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President's Message

Hello Everyone,

In my role as the incoming President of KFEA I welcome the opportunity to serve as your leader of this organization. As we take time to reflect upon the past year, we realize our successes and identify ways to improve in the coming months. The Kentucky Festivals and Events Association is dedicated to providing resources to make each of you more successful with your events in 2012 and for years to come. Some of us saw record attendance, increased sales and growth in our festivals and events, while others saw decline. We want to celebrate your successes and aid each of you in a successful future.

KFEA has several new board members, and I would

like to welcome each of them to our team and encourage you to reach out to them for assistance. A list of the current KFEA Board of Directors is listed on page 3.

I want to thank everyone who worked to make our 2011 Annual Conference a success and encourage each of you to begin making plans to attend the 2012 conference November 7-9 at Paroquet Springs Conference Center in Shepherdsville. Plans are underway, and it's shaping up to be an informative and eventful three days with something for everyone whether you are a festival, event, organization or vendor.

As we count our blessing and give thanks to those who support our successes, we wish you a successful prosperous year in 2012.

With so much to be thankful for, in the coming 12 months we hope you will take time to thank those who support your efforts and that 2012 will be a very successful and prosperous year.

Sandra

The Un-Comfort Zone with Robert Wilson *The Main Ingredient*

"Practice. Practice. Practice." Obviously you can't take advantage of an opportunity if you don't have the skills. It's a good recipe for success, but it doesn't reveal the secret main ingredient. A funny old song from Frank Sinatra gets us a little closer to the answer.

Do you remember these lyrics from High Hopes?

*Just what makes that little old ant think- he'll move that rubber tree plant-
Anyone knows an ant can't- move a rubber tree plant!*

I love that song because a stanza later we learn the ant CAN: "Oops there goes another rubber tree plant." Is having "high hopes" the secret ingredient? No, but it gets us closer to it. You see, the ant succeeds because he doesn't know that he can fail.

Think about some of the people you know who are successful. What is it that makes them big achievers? What traits do you associate with them? When I ask this question of my audiences I frequently hear the following ingredients: Courage, Perseverance, Enthusiasm, Discipline, Confidence, Decisiveness, Self-reliance, Responsibility, Focus, Ambition, and Optimism. All of these are certainly traits of successful people, but which one is the overriding characteristic? Which one is the main



Congratulations!

2011 Conference Award Winners

BEST FLYER, BROCHURE OR POSTER:

Budget under \$50,000

- 1st Foothills Festival
- 2nd Kingdom Come Swappin' Meetin'

Budget \$50,000 - \$100,000

- 1st World Chicken Festival - Rack Card
- 2nd World Chicken Festival - Poster

Budget over \$100,000

- 1st Kentucky State Fair - World's Championship Horse Show
- 2nd Kentucky State Fair - When You're Up Against the Best
- 3rd Kentucky State Fair - Lady Antebellum

BEST PRINT MEDIA:

Budget under \$50,000

- 1st Foothills Festival
- 2nd Kingdom Come Swappin' Meetin'

Budget over \$100,000

- 1st Kentucky State Fair - Endless Fun Awaits
- 2nd Kentucky State Fair - "Guide To Fun"
- 3rd Kentucky State Fair - Endless Fun-Truck

BEST COLLATERAL MATERIAL:

Budget \$50,000 - \$100,000

- 1st Jeffersontown Gaslight Festival

Budget over \$100,000

- 1st Kentucky State Fair - United We Stand

MOST INNOVATIVE OR NEW IDEA:

Budget over \$100,000

- 1st Kentucky State Fair - Kentucky's Civil War Song
- 2nd Kentucky State Fair - Zombies Invade

MERCHANDISING – HATS, T'SHIRTS OR OTHER WEARABLES:

