



# Insider

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## Minnesota Festivals & Events Association

Web: [www.mnfea.com](http://www.mnfea.com)  
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Email: [info@mnfea.com](mailto:info@mnfea.com)

## MNFEA to Host St. Paul Panel Discussion Nov. 10

Here's your chance to ask the event experts your questions!

Join us for our **MNFEA Panel Discussion: The Fundamentals of Producing Events in St. Paul** on Thursday, November 10th at 3 p.m. This event is an open discussion featuring several people you need to know when producing a festival, block party or any public event in St. Paul. They have the answers to get your event off the ground in the city or in one of its parks. Bring your questions about permits, hand wash stations, closing a street, or planning a 5K in the park - whatever the case may be - these professionals know it all!

Our St. Paul event panel includes:

- Dave Bergman - Dept. of Safety & Inspections/Fire Inspector
- Kate Frye - St. Paul Parks & Recreation - Harriet Island
- Stacy Gillings - St. Paul Parks & Recreation - Citywide Special Events
- Sgt. Tony Nikula - St. Paul Police Dept./ Public Safety

- Barb McMonigal-St. Dennis - Dept. of Safety & Inspections/Licenses
- Holly Batchelor - MN Dept. of Health
- Moderator - Kent Gustafson, Gustafson Facilitation

The moderated discussion will be held at Joseph's Grill, 140 Wabasha Street S., St. Paul, MN 55107 (near Harriet Island). The event will start promptly at 3 p.m. Please arrive by 2:45 p.m.

Event is free for MNFEA members; \$20 for non-members or guests. Online pre-registration required.

Happy hour and networking to follow at Joseph's Grill.



MNFEA hosted a Minneapolis Panel Discussion November 4, 2015 and will hold another in January 2017.

## Upcoming MNFEA Association Events

### MNFEA Panel Discussion: The Fundamentals of Producing Events in Saint Paul

Thur., November 10, 3-5 p.m.  
Joseph's Grill  
140 Wabasha Street South, Saint Paul

Join MNFEA for a rare panel discussion featuring people you need to know if you ever plan to produce a festival, block party or public event in Saint Paul. Bring your questions about permits, handwash stations, closing a street or planning a 5K in the park - whatever the case may be - these folks know it all!

Members: Free; Non-Members: \$20  
Online pre-registration required.

### MNFEA Holiday Party

Wed., December 14, 4-7 p.m.  
Punchbowl Social at The Shops at  
West End, 1691 Park Place Blvd.,  
St. Louis Park

Come ring in the holidays with MNFEA at the hippest new entertainment venue in the metro. Punchbowl Social brings 'Old School' entertainment, culinary refinement, and a modern beverage program under one roof. Find full details and registration at [mnfea.com](http://mnfea.com).

Sponsored by: Biffs, Inc. and  
Discover St. Louis Park

Members: Free; Non-Members: \$10  
Online pre-registration required.

### MNFEA Annual Conference

March 8-10, 2017  
Cragun's Golf Resort & Conference  
Center, Brainerd, MN

Early-bird rate ends: Jan. 15, 2017  
Regular rate ends: Feb. 28, 2017  
Last-chance rate: March 1-6, 2017

Registration details coming soon  
at [mnfea.com](http://mnfea.com).

**Additional 2017 events will be added.  
View full event details and register  
online at [www.mnfea.com](http://www.mnfea.com).**



## 2017 MNFEA Annual Conference Heading to Brainerd

Each year the Minnesota Festivals & Events Association holds a two-day conference focusing on hot topics in the industry. The annual conference has been hosted at many locations around the state, including the Twin Cities. Due to the high number of networking, Behind-the-Scenes, and other events hosted in the metro area, the conference has been most recently held at outstate locations; including Alexandria (2013), Duluth (2015), and New Ulm (2016).



In 2017 we are heading north to Brainerd! We will celebrate Minnesota winters this year at beautiful Cragun's Resort with fun activities (think sleigh rides) during the Wednesday and Thursday evening networking events. Watch for more information!

Conference sessions are crafted to meet educational needs of the event industry and are presented by Minnesota planners and professionals who are leaders in their field. Not only will you learn event management skills, you will come away with innovative ideas, new connections and applicable practices for your next event.

Additional details will be coming soon, and member and early bird discounts will be offered.

