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October 2011

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Stan Salchli

President's Message

Hello Everyone,

The 2011 Kentucky Festivals & Events Association Conference is just around the corner, November 9-11, in Horse Cave, Kentucky. I would like to personally invite each and every one of you to join me and the Board of Directors to this exciting and educational event. The Conference Committee has been working diligently to put together programming that will be of interest to all. For example, Joe Sullivan with the National Weather Service will provide insight on who to trust regarding the weather, when planning your event. Dale Johnson, Frances L. Dean & Associates, will provide information on how to be prepared if... stages collapse, horses run wild; little Johnny rides off on your golf cart or grandma gets food poisoning! And, speaking of e-coli what are the "food rules" we all need to adhere to, to keep our events safe and permitted? Jason Meadows with the Hart County Health Department will address this topic in detail with us.

"Arm Chair Chats" - I, along with Robin Croley will share with you some of the "Best & Worst Ideas we have learned from our experience with Frankfort's Capital Expo. Bridget Sherrill, Kentucky Derby

Festival and Kim Bickers, Capital Expo will explain how they reward the successes and deal with the failures of their festival volunteers. Wanna learn how to develop a successful merchandise program? We've got the team that can tell you how it's done! Peggy, Elaine and Jeanine from the World Chicken Festival will tell us their secrets on how to "Merchandise For Profit."

We've got the experts on hand to help us with "marketing" our events. You will learn the latest techniques for successful online marketing, E-newsletters, online newsrooms and email campaigns. What's the latest Emerging Technology when it comes to social media, iPhone apps, Face Book, Twitter and Google+? Join us to for the latest updates.

You will want to join us beginning Wednesday, November 9, as we all gather at the Hampton Inn for a short drive and visit to five (5) of Munfordville's historical sites. The evening will conclude with dinner at the Old Inn catered by Big Bubba Buck's Belly Busting' BBQ Bliss (so good it makes you want to smack your mama!). Tour and dinner are included in your registration fee.

This is just a sample of what's in store for the 2011 Conference. It's going to be fun and it's going to be educational! But most of all, we need you there to make it a success!

Warmest regards,
Stan

Festival of Trees & Lights



Christmas trees and wreaths, children's activities, entertainment, shopping and learning about faiths: It's all part of this year's 22nd annual Festival of Trees & Lights benefiting the pediatric trauma center at Kosair Children's Hospital and presented by Republic Bank, November 11 to 13, 2011, at Louisville Slugger Field in Louisville. A special ticketed event, Dickens Family Night, will be held the evening of November 11 to kick off the festivities. Call (502) 629-KIDS or visit HelpKosairChildrensHospital.com for more information.



JUST WHAT IS MARKETING?

Marketing is defined as: the selling of products or services; the business activity of presenting products or services in such a way as to make them desirable! So how do we design the message that drives people to our events; gives our sponsors the value they need and yet are successful events? Learn from our panel of experts at the **Annual KFEA Conference November 9-11, in Horse Cave, Kentucky.**

Panelists include:

- Maggie Payette Harlow**, Owner - Sign-A-Rama Downtown;
- Kenny Marcum**, Search Engine Optimization and Internet Consultant;
- Tommy Philpott**, Lynn Imaging

Our expert marketing panel will address:

- **Online marketing** – online newsrooms – E-newsletters – Email campaigns - Blogs
- **Emerging Technology** – Social Media – iPhone Apps - Face Book – Twitter – Google+
- **Hidden Sponsorship Opportunities** – Tools for sponsorship
- Attracting sponsorship via banners and signs

Eddie Jessie, Hart County Postmaster, will share with the group how to "Grow Your Festival Attendance: Inexpensive advertising for small or large events with Every Door Direct Mail...What's it all about?"

If you're looking for new and creative ways to market your event, engage sponsors and develop innovative ways for increasing attendance at your event don't miss this opportunity! Join us at the Kentucky Repertory Theatre, Horse Cave, Kentucky, November 9-11.



Who can you trust when your event is weather sensitive!

Oscar Wilde once said, "Conversation about the weather is the last refuge of the unimaginative." He obviously never tried to plan an outdoor event in Kentucky! In today's high-speed world of WIFI, smart phones and 4g data plans, you always have a world of weather available at your fingertips. But do you know which sources to trust?

Joe Sullivan is the Warning Coordination Meteorologist for the National Weather Service (NWS) Warning and Forecast Office in Louisville, Kentucky. Throughout his career, Joe has strived to improve the ability of the NWS to communicate weather knowledge to the public for the purpose of protecting lives and property. Learn from the expert on who to trust when planning your event where weather is a major factor at the KFEA Conference, November 9-11, 2011, in Horse Cave, Kentucky.





Connecting Your Community Engaging Local Business, Residents & Other Non-Profits for Success.

"The lone wolf is easy prey," claims the old saying. There are times when your organization needs partners to be successful. Chris will be offering a session at the conference that will examine the "How to's," "How not to's" and "Oh my, never go there's of attracting and retaining those partners, when to cut ties or recognize when your neighbor might not be your best teammate and how to navigate the dicey waters of "working together."