Budget under \$50,000

- 1st Kingdom Come Swappin' Meetin'
- 2nd Foothills Festival

Budget \$50,000 - \$100,000

- 1st World Chicken Festival
- 2nd Jeffersontown Gaslight Festival

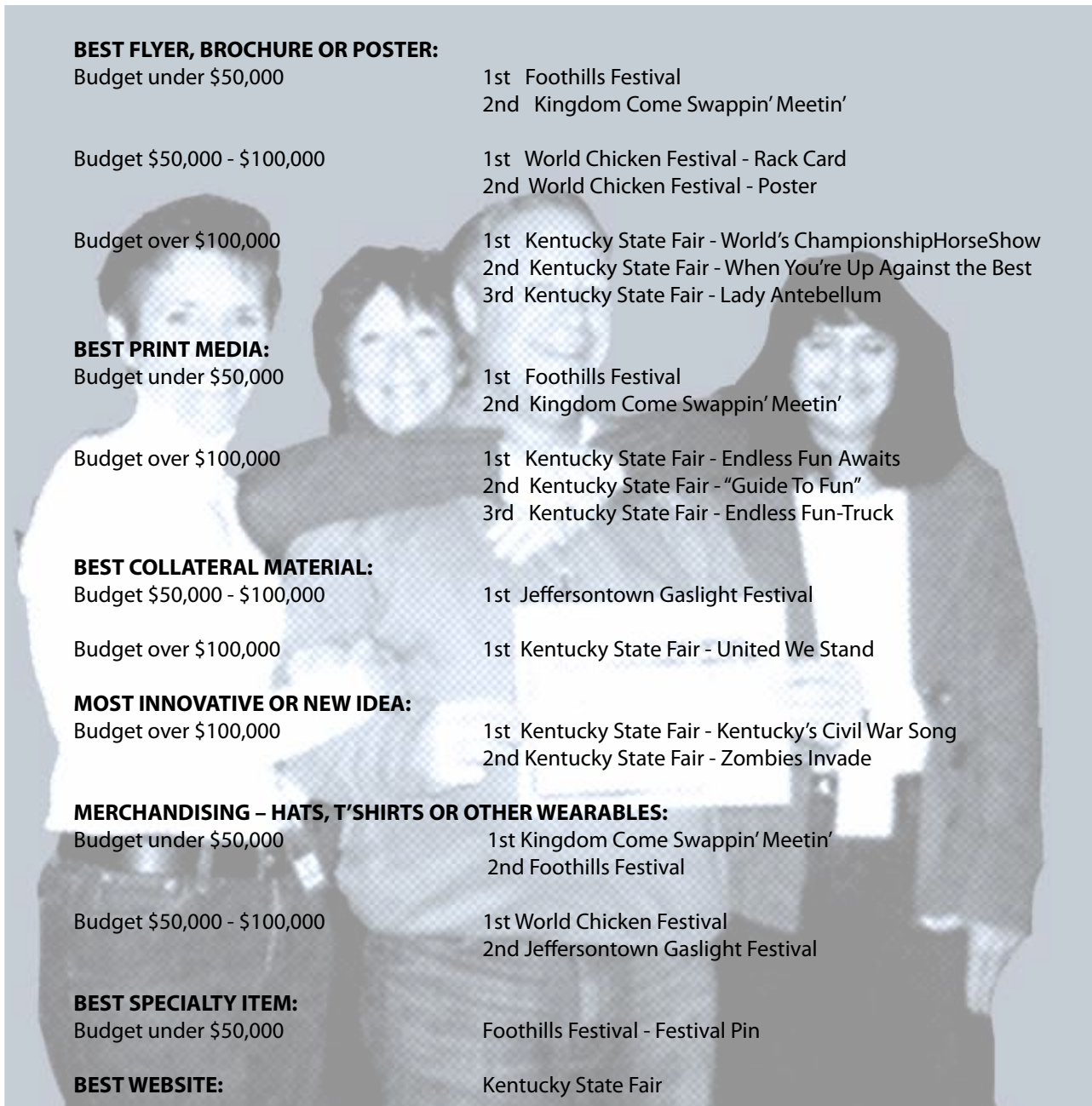
BEST SPECIALTY ITEM:

Budget under \$50,000

- Foothills Festival - Festival Pin

BEST WEBSITE:

- Kentucky State Fair



January 2012

Conference Entertainment Showcase

The entertainment at the 2011 KFEA Conference was outstanding! If you are looking for some great talent at your event this year we encourage you to check them out.

