



Insider

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Great Speakers on Tap for 2016 MNFEA Conference

Annual Conference heads to New Ulm March 10-11

The 2016 Annual MNFEA Conference will be held at the New Ulm Conference Center in New Ulm, Minnesota, March 10-11.

A diverse line-up of industry experts are scheduled to speak on a variety of relevant topics including: media relations, V.I.P. areas, permits, sponsorships, booking talent, security, food trucks, and working with Convention & Visitor Bureaus.

The New Ulm Chamber & CVB will host a casual pre-conference networking event on Wednesday, March 9th at Turner Hall in New Ulm from 6:30-8:30 p.m.

Schell's Brewery will host our annual Thursday night soirée. The event will take us on a rare behind-the-scenes tour of the

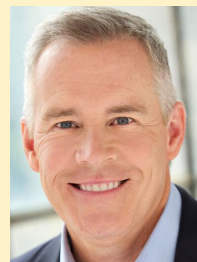
brewery and is another great opportunity for attendees to network.

Conference registration is now active at www.mnfea.com/annualconference. Regular rate is \$125 for members and \$175 for non-members through March 1, 2016; rush rate is \$145/\$195 through start of conference.

Hotel rooms for March 9-10 are available at the Best Western Plus at \$95 per night under the MNFEA block (while space remains); special rate available until March 1. To book, call the hotel at (507) 359-2941.

Conference sponsorships are available. Visit our website or contact Scott Henry at scott@americanmetro.com for details.

Featured 2016 MNFEA Conference Speakers



Tim McNiff

Tim McNiff: Working with the Media

Tim joined Media Minefield (a MN based PR firm) after spending the last 21-years at KARE-11 TV. An award winning news and sports anchor, Tim has experienced TV news as a photographer, producer, reporter and anchor, spending the last decade of his career co-anchoring the market's top-rated morning news program. Tim is excited about his move to Media Minefield because he feels his skill set will translate well into his role as Executive Director of Media Relations, allowing him to help businesses and individuals build their brand and maximize their opportunities in the media.



Carr Hagerman

Carr Hagerman: The Language of Positive Engagement

For 18 years Carr has been a successful business consultant, speaker and lecturer, media producer and leadership consultant. He is co-author of the book "Top Performer; a bold approach to sales and service" and the new book "Learning to Fly". He has delivered engaging keynote presentations for some of the world's most successful brands, including Apple, Hilton Hotels, American Express, Best Buy, Johnson & Johnson, and many more.

Bring your festival or event to the next level! Learn from seasoned Minnesota event professionals, network and share success stories!

Register at www.mnfea.com/annualconference



2016 MNFEA Annual Conference

Celebrating 25 Years!

March 10-11, 2016

Best Western Plus, New Ulm, MN

Event Planning Masterminds Conference

- **Bring your event to the next level**
- **Learn from seasoned Minnesota event professionals**
- **Network and share successes, blunders and ideas**

Session topics include:

- **Working with Media – Tim McNiff, Media Mindfield**
- **The Language of Positive Engagement – Carr Hagerman**
- **Booking the Right Talent for Your Event - Sue McLean & Associates and Hello! Booking**
- **Promoting Events Through Convention & Visitor Bureaus**
- **What's New with Food Trucks**
- **Sponsorship from Beginning to End**
- **Meeting ADA Compliance Regulations**
- **Security: Handling Agitators at Events**
- **Creating V.I.P. Areas**
- **Obtaining Permits**

Register now and save!

Registration is now active at www.mnfea.com/annualconference.

Regular rate: \$125 members / \$175 non-members, February 6 - March 1, 2016

Rush rate: \$145 members / \$195 non-members, March 2 to start of conference

Are you an event vendor partner?

Sponsorships and exhibitor opportunities available.

Please visit the website at mnfea.com, or contact Scott Henry at scott@americanmetro.com or (651) 247-8265 for details.

Thank you to our event sponsors:



Wednesday Night Social (3/9)

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



Thursday Night Soirée at Schell's Brewery (3/10)

Schell's Brewery will play host to our Thursday night soirée. The Thursday night event is another great opportunity for attendees to network. Event will include beer tastings, a rare behind-the-scenes tour, and complimentary appetizers.

Conference Hotel

Hotel rooms for March 9-10 are available at the Best Western Plus at a rate of \$95 per night under the MNFEA block until March 1. Call the hotel to book at (507) 359-2941.

Minnesota Festivals & Events Association

Stay up-to-date online...