**Join MNFEA at the 2017 Annual Conference  
in Brainerd March 8-10!**

## MNFEA Holiday Party is Dec. 14

Dig out your ugly sweater! MNFEA's Holiday Party is heading to the new Punchbowl Social, 1691 Park Place Blvd., St. Louis Park. Join us Wed., December 14 for bowling, food, libations, prizes and tons of laughs.

Punchbowl Social is stocked with a delectable collection of unequalled food, games, and beverages for you to enjoy. They don't believe in uncomfortable chairs, bland walls, and fluorescent lights. They believe in a 'dirty modern' mash up of chandeliers, food for foodies, tallboys, and craft beverages.

The party runs 4-7 p.m. and is free for members, \$10 for guests. Includes: appetizers, one complimentary beverage, and bowling.

Enjoy free parking in the heated underground garage.

Find full details on Punchbowl Social at [punchbowlsocial.com](http://punchbowlsocial.com).

**The 2016 Holiday Party  
is sponsored by:**



**Looking to make  
a night of it?**

Discover St. Louis Park  
has special room  
rates to area hotels at  
[discoverstlouispark.com](http://discoverstlouispark.com).



## Welcome New & Renewing Members

- Fair State Brewing Cooperatives
- Fulton Brewery
- Kaposia Days
- MN Food Truck Festival
- OnSite
- Running Aces Harness Track
- Stone Arch Bridge Festival
- Teddy Bear Band
- Ultimate Events, Inc.

## 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@pernsterner.com](mailto:info@pernsterner.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 2017

Content deadline: January 14, 2017  
Mails: February 2017

#### Spring 2017

Content deadline: April 15, 2017  
Mails: May 2017

#### Summer 2017

Content deadline: July 15, 2017  
Mails: August 2017

#### Fall 2017

Content deadline: October 15, 2017  
Mails: November 2017

facebook

Like us on Facebook  
to keep up to date on  
MNFEA events and news!

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



## Meet New MNFEA Members

**Laura Engelman, M.Ed**  
*Community Engagement Manager  
Rochester Downtown Alliance*



Laura is the Community Engagement Manager for the Rochester Downtown Alliance (RDA) and is responsible for managing RDA core events including: Thursdays on First and 3rd Summer Market and Music

Festival (every Thursday, early June to late August). The event features over 115 art, craft, and food vendors each week and two stages with live music three times a day in downtown Rochester.

Since event people know we have to plan for the unexpected, Laura shared one of her "Lemons to Lemonade" stories: Thanks to unpredictable Minnesota weather, we had a heatwave in February during our Social ICE event. Ice carvers spent five days constructing beautiful ice bars and sculptures, and then they melted after the first day of the three day event. The event was unofficially renamed "Social Slush." I work with almost completely outdoor events, so my biggest challenge is always the weather! I've become very good friends with the National Weather Service and our local Emergency Management team. One of her biggest challenges was planning and implementing a concert with a national touring artist. "I had no idea what I was doing in the beginning, but the end result was fantastic!" she said.

*You can reach Laura at 507.216.9884 or [lengelman@rdowntownalliance.com](mailto:lengelman@rdowntownalliance.com).*

**Cherice Mehal**  
*Owner  
The Big Epic Show*



Cherice is the owner and director of THE BIG EPIC SHOW, the Minnesota comical hip-hop variety show for kids. She has created a show that inspires and entertains kids and families through live comedy, hip-hop, and dance.

Being the owner of the Big Epic Show, she wears every hat – writing, directing, developing the choreography, managing, marketing and performing. She performs at events for many prestigious organizations in the Twin Cities, including the Mall of America, Children's Hospitals, Hard Rock Cafe, Minnesota Parent, Make-a-Wish Foundation, Twin Cities Pride Festival, Dakota County, New Horizon Academy, and many more local businesses and parks.

From her "Unique Experiences" folder, Cherice shares "We have had performed at some random events that I never knew existed. The quirkiest event we have performed at was Thrill Kenwood, which is a community event where the festival goers perform Thriller in zombie costumes."

Her biggest challenge from full theatrical show business dates back to 2013. "It was the craziest endeavor I have ever done. We had six weeks to put together a three hour event at the Fine Line Music Café. It included a silent auction, fashion show, several opening acts, along with creating and performing a 90 minute show from scratch with full wardrobe changes, effects/lighting, live hip-hop, and choreography. Then I had to market it, make props, produce the tracks, and coordinate a team of 15 people. I don't know how I did it. Under pressure, we just got it done, but I definitely crashed for 10 days after that!"

