained from the ODA and/or State Auditor's office . How to work together and create a strong, unified Board of Directors.*

Presenters: David Miran Deputy Director ODA, Bev Fisher Bev Fisher OFMA Director of Education

Saturday:

9 Best Practices Grants - how to write and apply. Master planning for growth and business opportunities (fundraising).

Presenters: Kerry Taylor Holmes County Fair

10 Best Practice Insurance: Liability, Gap facilities coverage - County or Fair Board

Presenter: Deb Hukill Jefferson County Fair & Bev Fisher OFMA Education Director

#11 BEST PRACTICE *Part 2 of 3 series on Conformity of our Fair Board, From gavel to action – conducting efficient board meetings” Parliamentary Procedure and Robert's Rules of Order.*

Presenters: Kim Meyers OFMA At Large Board Director

#12 BEST PRACTICE, Part 3 of 3 series on Conformity of our Fair Board, From gavel to action – conducting efficient board meetings” Sunshine Laws, Executive Sessions, and Conflict of Interest

Presenters: Superintendent, Quincey Gray & Director of Instruction, Alisa Barrett, Greenfield Exempted Village Schools.

Thursday January 7

OFMA-ODA Office Open
Welcome to Columbus Hospitality
Queen Registration in the Hayes hallway foyer
Queen Hospitality Max Rounds
Queen Interviews
Open Meeting - Networking
GOSA Office Open
#1 BEST PRACTICE: Cybersecurity a living document and annual review of maintenance and training that your Fairboard maintain
#2 BEST PRACTICE Constitution and Bylaws Training for Officers and Managers
Fair President, Vice Presidents and Managers Round table
#3 BEST PRACTICE Common audit Citations, speaker: Ashley Perry Quality Assurance & Technical Specialist with the Ohio Auditor of State
Bus Tours to the OSU Shoe, Nationwide Arena and Distillery ticket needed
Policy, definition, creation, process, manuals
Person in Charge Training for food operations
Annual Report assistance with David and Erin
Livestock Sale base bid and buyer outreach process
#4 BEST PRACTICE Time Management
Dress rehearsal Queens
Queens storage and Changing Room
Premium Seating & Reserved parking ideas / How do you handle your OFMA passes
5 BEST PRACTICES - IAFE SPEAKER Exercise? Just What the Doctor Ordered? –
Queen Dinner queen and escort receive 1 ticket each
Ohio Fairs' Queen Pageant Open admission No ticket required
Corn Hole Tickets available \$15 from the OFMA office

Conference Registration Early Bird Paid by November 30th \$75
Postmarked or entered December 1st or later \$100
<https://www.regpacks.com/register/2027-ohio-fair-managers-convention-registrant-portal>

FRIDAY January 8

Director of Agriculture ODA BREAKFAST MEETING WITH ALL AGRICULTURAL SOCIETIES Regency Ballroom Ball. ALL FAIRS REQUIRED TO ATTEND PER ORC STATUTE. TICKET REQUIRED
GOSA - Fire Safety, suppression, rules
Grand Opening of the Market Place Tradeshow
GOSA Long Term financial Planning - Discussion on taxes, investments and buying/selling equipment
Paint with Dede Hot Beverages and Pastries, Ticket required
District 1 Meeting - Josh Rettig Presiding District election
District 2 Meeting - Kevin Schmiedebusch Presiding District election
District 3 Meeting - Wade Flory Presiding District Election
District 4 Meeting - Doug Marine Presiding
District 5 Meeting - Kerry Taylor Presiding
District 6 Meeting - Roger Smith Presiding
District 7 Meeting - Heath Ward Presiding
District 8 Meeting - Deb Hukill Presiding
District 9 Meeting - Tracey Koszalka Presiding
Paint & Sip with Dede Wine and snacks Ticket required
Mixology 101, Shake it till you make it! The best in Cocktail making. Ticket Required
Online Sales - ticketing, camping, concessions, rentals, sponsors etc.
County Fairs Meetings with ODA Veterinarian Meeting A-L Fairs
#6 BEST PRACTICE Part 1 of 3 series on Conformity of our Fair Board, From gavel to action – conducting efficient board meetings” Agendas and Financial reports
Automation and Technology of your Fairgrounds
7 BEST PRACTICE Audit Preparation - How to Make Your Audit accurate for approval by the state
In and out of PEP, the Risks and cost of leaving
Grounds & Facilities Management
Social media strategies that actually work for fairs