Web: www.mnfea.com

Facebook: [facebook.com/MNFEA](https://www.facebook.com/MNFEA)

Questions? Email info@mnfea.com

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 contact information, 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@pernstainer.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:

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

Winter 2017

Content deadline: January 14, 2017
Emails: February 2017



President's Letter

Danyl Vavreck

MNFEA President
Minnesota State Fair

Greetings!

As we gear up for our Annual Meeting and Conference, I want to take some time to look back at this past year.

Membership has been a big item on our mind since we all know that great events start with great relationships. We've gained more than 60 new members in the past year and we continue to work on building events that will benefit our members the most.

The events team has done a fantastic job of creating more meaningful MNFEA events and functions, starting with simple events such as the "Coffee Breaks" and "Happy Hours." These casual events have been successful in reaching out to non-members (we like to call them "future members") so they can meet us and learn about MNFEA, as well as being a time for members to network and discuss any ideas or challenges they are currently facing. Occasionally, we join up with other organizations, most recently a morning with the U of M to learn about their Festival and Event Management Course and to engage current students in the course, and in January we met at the Hyatt Place Minneapolis Downtown to learn about how an event can work with the hotel and save money doing it.

Out of a coffee break discussion rose the need to have some face time with Minneapolis Park Board and others who play a large role in getting Minneapolis events off the ground. This event was a huge success and became one of our most popular events. Plans are now in the works to make this an annual event in both Minneapolis and St. Paul. Other great MNFEA events included Behind-The-Scenes at Winter Carnival and Basilica, the Renaissance Festival Preview Party, an event on volunteers with SPFA, and several fun happy hours including our holiday get together. Watch for upcoming events including a Coffee Break with the Minnesota State Arts Board.

And don't miss the upcoming conference!

Speakers include Tim McNiff, Carr Hagerman (those of you who have seen him will want to see him again) and representatives from Sue McLean & Associates, Visit St. Paul, Twin Cities Marathon and many more! Visit other pages of this newsletter and mnfea.com for the latest on the conference including the August Schell Brewery Tour. Registration fees go up and reserved hotel block ends March 1. <http://mnfea.com/associationevents>

In closing I would like to thank our current board members. There has been much growth this year in trying new things, good conversation and constructive disagreements :). All for the good of MN events. This is a great team and one who is really interested in hearing from you, so please let us know. What do you hope to see on the website? What benefits could MNFEA offer to help you create the best events? How is our communication? We want to hear from you! email us at info@mnfea.com

Thank you and I look forward to seeing you in New Ulm!

Danyl

Upcoming MNFEA Association Events

FEBRUARY 2016

Happy Hour Networking

Wed., Feb. 17, 4:30-6:30 p.m.
THE LOOP, SHOPS AT WEST END
St. Louis Park, MN

Happy Hour is an opportunity for you to connect with friends, while making connections with new colleagues and fellow MNFEA members. Come and go as you please between 4:30 p.m. and 6:30 p.m. Light appetizers will be included. Cash bar. Stay for dinner if you'd like.

Members: Free
Non-Members: Free
Please pre-register online.

MARCH 2016

Happy Hour Networking

Wed, March 9, 6:30-8:30 p.m.
TURNER HALL
New Ulm

Join us for a pre-conference networking Happy Hour sponsored by the New Ulm CVB. Turner Hall is listed on the National Register for Historic places and is the heart of New Ulm since 1856, the oldest bar in Minnesota. Light appetizers included; cash bar.

Members: Free
Conference Attendees: Free
Non-Conference Attendees/Guests: \$10
Please pre-register online.

2016 MNFEA Annual Conference

Thur-Fri, March 10-11
New Ulm Conference Center
New Ulm, MN

Coffee Break with Minnesota State Arts Board

Tues., March 29, 8-10 a.m.
Open Book Cafe
Minneapolis

APRIL 2016

Behind-the-Scenes at Hubbard Broadcasting

Wed., April 13, 1:30-4:30 p.m.
HUBBARD BROADCASTING
Saint Paul

View full event details and register for all member events online at www.mnfea.com.



MNFEA Goes Behind-the-Scenes at Winter Carnival

On January 28, a group of MNFEA members and future members got a chance to go behind the workings of one of Saint Paul's oldest and largest festivals, Winter Carnival. The tour started in Rice Park where attendees learned about the many events happening over the 10-day festival, including the construction of the mini ice palace, an ice carving competition, an autonomous snow plow competition, an ice bar, live entertainment and the 130th birthday celebration.

After the tour, the group participated in the kick-off event, a Moon Glow pedestrian parade which took them from the Saint Paul Chamber of Commerce office to Rice Park. MNFEA members and guests received a free drink from the ice bar and a free entrance to the beautiful ice palace.

