



**2025 Conference Schedule  
January 24 - 26, 2025  
Sheraton Sable Oaks  
South Portland, Maine**

**Thursday Jan. 23**

**The MAAF Board arrives at site**

**3:00-7:00 pm Trade Show set up** **Casco Bay Ball Rm**

**7:00 pm MAAF Board Meeting** **Portland/SO Portland Rm**

**Join in some Fair, Fun and Games after the Board Meeting**

**Friday Jan. 24**

**6:30-8:30am Breakfast Buffet**

**7:00-8:30am Trade Show set up** **Casco Bay Ball Rm**

**9:00am Registration Opens**

Follow signs to the Trade Show Area

**9:00am Trade Show Opens**

**Casco Bay Ball Rm**

Auction items will be on display.

All proceeds will benefit the MAAF Foundation.

**9:30-10:30am Race Directors Meeting**

Moderated by William McFarland and Michelle Harden

Open to all that are interested in Harness Racing.

**Salon A**

**9:30-11:00am Livestock Superintendents MTG**

**Salon B&C**

**State Vet.**

**10:30-11:30am Exhibition Hall**

**Salons D&E**

Moderated by: Junia Norris

**11:30-1:00pm Registration Desk Closed for lunch**

**Will re-open at 12:30pm until 2:00pm**

**11:30 - 1:00pm Lunch Break. Food Trucks outside the Hotel Lobby**

**1:15-2:30pm Risk assessments, Planning for your Fairs Security Salons D&E**

Moderator: Cliff Hedges

Prepare to learn about the Risk Assessment process, Identify threats and Hazards, Weather Concerns, Drones, crowds, the Value of Effective Communication, leave with some Planning Tools and Resources.

Cliff is the Director of Public Safety and Security for BigE and ESE (6 years). Newly elected as IAFE chair for the Safety and Security Committee and a Security Consultant with BeeLine Security Consulting. Cliff has served 5 years in Healthcare Compliance investigations, retired Supervisory Special Agent FBI (26 years), criminal investigations, organized crime, public corruption, gang task force, outlaw motorcycle gangs, JTTF & last 6 years FCI, Dallas Police as patrolman and detective in the Crimes Against Persons Division (5 years).

Cliff is an Avid fly fisherman, married 37 years, Father to 3 daughters, 2 grandchildren and more on the way.

**12:30-2:30pm Pulling Superintendents & Affiliate Groups Salons B&C**

**1:15-2:30pm Fairs Helping Fairs -Resources Portland/SO Portland Rd**

Moderator: Erik Fitch, Blue Hill Fair, MAAF Director

Bring your resources to share!! Where do you source printed material, poster, flyers, signage. How about ribbons, trophies, awards? What about Burlap Bags for pig scramble, sawdust/shavings etc. etc.!!

**2:30-4:00pm Annual Meeting Salons D&E**

**Welcome: President G. David Byras Jr.**

**Agenda to be posted and available prior to the meeting.**

**4:15-5:30pm IAFE and Zone 1??!! What is all the Fuss?! Salons D&E**

Panel Discussion. Join us and find out what IAFE and Zone 1 are, see how to navigate all the resources and information of the website, hear about the IAFE Convention and Zone 1 Meeting. What, When, Where.

**5:00pm Trade Show Closes.**

**\*A Night of Fun\***

**6:00 - 7:00pm Variety Show Salons D&E**

**7:30pm Auction – MAAF Foundation Salons D&E**

Proceeds go the MAAF Foundation

**9:00pm Music by “Six Wayz To Sunday” Salons D&E**

Band starts after the Auction

## Saturday Jan. 25

**6:30-8:30am Breakfast Buffet**

**7:30-8:45am Fair President's Breakfast** **Portland Rm**

**9:00-12:00am Registration Desk Open Follow Signage**

**9:00-9:30am Opening Remarks: President Byras** **Salons D&E**  
Representative of Department of Agriculture

**9:00am Trade Show Opens** **Casco Bay Ball Rm**

**9:30-11:30am HOT TOPIC: Insurance and Your Fair** **Salons D&E**

With Andrew Vandepopulier, Hass & Wilkerson & Dan Foster, American National  
Andrew will talk about Insurance situations as they relate to livestock events and other  
Scenario's. If you have a Fair insurance question, please share.

Andrew is a producer in the Specialty Programs division at Haas & Wilkerson with over a decade of insurance experience. With his background in claims and sales, Andrew supports clients representing fairs, festivals, rodeos, and other special events around the country, helping to build great programs and mitigate large exposures. He serves on committees and boards to facilitate the continued expansion of strong risk management practices. He's an active participant in the IAFE Young Professionals Initiative, as well as an annual contributor to fair and festival speakers' panels. Andrew also serves as the sponsorship chair for the American Royal Rodeo committee and assists with the annual rodeo. He's completed the Institute of Fair Management through the IAFE and is wrapping up his CFE through the IFEA. Andrew graduated from the University of Central Missouri with a degree in Business Education. He played three years of college baseball at Maple Woods Community College and Truman State, and continues to be active in all outdoor sports.

**9:30-11:30am Maine Assoc. of Livestock Exhibitors** **Salons A&B**

**11:30-1:30pm Lunch Break – Food Trucks outside Lobby**

**1:00-2:00pm Big Strategies for Small Budgets** **Salons D&E**

Presented By: Dakota Romine of Fairs.com

Learn how to apply big-fair strategies on a small budget to boost attendance, streamline operations, and enhance your fair's presence without breaking the bank.

**2:30-4:00pm Bridging the Gap at Maine Fairs** **TBA**

Dialogue, Knowledge, Collaboration, and Stereotypes of Generational Transformation

A conversation between young and old, experienced and inexperienced. Learn from Generations of Fair People.

**2:00pm Trade Show Closes.**

**Banquet** **start taking tickets at 4:30** **Grand Ballroom**

Upon entrance to the Banquet Hallway you will be able to grab a Cocktail, Socialize and relax.

Banquet Room Doors open approx.. 5:15pm.

**5:30pm**            **Special Presentation(s)**  
**MAAF Contest Awards – Junia Norris**  
**Rising Star Award**  
**Catherine Damren Distinguished Service Award**

**7:30 PM**            **Closing and adjourn**

**8:00 PM**            **Music by the “Midnight Rose”**

**Sunday Jan 28**

**6:30-9:00am**      **Breakfast Buffet**

**8:30am**            **Come and have breakfast with all the Fair Queens**  
**And Princesses**

**10:00am**            **Conference Committee Meeting**            **Cape Elizabeth Rm.**

**Thank you for attending the 2025 Conference.**

**See you next year**

**Save these dates.**

- **2025 Zone 1 Meeting May 1-3, 2025**
- **MAAF Annual Conference January 23-25 of 2026**