Chris Hamilton is currently the executive director of the Aurora Area Convention & Visitors Bureau in Aurora, Illinois. Up until accepting this position he was the executive director of the Lebanon (Ky.) Tourist & Convention Commission. As an active citizen and tourism professional, Hamilton has worked with many individuals, civic groups and government organizations.

He is a certified tourism professional and certified tourism marketing professional. Don't miss this educational and entertaining session at the KFEA Annual Conference, November 9-11, 2011 in Horse Cave, Kentucky!

President
Stan Salchli
Capitol Expo Festival
Frankfort, KY

Executive Director
Iris LaRue
Lincoln Museum
Hodgenville, KY

President-Elect
Sandra Kendall
Kentucky State Fair Board
Louisville, KY

Vice President
Bridget Sherrill
Kentucky Derby Festival, Inc.
Louisville, KY

Secretary
Coni Shepperd
Munfordville Tourism
Munfordville, KY

Treasurer
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Foothills Festival
Albany, KY

Region 1
Traci Cunningham
Oak Grove Tourism Commission
Oak Grove, KY

Region 2
Open

Region 3
Sandra Wilson
Hart County Tourist Commission
Munfordville, KY

Region 4
Troy Beam
Shepherdsville-Bullitt Cty. CVB
Shepherdsville, KY

Region 5
Kim Bickers
Capital Expo
Frankfort, KY

Region 6
Open

Region 7
Robin Croley
Capitol Expo
Frankfort, KY

Region 8
Ray Tosti
Kentucky Apple Festival
Paintsville, KY

Region 9
Michael Corrison
Kingdom Come Swappin' Meetin'
Cumberland, KY

At Large:
Peggy Baas
Kentuckiana Celtic Festival
Louisville, KY

Vicki & Danny Davis
ProAudio Video Productions
Montecello, KY

Associate:
Sally Reisz
Kentucky Travel Guide
Louisville, KY

Dale Johnson
Frances L. Dean & Associates
Fort Wayne, IN

8th Annual 18th Century Market Fair

October 29 & 30, 10 a.m. - 4:30 p.m. each day is the schedule for the 8th Annual 18th Century Market Fair at Historic Locust Grove, 561 Blankenbaker Lane between Brownsboro Road and River Road in Louisville, Kentucky. The celebration features hundreds of historic re-enactors, a village market, music, games, encampments of American and British soldiers and an 18th century Tavern with food and drinks. Admission is \$6 for adults and \$3 for children. For more information visit www.locustgrove.org or call 502-897-9845.



UPCOMING EVENTS

October 14 - 16
Knob Creek Military Gun Show & Shoot
West Point, KY
www.machinegunshoot.com

October 14 - 15
Foothills Festival
Albany, KY
www.foothillsfestival.com

October 15
Glendale Crossing Festival
Glendale, KY
www.glendalekentucky.com

October 15 - 16
Bernheim's Colorfest
Clermont, KY
www.bernheim.org

October 29 - 30
8th Annual 18th Century Market Fair
Louisville, KY
www.locustgrove.org

November 9 - 11
KFEA Annual Conference
Horse Cave, KY
www.kfea.com

November 11 - 13
Festival of Trees & Lights
Louisville, KY
www.helpkosairchildrenshospital.com



Kentucky Festivals & Events Association

P.O. Box 371
Hodgenville, KY 42748
1-866-719-FEST
Contact: Iris LaRue

KFEA Conference

November 9-11, 2011

Horse Cave - Kentucky Repertory
Hart County & Munfordville

Go to www.kfea.com
for early registration discount
information.

2011 KFEA Conference Attendees Tour Munfordville's Civil War homes Wednesday, November 9th

Built on the banks of the Green River, there is a charming little southern town with roots as deep as the state of Kentucky itself, Munfordville. Welcome to Munfordville, located at the crossroads of history and hospitality and right on your way!

The L&N Railroad played an important role in the development of Munfordville. The main line from Louisville to Nashville opened in 1859 and helped to move commerce and travelers between the two cities as well as all points in between. The railroad passed through Munfordville and crossed the Green River west of town. This made Munfordville a place of strategic importance during the Civil War.

The North needed to protect this key bridge in order to move troops and supplies south into Tennessee. Munfordville was occupied by Union forces continuously from late 1861 until the war's end in 1865 with the exception of only a few days in September, 1862 when General Braxton Bragg captured the garrison from Union Col. John T. Wilder. This was known as The Battle of Munfordville.

CALL FOR ENTRIES!

KFEA is looking for the "best of the best" at the Annual Conference Awards Competition, November 9 – 11, 2011, in Horse Cave, Kentucky. Enter your print media, television and radio advertisements, creative new activity, best souvenir items, website, etc. and compete among your peers for the coveted KFEA Recognition Awards.

Be the best among your competition and you are sure to impress that community leadership or sponsor that supports your event! Entries must have been produced for use between December 31, 2010 and October 31, 2011, and will be judged based on festival budgets as follows: Under \$50,000, \$50,000 to 100,000 and Over \$100,000.

We encourage all KFEA Members to submit entries for this fun and spirited competition!

ATTENTION KFEA MEMBERS

Check the KFEA website, www.kfea.com, to verify the information we have listed for your event is correct and up to date. Contact Bridget Sherrill bsherrill@kdf.org for any changes.

Today is the tomorrow you worried about yesterday. - Dale Carnegie