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Minnesota Festivals & Events Association

Web: www.mnfea.com

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Minneapolis Panel Discussion a Huge Success for MNFEA

Attendance was strong for the Wednesday, Nov. 4 Panel Discussion on event production in Minneapolis. Nearly 60 event planners and vendors, from small craft shows to the largest and oldest events in Minneapolis were in attendance—some walked across the street and others flew in from across the nation!

Panelists fielded questions on a number of topics including the application process, BESE meetings, licensing, permitting, deadlines, fire codes, stage rules, ADA regulations, alcohol and noise ordinances, and so much more.

Panelists included:

- Moderator Kent Gustafson, Gustafson Facilitation
- Phil Schliesman, License Inspector/Events Coordinator: City of Minneapolis
- Doug Maday, Traffic and Parking Services: Minneapolis Public Works
- Shane Stenzel, Manager of Permits & Events: Minneapolis Park and Recreation Board

- Ryan Krick, Registered Environmental Health Specialist/Sanitarian; Supervisor: Food, Lodging & Pools, Minneapolis Health Department

- Mike Rumppe, Deputy Director: Minneapolis Fire Inspection Services

The evening continued with appetizers, great dialogue, networking and many new member sign-ups! It's clear that conversations like these give planners the in-depth understanding of a city's processes and procedures, which helps to produce better-orchestrated events. All hopes are to make this panel an annual event.

MNFEA members will be able to access a general list of questions and answers on the website in the near future.

A sincere thanks to the panelists, as well as the event's sponsors; Vic's Restaurant, and Après Party and Tent Rental.

If you have an idea for a future MNFEA event, contact us at info@mnfea.com. Thanks again to everyone who made this event a great success!



Upcoming MNFEA Association Events

DECEMBER 2015

MNFEA Holiday Party
December 9, 4-7 p.m.

612 Brew
945 Broadway St. NE, Minneapolis
Join us for some holiday cheer and networking! Wear your favorite "ugly" sweater for a chance to win prizes! Appetizers will be provided and a cash bar is available featuring the great beers from 612Brew...your first one is on us!
Members: Free
Non-Members: \$10

JANUARY 2016

Coffee Break
January 7, 8-10 a.m.

Hyatt Place Minneapolis Downtown
Network with your peers in a casual setting sponsored by the Hyatt. Light refreshments will be served. Free to members and non-members.

Winter Carnival
Behind-The-Scenes
January 28, 4:30 p.m.

Winter Carnival
Rice Park, Saint Paul, MN
We will start in Rice Park where you'll learn about the many events happening throughout the 10 days including the construction of a mini ice palace, an ice carving competition, an autonomous snow plow competition, an ice bar, live entertainment and the 130th Birthday Celebration. After the behind-the-scenes tour join us for the kickoff event - a Moon Glow Pedestrian Parade! Over 600 people walk from the Saint Paul Chamber of Commerce office to Rice Park. Participants will get a free drink from the ice bar and free entrance to the Ice Palace.
Members: Free; Non-Members: \$20

MARCH 2016

MNFEA Annual Conference
March 10-11, 2016
New Ulm Conference Center
New Ulm

Register for all member events online at www.mnfea.com.



Going "Back to Our Roots"

Annual MNFEA Conference returns to where it all began,
New Ulm...March 10-11, 2016

SAVE THE DATE! The 2016 Annual MNFEA Conference will be held in New Ulm on March 10-11. The board is currently preparing the agenda and already has a great line-up of sessions and events in the works. The conference will be held at the New Ulm Conference Center and the official conference hotel will be Best Western Plus.

Speakers will include professionals in a wide variety of topics including: media relations, VIP areas, permits, social media, sponsorships, booking talent, and more.

The New Ulm Chamber & CVB will be hosting a pre-conference casual networking event on Wednesday evening at a New Ulm restaurant (TBD) from 6:30-8:30 p.m.

Schell's Brewery will play host to our Thursday night soiree. The Thursday night event is another great opportunity for attendees to network.

Conference registration is now active at www.mnfea.com. Early-bird rate is \$115 for members and \$155 for non-members by January 15, 2016; regular rate is \$125/\$175 through March 1, 2016; rush rate is \$145/\$195 through start of conference.

Rooms for March 9-10 are available at the Best Western Plus at a rate of \$95 per night under the MNFEA block. Call the hotel to book at (507) 359-2941.

Conference sponsorships are available. Please contact Scott Henry at scott@americanmetro.com for details.