Cherice's proudest accomplishment was performing her best show at Rock Kenwood last February. Her group hosted the whole stage and kept the fun going for three hours. "I was so proud of my team from start to finish. One of the most incredible moments of my career occurred at this event: we led an air guitar contest where all of the kids and I rocked out to "Don't Stop Believing." We literally dropped to our knees, played our inflatable guitars, and screamed the lyrics to the top of our lungs!" Her other greatest accomplishment was making her first \$10,000. "There is nothing like the feeling that you are making legitimate money doing what you love and that your hard work is yielding tangible results," she said.

*You can reach Cherice at 952.913.8412 or [thebigepicshow@gmail.com](mailto:thebigepicshow@gmail.com)*

## Upcoming MNFEA Member Events

**Trail of Terror / Phantom's Feast**  
Through Oct. 30, 2016  
Shakopee  
trailofterrormn.com

**Great Pumpkin Halloween Festival**  
Oct. 30, 2016  
Landmark Center, St. Paul  
landmarkcenter.org

**Deer Widows Weekend**  
Nov. 4-6 and 11-13, 2016  
Albertville Premium Outlets  
premiumoutlets.com

**New Ulm Shopping Opener**  
Nov. 4-6 and 11-13, 2016  
Downtown New Ulm  
newulm.com

**Minneapolis Craft Market**  
Nov. 6, 2016, Loring Park  
Nov. 13, 2016, North Loop  
mplscraftmarket.com

**Chaska Turkey Trot & Kids' Run**  
Nov. 12, 2016, Chaska  
andersonraces.com

**Girls on the Run Twin Cities Fall 5K**  
Nov. 12, 2016, Saint Paul  
andersonraces.com

**Chanhassen Turkey Trot 5K**  
Nov. 24, 2016, Chanhassen  
andersonraces.com

**New Ulm Parade of Lights**  
Nov. 28, 2016, New Ulm  
newulm.com

**Grand Meander**  
Dec. 3, 2016  
Grand Avenue, Saint Paul  
grandave.com

**U.G.L.Y. Sweater Dash**  
Dec. 4, 2016, St. Louis Park  
andersonraces.com

**Saint Paul Winter Carnival**  
Downtown St. Paul  
Jan. 25 – Feb. 5, 2017  
wintercarnival.com

**8th Annual Beer Dabbler Winter Carnival**  
Minnesota State Fairgrounds  
Feb. 4, 2017  
beerdabbler.com

**Social ICE – Rochester Ice Bar**  
Feb. 16-18, 2017  
Peace Plaza, Rochester  
downtownrochestermn.com

*Members: if you would like your events listed in the winter issue of this newsletter, please email Wendy Famodu at wendy.famodu@zieglercat.com*



## Minnesota Events Win Awards

### Twin Cities Pride wins Silver IFEA/ Haas & Wilkerson Pinnacle Award

Twin Cities Pride won a silver award for Best Miscellaneous Multimedia Budget: \$750,000 to \$1.5 Million



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.

So what are you waiting for? Gather your items, fill out the entry form, and send them off to be judged against the best in the festivals and events industry. Then get ready to hear your organization's name announced at the 56th Annual IFEA Convention & Expo.

Learn more at ifea.com.

### Kerry Phillips wins award for MarketFest



Congratulations to Kerry Phillips with Eagan Parks and Recreation for leading the way in starting Eagan's Marketfest. Phillips was nominated by Tom Lee with Blue Cross Blue Shield and Eagan resident Pam Carlson in appreciation and recognition for her leadership of 10 successful years with MarketFest. Lee states, "MarketFest is a wonderful community gathering and we are grateful to Kerry and her team for making it such a successful and fun event."

This is no ordinary farmer's market! Every Wednesday from 4 to 8 p.m., there are about 60 vendors selling everything from vegetables and flowers to eggs and strudel along with live music. Phillips started this event with 10 vendors and about 3,000 people attending throughout the summer. Now, the market draws 50,000 people from June through September and has been expanded to include an indoor winter market - all at Eagan's Central Park and Community Center. It is a tribute to Phillips' ability to think big and to the city for supporting this great idea.

Eagan will miss Phillips' creativity. Please join us in wishing Phillips all the best as she soon begins a new venture. She has accepted a new position as deputy director of the Greater Ithaca Activities Center and Department with the City of Ithaca, N.Y. starting November 14.