FRIDAY AFTERNOON CONTINUED	FRIDAY AFTERNOON CONTINUED
Presidents and Executive committee Round Table	ROUND TABLE, Large Fair
Now you are a chairman of a committee. What do I do?	Regency Ballroom Foyer Desserts, Coffee, Ice tea stations
Ohio Harness Horsemen Meeting	Regency Ballroom Ball President Dessert and Showcase of Talent Evening
Greater Ohio Showman Annual Meeting	Regency Ballroom Ball drawings for 4 Gift certificates with the tickets handed out 6:45 to 7:15 p.m.
Tradeshow Keg Beer, and snacks	SATURDAY JANUARY 9
County Fairs Meetings with ODA Vetenerarian Meeting L-W Fairs HIGHLY RECCOMNENDED EASH FAIR ATTEND	
Concession Management	# 9 Best Practices Grants - how to write and apply. Master planning for growth and business opportunities (fundraising).
Political candidates on grounds during fair week - rules regarding campaigning. Within 1000 feet of gate, how do you handle. (Red book 1711.12)	
Jr Fair Coordinator, scope, compensation, duties	IRS 990 and Conflict of Interest documents
Maintaining your grounds, what equipment and staff is necessary. How to prioritize.	Gates and Parking who does it and what is the cost
Know Your Crowd. Tell Your Story. Grow Your Fair. Understanding who their customers are, and what they want.	Maintaining and growing fair attendance
Campground Maintenance & Expansion	How to make your fair more inclusive
Mixology 101, Shake it till you make it! The best in Cocktail making. Ticket Required	Team Work after a National Disaster How Hardin County Pulled it out after a tornado
<i>David Okerland Powering Passion! Cultivate Passion's Power to Ignite Your Achievement</i>	Concessions - Curating the Perfect Menu, Vendor approvals, product limit, layout strategy
#8 BEST PRACTICE The importance of the Chart of Accounts and categories explained from the ODA and/or State Auditor's office . How to work together and create a strong, unified Board of Directors	Footnotes on Hinkle Report
Fair Manager, how do you handle transition & turnover	Secretary Round Table
Building Rentals - for facilities doing over 100 contacts per year. How they handle the process and tracking of each step. Is anyone using event planning software to track or what methods they use including: inquiry, tours, contracts, deposits, calendar, publicity, logistic, clean up, etc...	Creating Memorable Opening Day Ceremonies
Sponsorships - how to create and sell	General Opening General Session Keynote and announcement of the 2027 Ohio Fairs Queen
First Time Attendees Reception and meeting attendees Hospitality Sponsored by	TRADE SHOW
Ohio Fair Professionals Reception	# 10 Best Practice Insurance: Liability, Gap facilities coverage - County or Fair Board
ROUND TABLE, Small Fair Table	Paid employees - how do you determine salary & BUDGET
ROUND TABLE, Medium Fair	How to motivate or eliminate non performing board directors
	Grandstands - how to budget, select and be profitable
	Stress Management
	Emergency Preparation & Severe Weather planning
	Dealing with conflict and grievances
	Converting your constitution from Township or At Large
	Encouraging Jr Fair youth to volunteer as adults
	Live Streaming Livestock Shows & Events
	Office Management - hiring and supporting staff

SATURDAY JANUARY 9

H2B, Best practices for hiring and managing workers, administration protocol
Why County Fairs matter to Local Economies
Treasurer Round Table
County Fair Auctions - do's and don'ts
Dream Building Project - tips and landmines
Fair & Concessions Communications/Contracts. How fairs and concessionaires can communicate effectively. What should be included in every event contract.
Working together across generations for Directors and Volunteers
#11 BEST PRACTICE Part 2 of 3 series on Conformity of our Fair Board, From gavel to action – conducting efficient board meetings” Parliamentary Procedure and Robert’s Rules of Order
Compliance issues on 1099's and W-9s Livestock Sales
Fair Board Directors serving 3 years or less - Round Table
Harness Racing Round Table
Fair Board Team Work - how to row in the same direction
Strategic planning for the next 5-10 years
Biggest Challenges Fairs Face Today -Round Table
Wine & Trail Bologna Bingo Prizes and Two glass of Wine with each ticket
Keg Beer, and snacks Attendee must have 2027 OFMA Convention Name Tag to be served Servers reserve the right to verify legal age for alcoholic service
Public relations during difficult situations
Integrate new board members and officers with the "seasoned gang"
From Fairgrounds to the Airwaves: Working with Media & Live Broadcasts
Budgeting in tough economic times
Jr Fair Coordinator Round Table
#12 BEST PRACTICE , Part 3 of 3 series on Conformity of our Fair Board, From gavel to action – conducting efficient board meetings” Sunshine Laws, Executive Sessions, and Conflict of Interest
Emergency Preparation - Security Preparedness
6:00 p.m. Auction Review, Registration
Extravaganza Evening Dual reverse Raffle, Auction and more with DJ John Hobdy For Music and Dancing PLUS the Ole Photo Booth to capture those great Pics

SUNDAY JANUARY 10

Church Services

Ohio Fairs Hall of Fame and Communication awards
Breakfast Ticket Required

Annual Meeting of the OFMA Membership

NOTE THIS INFORMATION IS CONSIDERED A DRAFT PROGRAM, AS THE COMMITTEE CONTINUES TO DEVELOP WE WILL UPDATE THE ON WEBSITE PAGE AND IN THE OCTOBER NEWSLETTER WILL BE A MORE COMPLETE PROGRAM.

The Ohio Fair Managers Hall of Fame Awards gives each Fair the opportunity to Nominate that Person who has contributed to the success of your fair or an activity area of your fair . Enter this special contributor by October 20. There are two area's Fair Board Member and Person of Company outside the Fairboard who has contributed.

<https://ohiofairs.org/wp-content/uploads/2025/04/2026-hall-of-fame-nomination-form.pdf>

TAX EXEMPT FORMS ARE WITH THE FOLLOWING LINKS FOR COLUMBUS BED TAX AND OHIO SALES TAX EACH AGRICULTURAL FAIR IS ELEGIBLE TO SAVE SIGNIFICANT \$\$ ON THEIR LODGING.

<https://ohiofairs.org/wp-content/uploads/2024/01/columbus-bed-tax-hotel-exemption-form.pdf>
<https://ohiofairs.org/wp-content/uploads/2024/01/state-exempt.pdf>