

**TURN the TIDE**



**THE** Conference for Festivals & Events

**Virtual Conference • March 5-6, 2021**  
**[www.OregonFestivals.org](http://www.OregonFestivals.org)**



**OREGON  
FESTIVALS  
& EVENTS**  
ASSOCIATION

## A few conference tips ...

### Plan Your Conference

Take time to read through the schedule and session descriptions. Pre-plan your agenda and give yourself breaks to stand up and stretch. "Zoom Fatigue" is real, but can be avoided.

### Eliminate Distractions

Give yourself time to fully engage with the conference. Treat the virtual conference as you would an in-person conference. Be present and take advantage of everything being offered. Besides breakout sessions, plan to visit the trade show and attend the Annual Meeting, Showcases, and our Ovation! Awards. We've worked hard to bring the conference experience to you and don't want you to miss a thing.

### Get There Early

Connect to the site early to familiarize yourself with the online platform. Just as you would want the layout of the conference center so you would know how to find the right room, you'll want to know how to navigate the online platform. It also gives you a chance to check your audio and work out any technical glitches.

### Take Advantage of the Trade Show

Vendors have built out booths specifically to provide you with a TON of info in a very short period of time. Visit vendors live on video chat during trade show times and get expertise on their products and services.

### Take Notes

Get the most out of breakout sessions by taking notes ... on paper! It will keep you focused and help retain the information being presented. While most sessions are being recorded and you'll have an opportunity to go back later, it will still help you better understand the material.

### Keep that Camera ON!

You'll be more engaged with the speaker and you'll get more out of everything! We want to see that bright, shining face of yours!

### Connect with Others

One of the highlights of conference is getting to reconnect with old friends and make new connections. Virtual events can do that too! Interact during sessions, contribute to roundtables, visit our Tide Pool Chat Room, attend Happy Hour, and end the conference with a Coffee & Conversation Hour.

### Technical Tips

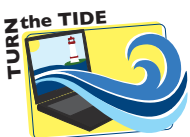
Use a computer versus a cell phone for the best experience and we recommend using Chrome or Firefox as your browser. Leave a bit of time to test your audio/headphones. And help keep background noise to a minimum by keeping yourself muted ... unless participating in a roundtable or asking a question of course.

## Troubleshooting

Having trouble navigating the conference? Tech Trouble? Visit our Info Booth anytime for help in the Main Hall. It will have step-by-step tutorials and FAQs. Still can't find an answer? Contact members @oregonfestivals.org and we will help you find an answer.



Thank you for joining us to Turn the Tide!



2021 Oregon Festival & Events Conference

## Friday, March 5

Time	Session Title	Presenter
<b>THE Conference 2021 Begins!</b>		
12:30 – 1:05pm	<b>Conference Kick-off</b> Hope Still Reigns	Jeff Curtis, Portland Rose Festival <i>Sponsored by TCB Event Pros NW</i>
1:10 – 1:40pm	How to Effectively Sell Sponsorships During a Pandemic	Teresa Stas
	Insurance Update	Nancy Rohde
1:45 – 2:15pm	10 BIG Things for Volunteer Program Success	Jill Ingalls
	Virtual Events Starter Guide	Ashley Christie
2:15 – 2:30pm	Stretch Break <i>Get up, stretch your legs, grab a snack ... then hurry back!</i>	<i>Sponsored by Better Portable Toilets</i>
2:15 – 4pm	Tide Pool Lounge Open <i>Drop in for an informal chat room to catch up with old friends and make some new ones.</i>	
2:30 – 3:00pm	Ways with No Means	Scott Ingalls
	Live Event Success Stories	Patrick Wood
3:00 – 3:30pm	<b>Roundtable Discussions</b> a) Festivals, Fairs, Events b) Suppliers c) Entertainers & Performers d) Organizations & Non-profits	
3:30 – 4:00pm	<b>Roundtable Discussions</b> a) Event Ticketing b) Sponsorship Success During a Pandemic	
4:00 – 5:00pm	Trade Show	
5:00 – 6:00pm	Happy Hour Time for some fun! Let's get together and have a drink ... or two. Plus a couple games of Jindo, BINGO with a Beat.	 <i>Sponsored by Western Display Fireworks &amp; Honey Bucket</i>



# Schedule

## Saturday, March 6

Time	Session Title	Presenter
9:30 - 10:00am	Annual Meeting	
10:00 - 11:00am	Entertainment Showcases	<i>Sponsored by Flip Flop Sounds</i>
11:00am - Noon	Trade Show	
Noon - 12:30pm	Lunch Break	
Noon - 2:00pm	Tide Pool Lounge Open <i>Join us for a video chat room to network with other conference attendees.</i>	
12:30 - 1:00pm	Case Study: Motor-Vu Drive-in Reboot	Kris Latimer, Rebecca Grizzle
	Maximizing Your Merchandise	Stephen King
	Digital Marketing Pre-Launch Checklist	Microtarget Marketing
1:05 - 1:35pm	Keeping Your Event Safe	Chass Jones
1:40 - 2:10pm	Ticketing and COVID Discussion	Ryan Kintz
	COVID Marketing Strategies	Kat Paye
2:15 - 3:00pm	Ovation! Awards	<i>Sponsored by Afton Ticketing</i>
3:00 - 4:00pm	Coffee & Conversation <i>Let's wrap-up the conference with one last get together.</i>	



**Looking for a place to chat?**

Visit the  
**Tide Pool Lounge**

Open  
**Friday • 2:15 - 4pm**  
**Saturday • Noon - 2pm**

An informal chat room where you can meet-up  
with old friends and make some new ones.