### Congratulations to Twin Cities Pride and Eagan Marketfest!

## New Event Grants from Explore MN

Did you know Explore Minnesota offers New Event Grants? This pilot program is designed to generate economic impact and increase media awareness of the state as an event destination by securing new major events in communities throughout the state. Applicants must meet the minimum requirements in order to be considered for this opportunity.

Eligible events must be new to Minnesota and open to the public. Applicants must demonstrate support of the local tourism organization; have available lodging capacity and agree to generate other funding (minimally two-thirds of cash expenses).

### FUNDING AVAILABILITY:

There are two funding categories:

- Event Bid and Sponsorship Grants - Grants range from \$1,000 - \$24,000
- Event Operation Grants - Grants range from \$5,000 - \$200,000

Note: Applications for Event Operations are due no later than 4:30 p.m. Central Time on Jan 5, 2017 and April 3, 2017

Find full details at: [bit.ly/EventGrants](http://bit.ly/EventGrants)

## Other Upcoming Festival & Event Related Happenings

### International Live Events Association (ILEA) "Risk Management: Proactive > Reactive" Roundtable

Thursday, November 17, 2016  
11 a.m. - 1 p.m.  
Surlly Brewing Co., 520 Malcolm Ave.  
SE, Minneapolis, MN 55414  
[ilea-msp.org](http://ilea-msp.org)

### Minnesota Recreation & Park Association (MRPA) "Entertainment Jamboree"

Thursday, December 1, 2016  
9 a.m. - 3 p.m.  
Bloomington Civic Plaza, 1800 West  
Old Shakopee Road, Bloomington  
[bit.ly/MRPAJamboree](http://bit.ly/MRPAJamboree)



## MNFEA Announces New Board Members

### Meet Diana Rohlfen, Board Director Biffs, Inc.



Diana is the Special Event Sales Specialist at Biffs, Inc.

During her 18 years at Biffs, Diana has built an impressive portfolio of one-time and annual events working with clients like the University of Minnesota, MN Vikings, Mid-America Festivals and Life Time Fitness; with high profile events like the Minnesota State Fair, Taste of Minnesota, 3M Championship and Pride Fest; with community-building events like beer festivals, outdoor concerts, art festivals,

5Ks and marathons; with philanthropic groups raising funds to cure diseases or to improve the lives of the disadvantaged; with brides and grooms and families planning reunions and graduation parties.

Diana specializes in assisting event planners to design their portable restroom plan, gathering the essential details and then communicating those details to Biffs' logistics division. Her goal is to make providing essential services like portable restrooms an effortless detail for the event planner and profitable for Biffs.

Prior to joining the Biffs' team, Diana was the volunteer coordinator at Pax Christi Church in Eden Prairie, MN.

## Now is the Time to Renew or Join!

Have you renewed your membership to MNFEA yet? Know of anyone who is considering membership or should be? Now is the perfect time to come on board! Membership grants discounted rates to the Annual Conference, free registration to many events, and other perks throughout the year. To become a new or returning member, visit: [mnfea.com/Become-A-Member](http://mnfea.com/Become-A-Member)

### Questions? Contact a membership committee member:

- Wendy Famodu, [Wendy.Famodu@zieglercat.com](mailto:Wendy.Famodu@zieglercat.com)
- John Lafferty, [john@rockeventsdivision.com](mailto:john@rockeventsdivision.com)
- Vince Vanella, [vince@vanellagrouppmn.com](mailto:vince@vanellagrouppmn.com)

Is your member profile up-to-date? Please log into your account to update your event information at [mnfea.com](http://mnfea.com)!

## New Member Referral Drive

Current MNFEA Members: we are again running our Member Referral program – for every new member you refer in November and December, you will earn a \$25 gift card for stores like Starbucks, iTunes, and more! The top recruiter will win a special MNFEA prize pack. All new members must join by midnight on December 31, 2016. Prizes will be awarded in January 2017. Members must be a new member; not valid on renewals. *Referrals must be listed on the new member online application.*

**Member Referral Campaign 2017**  
MNFEA Members:  
Earn a \$25 gift card for every new member you recruit.

Join us!



A great way to connect with festival & event organizers!

### MNFEA MEMBERSHIP BENEFITS:

Professional Resources • Peer Networking • Panel Discussions  
Educational Opportunities • Conference Discounts • Behind-the-Scenes Tours



AFFORDABLE ANNUAL MEMBERSHIPS – EVENT/ORGANIZATION: \$75 | VENDOR: \$105 | STUDENT: \$25

JOIN TODAY AT [MNFEA.COM](http://MNFEA.COM)