A big thank you to Saint Paul Festival and Heritage Foundation for hosting us!





MNFEA Coffee Hour at Hyatt Place, Minneapolis

On Thursday, January 7, 2016, Hyatt Place Minneapolis Downtown hosted and sponsored an MNFEA Coffee Hour.

The Hyatt held an open a dialogue about how commissions and rebates from a hotel can help create additional revenue streams for events that may attract attendees needing overnight accommodations. A few hotel rooms were ready to show for a tour of the facility.

Refreshments were provided by The Hyatt and attendance to this networking event was complimentary.

*Why do we have Coffee Hours?
Networking—whether you live to network or want to avoid it, it's one of the most important aspects of career growth. While we live in a digital world, face-to-face networking is still extremely important in the event industry. It's a great way to meet others, discuss challenges, share exciting new sponsorships, etc.*

More from MNFEA's Winter Carnival Behind-the-Scenes...



Welcome New & Renewing Members

We've had seven new members join in the last 30 days including: Explore Minnesota (Southern Region), Simon Premium Outlets, Festival of Nations, Marshall CVB, Shamrock Group/Ace Ice, Three Rivers Park District, and New Ulm CVB. **Welcome!**

Upcoming MNFEA Member Events

**Fight for Air Climb
Minneapolis**
Sat., Feb 27
andersonraces.com

**Eat and Run 5K and No-K
Minneapolis**
Sat., March 5
andersonraces.com

**Ladies Night Out
Rochester**
Thur., March 10
downtownrochester.mn.com

**St. Patrick's Day Celebration
Saint Paul**
Thur., March 17
landmarkcenter.org

**Luck O' The Irish Run & Walk
Saint Peter**
Sat., March 19
andersonraces.com

**An Irish Day of Dance
Saint Paul**
Sun., March 20
landmarkcenter.org

**4.01K Race for Financial Fitness
Minneapolis**
Fri., April 1
andersonraces.com

**Saint Paul Pirate Pub Crawl
Saint Paul**
Sat., April 16
grandave.com

**Beyond Bollywood
MN History Center, Saint Paul**
April 30-July 10
iamn.org

**Festival of Nations
Saint Paul**
Fri.-Sun., May 5-8
festivalofnations.com

**Cinco de Mayo
Saint Paul**
Sat., May 7
cincodemayosaintpaul.com

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



Now is the Time to Renew or Join!

Have you renewed your membership to MNFEA yet? Or know of anyone who is considering membership or should be? Now is the perfect time to come on board! With membership, you receive discounted rates to the Annual Conference, as well as many other perks throughout the year. To become a new or returning member, visit: www.mnfea.com/Become-A-Member

Questions? Contact a membership committee team member:

- Rosanne Bump, rbump@spfhf.org
- Wendy Famodu, Wendy.Famodu@zieglercat.com
- Christine Magler, cmagler@wm.com

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

Meet a New Member: Jim Jensen



*Jim Jensen,
"The T-Shirt Guy"
Promotional Designs Inc.
Green Bay, WI*

Although Promotional Designs is located in Green Bay, WI, Jensen

asks that we not hold that against him. He professes to be a true Vikings fan who is stuck working with a bunch of adorable and hardworking, but sometimes obnoxious "cheese heads."

Promotional Designs helps build brand awareness for companies and events by putting logos on all sorts of everyday items but especially wearables like t-shirts, including items for events to sell as well as colorful t-shirts to help mark and recognize the volunteers.

Their clients include the Minnesota Renaissance Festival, Sesame Street Live,

Schwan's USA Cup, the Experimental Aircraft Association (EAA) Air Show in Oshkosh and the Turkey Trot Fundraiser.

When asked for a success story from one of their events, Jensen shared one of his favorites. "At the Schwan's USA Cup, it is common practice for the youth soccer teams to trade pins. One year a team from Central America came with no pins to trade, but the sponsors wanted these kids to have something to trade. So in less than 24 hours, we printed up a simple t-shirt with their club logo on it and gave each kid three t-shirts. The t-shirts soon become the trading item of choice and a t-shirt with their club logo became worth a hundred pins!"

You can reach Jim at 651-340-5750 or Jimj@promotionaldesigns.com

Educational Opportunities

Visit Saint Paul "Amplify and Media Series," February 16, 2016 - events include information on Saint Paul as well as working with media, video and social media. <http://www.visitsaintpaul.com/press-media/press-releases/visit-saint-paul-to-launch-amplify-and-media-series/>

An Afternoon of Education ISES Style, February 25, 2016
<http://ises-msp.org/meetinginfo.php?id=45&ts=1454864721>