## Conference Kick-off

### Hope Still Reigns

*Jeff Curtis*

Friday • 12:30pm

An overview of types of business strategies mixed with the right mindset that can lead Oregon's event industry out of the Pandemic era.

Sponsored by Event Pros NW

### 10 BIG Things for Volunteer Program Success

*Jill Ingalls, OFEA*

Friday • 1:45 - 2:15pm

Recruiting volunteers has always been a challenge – but with current restrictions and so many unknowns ... the strategy is even more critical for your success. We'll go over 10 things you'll need to start planning now for your return post-COVID.

### Virtual Events Starter Guide

*Ashley Christie, 360 Events NW*

Friday • 1:45 - 2:15pm

It's been a steep learning curve but we've quickly figured out what makes a successful virtual event. It can be a daunting task. Ashley will share some tips from her starter guide of best practices to use the next time you're planning a virtual or hybrid event.

### How To Effectively Sell Sponsorships During A Pandemic

*Teresa Stas, Green Cactus*

Friday • 1:10 - 1:40pm

In this session, sponsorship expert Teresa Stas will provide insights and tips and tricks on how to sell sponsorships for virtual and hybrid events.

### Insurance Update

*Nancy Rohde, JD Fulwiler & Co*

Friday • 1:10 - 1:40pm

Top 10 most asked, most misunderstood, and most burning questions about event insurance.

### Ways with No Means

*Scott Ingalls, 360 Events NW*

Friday • 2:30 - 3:00pm

It's been a tough year – Are your resources tapped out? Scott will give you some WAYS to get things done with limited financial resources.

### Live Event Success Stories

*Patrick Wood, The Source Management Group*

Friday • 2:30 - 3:00pm

Pat will share how he's working with his clients and local Health officials to produce successful live events during the pandemic. He'll also share an overview of the 2020 Crook County Fair and 2020 Wyoming State Fair.

## Don't Forget to Stretch

We are so thrilled you've joined us for the 2021 OFEA Conference but don't forget to stand up and move around every now and then. To help, we've included a few simple stretches you can do from your desk.



1. Shoulder Shrug



2. Head Tilt  
Side to Side



3. Head Tilt  
Up & Down



4. Head Turn



5. Stand &  
Bend



6. Leg Lifts

## Sessions



**Don't miss  
Happy Hour!**

**Friday, March 5  
5pm**

Time for some fun!  
Learn a new drink and  
play some games!

### Case Study: Motor-Vu Drive-In Reboot

*Kris Latimer, B&GC of the Greater Santiam  
Rebecca Grizzle, Lebanon Chamber of Commerce*

Saturday • 12:30 - 1:00pm

Kris and Grizzle will discuss their success with organizing a drive-in summer movie series during COVID.

### Maximizing Your Merchandise

*Stephen King, Des Moines Arts Festival*

Saturday • 12:30 - 1:00pm

Join Stephen to explore strategies that lead to a successful merchandise program. He'll share victories, defeats, and ideas to strengthen your bottom line and spark your imagination.

### Digital Marketing Pre-Launch Checklist

*Microtarget Marketing*

Saturday • 1:05 - 1:35pm

Learn what essential digital assets you need to assure your success!

### Keeping Your Event Safe

*Chass Jones, Homeland Security*

Saturday • 1:05 - 1:35pm

Back by popular demand, Chass will share the latest news on keeping your event safe, how the threats might have changed (or not) and the importance of connecting your event to resources available through his program.

### Ticketing and COVID

*Ryan Kintz, Afton Ticketing*

Saturday • 1:40 - 2:10pm

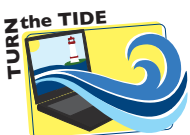
Ryan will lead a group discussion on the affect of the pandemic on ticketing practices.

### COVID Marketing Strategies

*Kat Paye, National Cherry Festival*

Saturday • 1:40 - 2:10pm

Kat served on a reopening task force for International Festivals & Events Association. Learn critical messaging and marketing tools for COVID times and best practices for any time!



2021 Oregon Festival & Events Conference





## Conference Kick-off Speaker

### Jeff Curtis

Jeff Curtis is the Chief Executive Officer of the Portland Rose Festival Foundation, the nonprofit organization that produces one of the world's top special events, the Portland Rose Festival.