Welcome New & Renewing Members

We've had 19 new members join in the last 30 days including: The Hyatt Place Minneapolis Downtown, Germanfest, Basilica Block Party, Curly Creative Communications, Disabled American Veterans of Minnesota, Yamaha Golf and Utility, Tandem Printing, and more. **Welcome!**

Upcoming MNFEA Member Events

Holidazzle

Thur-Sun, Nov 27 - Dec 20
holidazzle.com

Landmark Center Old Fashioned Holiday Bazaar

Dec 3-5
landmarkcenter.org

Grand Avenue Red Flannel 5K

Sat, Dec 5
andersonraces.com

Ugly Sweater Dash St. Louis Park

Sun, Dec 6
andersonraces.com

Saint Paul Winter Carnival

Thur, Jan 28 - Sun, Feb 7
wintercarnival.com

Securian Winter Run Saint Paul

Sat, Jan 30
andersonraces.com

Winter Carnival Beer Dabbler

Sat, Feb 6
beerdabbler.com

Fight for Air Climb Minneapolis

Sat, Feb 27
andersonraces.com

Members: if you would like your events listed in the Winter issue of this newsletter, please email Todd Pernsteiner at info@pernsterner.com.



Meet the Membership Committee

The MNFEA membership committee consists of board members Christine Magler (Waste Management), Rosanne Bump (Winter Carnival), and Wendy Famodu (Ziegler Power Systems). We're happy to be part of this growing association and continue "To support the people who organize Minnesota's festivals and events."

Our membership goal is to assist and enhance your experience with the Minnesota Festivals & Events Association. We'd love to see you at our monthly Coffee Hour or Happy Hour to meet and mingle with other event professionals. And of course, please ask questions and send ideas about benefits, the upcoming conference, etc. anytime!

To become a new or returning member, visit: www.mnfea.com/Become-A-Member

Sincerely,
The Membership Committee
Christine Magler, cmagler@wm.com
Rosanne Bump, rbump@spfhf.org
Wendy Famodu, Wendy.Famodu@zieglercat.com

Is your member profile up-to-date? Please log into your account to update your event information at mnfea.com!

More Photos from Minneapolis Panel Discussion



Photos by: Scott Henry

MNFEA Seeks Board of Director Nominations

MNFEA is making a call for nominations for board positions. MNFEA is a working board with many assignments due each month. Current number of open positions is unknown at this time and open positions are filled in March at the Annual Conference.

Candidate statements should contain a brief biography, a statement of why you would like a board position and what you will contribute to the future success of MNFEA.

Please submit all information to info@mnfea.com, Attn: President

Newsletter Submissions

Have news or an event you would like listed in an upcoming issue of *MNFEA Insider*? Please email them by the submission deadlines to Todd Pernsteiner at info@pernsteiner.com. All content must be submitted in an editable Word document. The MNFEA board reserves the right to edit or reject submissions for length, content or any other reason.

Upcoming deadlines:

Winter 2016

Content deadline: January 15, 2016
Emails: February 2016

Spring 2016

Content deadline: April 15, 2016
Emails: May 2016

Summer 2016

Content deadline: July 15, 2016
Emails: August 2016

Fall 2016

Content deadline: October 15, 2016
Emails: November 2016

Special IFEA Member Offer

Although MNFEA has opted to keep your annual membership fees low by separating from IFEA, we still believe they are a valuable resource. Please see the IFEA membership offer below. Full details at: www.ifea.com/p/membership/jointheifea-membershipspecials

JOIN THE IFEA IN DECEMBER AND RECEIVE:

TWO YEARS OF IFEA MEMBERSHIP FOR THE PRICE OF ONE!

Who doesn't love a good BOGO Special (Buy One Get One!)? Well, this December at the IFEA, we've got one just for you.



Just sign up for 1 year of membership with the IFEA, and as our gift to you, we'll give you a 2nd year of IFEA membership, absolutely free! Yes, you



read that correctly - 2 years of IFEA Membership for the price of 1! Your IFEA Membership wouldn't expire

until December, 2017.

So what are you waiting for, download the application form and be on your way to receiving 2 years of networking, educational opportunities and endless resources at your fingertips!



IFEA MEMBERSHIP OFFERS YOU:

Resources & Networking

Receive access to an extensive network of members in addition to online resources such as:

- ["ie: the business of international events" magazine](#)
- ["Event Insider" industry newsletter](#)
- [Event Resource Marketplace](#)
- [Career Network & Industry Employment](#)
- [Industry Surveys & Templates](#)
- [Member Event Calendar](#)
- and much more.