The Cracker Boys

Genre: **Country/Rock (70's, 80's, 90's)**
 Facebook: The Cracker Boys Fan Club
 Email: johnmartin01@hughes.net
 John Martin - 502.545.3424
 or David Devore - 859.559.1295

Clinton Spaulding

Genre: **Country/Gospel**
www.clintonspaulding.com
 502.424.7316 or 502.939.0082

The Perkins Brothers – "Elvis & Meatloaf"

Genre: **County/Classic Rock/Oldies**
www.elvisandmeatloaf.com/perkinsbrothers1
 Email: elvisandmeatloaf@aol.com
 502.468.5389

Warrior Poetes

Genre: **Indie / Pop / Rock**
www.myspace.com/warriorpoetes

The Un-Comfort Zone continued

ingredient? None of the above! That's right – none! Yes, they are all important, but there is one ingredient that makes the cake, and that is simply your belief that you will succeed. It's called Self-Efficacy. Your belief in your ability to achieve what you seek is the biggest part of actually getting there.

The best part is that self-efficacy is a trait that can be acquired at any age. We acquire a sense of self-efficacy in four ways. The first way is cumulative. With each success we achieve we add a new layer of confidence in ourselves. The second way is through observation. When we see someone similar to ourselves succeed, we realize that we can too. The third way is controlled by our attitude. A positive attitude enhances our belief in our abilities whereas a negative one destroys it. The fourth way is from the encouragement of others who believe in our ability to succeed. This is where you as an effective manager can help your people succeed. Tell them that you believe they can meet their goals and you will help them believe it too!

Robert Evans Wilson, Jr. is an author, speaker and humorist. He works with companies that want to be more competitive and with people who want to think like innovators.

For more information on Robert's programs, please visit www.jumpstartyourmeeting.com

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Little River Days

It's all here, a family festival with arts and crafts, commercial booths, live, "free" entertainment, road races, bike tours, carnival rides, concession booths and more at the **Little River Days Festival May 17 through 19, 2012**. Don't miss Hopkinsville's Little River Days Festival, family fun since '81! For more details call **270-887-4290** or visit www.hoptownrec.com.

Kentucky's Fort Harrod BEEF Festival



Who grills the best steak? Who grills the best burger? These and other titles will be on the line at the 7th Annual Kentucky's Fort Harrod Beef Festival held June 1 – 2, 2012 at the Mercer County Fairgrounds in Harrodsburg, Kentucky. If you are looking for a fun, exciting and educational weekend full of activities, then the Fort Harrod Beef Festival is the place to be. For more information visit www.fortharrodbeefestival.org

UPCOMING EVENTS

January 27 – 28
Lebanon Tourist & Convention Commission
Kentucky Bluegrass Music Kickoff
Lebanon, KY
www.visitlebanonky.com

April 14 – 15
Marion County CoC Farm, Home & Garden Show
Lebanon, KY
www.marioncountykychamber.com

April 21, 26 – May 5
Kentucky Derby Festival
Louisville, KY
www.kdf.org

April 25 - 28
American Quilters Society
Paducah, KY
www.americanquilters.com

May 11 - 12
Kentucky Black Bear Festival
Cumberland, KY
www.harlandcountytourism.com

May 11 – 12
International Bar-B-Q Festival
Owensboro, KY
www.visitowensboro.com

May 17 - 19
Little River Days
Hopkinsville, KY
www.hoptownrec.com

May 18 - 20
MainStrasse Village Maifest
Covington, KY
www.mainstrasse.org



Kentucky Festivals & Events Association

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KFEA Conference

November 7-9, 2012

Paroquet Springs
Conference Center
Shepherdsville, Kentucky

2012 KFEA Annual Conference

Mark your calendar for the 2012 KFEA Annual Conference! The dates are Wednesday, November 7 through Friday, November 9, Paroquet Springs Conference Center in Shepherdsville, Kentucky. We value the opinion of our attendees and our Conference programming will reflect their responses. The topics ranked highest of major interest and significance to those who responded to our survey are the following: Marketing, Sponsorship: Retention & Recruiting, Social Media, Working with Reduced Budgets, ADA compliance and website design. These are all great topics and will be the focus of the conference committee as speakers are confirmed. You can also count on outstanding showcase entertainment performances! Other ideas are welcome and can be sent to autorelay@kfea.com.

Your career is your business, and you are its CEO ~Andy Grove



'If it stands it brands' so don't miss out on the opportunity to sell sponsorships and promote your event or festival. From consulting to design to print and install we can help. Vehicle graphics, banners, window clings, signs, flyers and much more.

For more information contact Tommy Philpot via email at tphilpot@monster-color.com or call 502-376-1405. Visit our website www.monster-color.com.



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if you don't have one download one for free in your app store
Just search for qr reader and get one for free.*