Programs & Services:

Utilize our cost-effective programs such as:

- [Economic Impact Studies](#)
- [Sponsor Audits](#)
- [Online Marketing Audits](#)
- [Sponsor Summits](#)
- [Phone Consultation](#)
- [Training Presentations](#)
- and much more.

Education

Meet your educational goals with exclusive discounts to our top-quality:

- [Convention & Expo](#)
- [Online Webinar Series](#)
- [CFEE Certification](#)
- [Event Management School](#)
- and much more.

**OFFER ENDS:
DECEMBER 31, 2015**

IFEA Pinnacle Awards Recognize Successful Events

Each year, the International Festivals & Events Association recognizes outstanding accomplishments and top quality creative, promotional, operational and community outreach programs and materials produced by festivals and events around the world, with the Haas & Wilkerson Pinnacle Awards Competition.

This prestigious awards competition strives for the highest degree of excellence in festival and event promotions and operations, and in doing so, has raised the standards and quality of the festivals and events industry to new levels. From events large or small, cities, festivals, chambers, universities, parks & recreation departments, vendors & suppliers, and everything in between, events and promotions of nearly every type and size will have the opportunity to be recognized, as entries are categorized into organizations with similar sized budgets. From best Event Poster, T-Shirt, Hat, Promotional Brochure, Website, TV Promotion and Social Media site to best Volunteer Program, Environmental Program, Sponsor Follow-Up Report and Media Relations Campaign, there's a place for almost every element of your event to be recognized.

The IFEA/Haas & Wilkerson Pinnacle Awards have provided many outstanding examples of how event producers can use innovation and creativity to achieve a higher level of success.

For questions on any of the IFEA Awards Programs, visit ifea.com or contact Nia Hovde, Director of Marketing, at +1-208-433-0950 ext:3 or email: nia@ifea.com.

2016 Entry Deadlines

Early Bird Deadline: June 20, 2016
Final Entry Deadline: July 18, 2016



Minnesota Does Well in 2015 IFEA/ Haas & Wilkerson Pinnacle Awards

Congratulations to these Minnesota events that won 2015 IFEA/Haas & Wilkerson Pinnacle Award winners.

City of Brooklyn Park

Tater Daze

Potato Patch Kids Area
Brooklyn Park MN U.S.A.
Bronze
Best Children's Programming Budget:
Under \$250,000

Uptown Association

Uptown Art Fair

Minneapolis MN U.S.A.
Gold
Best T-Shirt Design
Budget: \$250,000 to \$750,000

Uptown Association

Uptown Art Fair

The Wedge Co-op
Minneapolis MN U.S.A.
Gold
Best Individual Sponsor Follow-up Report
Budget: \$250,000 to \$750,000

Uptown Association

Uptown Art Fair

Art Outside the Box
Minneapolis MN U.S.A.
Gold
Best Community Outreach Program
Budget: \$250,000 to \$750,000

Uptown Association

Uptown Art Fair

Minneapolis MN U.S.A.
Silver
Best Miscellaneous Multimedia Budget:
\$250,000 to \$750,000

Uptown Association

Uptown Art Fair

Minneapolis MN U.S.A.
Silver
Best Overall Merchandising Program
Budget: Under \$750,000

Uptown Association

Uptown Art Fair

Minneapolis MN U.S.A.
Bronze
Best Promotional Brochure Budget:
\$250,000 to \$750,000

Uptown Association

Uptown Art Fair

The Ackerberg Group
Minneapolis MN U.S.A.
Bronze
Best Targeted Sponsor Solicitation Proposal
Budget: Under \$750,000

Uptown Association

Uptown Art Fair

Culinary Arts Competition
Minneapolis MN U.S.A.
Bronze
Best Event (within an Existing Festival)
Budget: \$250,000 to \$750,000

Uptown Association

Uptown Art Fair

Uptown Countdown
Minneapolis MN U.S.A.
Bronze
Best New Promotion Activity Budget:
\$250,000 to \$750,000



Tater Daze



Uptown Art Fair

Enter the 2016 ISES Awards

Are you proud of you event this past year? Show off your talents and apply for the ISES 2016 Minnesota Star Awards. For more information on the awards program and to submit your event click here:

<http://www.cvent.com/events/2016-minnesota-star-awards/event-summary-581d76f3e28748e7be437713c5e800ad.aspx>



Will your submission get you beyond the velvet ropes?



for information, please visit:

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