Originally hired as a sponsorship manager over 20 years ago, and later promoted to Director of Sales & Marketing, Jeff has served as the festival's top exec since 2004. His 16 years as CEO can be most accurately summarized as a period of growth and financial stabilization.

The Rose Festival has re-built its reserves, pioneered

sponsorship strategies and modified its programming to meet a changing and diverse community.

Most recently, Jeff led his team as the Portland Rose Festival transitioned into a series of virtual events, Parading in Place, to continue meeting the needs of a changing community amidst the pandemic, while staying true to the time-honored traditions of the Portland Rose Festival.

Jeff is a graduate of the inaugural class of Leadership Portland, and a past Chair of both the IFEA Foundation Board and the IFEA World Board.

### Ashley Christie

Ashley has been behind-the-scenes of events for most of her life. She worked for Linn and Benton County Fairs for several years and interned at Albany Parks and Rec. After graduating from Connecticut College in 2008 with a BA in Studio Art, she worked as a page designer for Linn-Benton Community College, EO Media, and BH Media before coming to 360 Events NW and the OFEA in 2020. When not busy helping members she works as a freelance graphic designer.



### Scott Ingalls

Scott is a transplant from Montana, for the last 28 years he has owned an advertising and promotions firm that provides marketing, media management, event consulting, production and sponsor acquisition to a variety of events and fairs. Scott has also spoken on these topics to organizations throughout the Western United States and Canada. His company produces several events each year including the largest Agriculture Expo in the Pacific Northwest and First Taste Oregon. Scott Ingalls' passion for the industry shines through in his ongoing commitment to give back to the Oregon Festivals & Events Association.



### Rebecca Grizzle

Rebecca has served as the Executive Director of the Lebanon Chamber of Commerce since 2019. As an active member of the Lebanon community, she's a past president of the Lebanon Lions Club, on the board of directors for the Civil Service Commission for the Lebanon Fire Department, participates in the area's Relay for Life, ABC House Runaway Pumpkin Run, and Willamette River Polar Plunge for Special Olympics. If the community is lucky, she will occasionally lend her acting skills to the Willamette Manor Players to help raise money for the City's only non-profit care facility.



### Chass Jones

Chass Jones is a Department of Homeland Security Protective Security Advisor assigned to Oregon. He is responsible for the identification of critical infrastructure, analysis of interdependencies, and mitigation of consequences from potential all-hazards or man-made threats. He also performs vulnerability and security assessments on a variety of critical infrastructure to identify security gaps and vulnerabilities while coordinating training and mitigation techniques in support of special events and during incidents. Chass served for over 4 years as a Department of Defense technical expert and served 22 years in the United States Army and the National Guard and is the recipient of the Bronze Star and US Army Combat Infantry Badge for his combat experience and was awarded the Meritorious Service Medal for his distinguished career upon his retirement in 2009. Chass earned a Master's Degree in Strategic Planning for Critical Infrastructures from the University of Washington and Bachelor's Degree in Management Information Systems from Eastern Washington University.



### Jill Ingalls

Jill Ingalls has worked with nonprofit organizations in various capacities for over 30 years. She has served as a volunteer, served on volunteer boards and managed various volunteer programs along the way. Currently she is the contracted Executive Director for the Oregon Festivals & Events Association, Association manager for Willamette Valley Agriculture Association and the Marion County Farm Bureau. She and her husband Scott own 360 Events NW an event production, marketing, sponsorship and consulting arm of Ingalls & Associates.



## Speakers

Join us for breakfast  
Saturday morning at the  
**Annual Meeting**

**March 6 @ 9:30am**

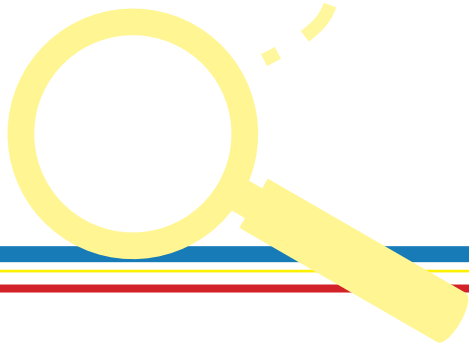


*Let's play a game!*

Have fun enjoying everything conference has to offer. Along the way, answer a few **scavenger hunt** questions.

If you're able to answer all the questions correctly you'll be entered in a drawing to win free registration to next year's conference!

Full list of clues and instructions at:  
**[oregonfestivals.org/annual-conference](http://oregonfestivals.org/annual-conference)**



### Stephen King *CFE*

Stephen M. King, CFE, is the executive director of the Des Moines Arts Festival® in Des Moines, Iowa. King is an active member of the festivals and events industry. He currently serves on the International Festivals and Events Association (IFEA) World Board of Directors, an organization he chaired in 2017. He is a director of Bravo Greater Des Moines Board of Directors and recently served as Chair of the Iowa Department of Cultural Affairs Arts & Culture Reopening Festivals and Live Music Venues Task Force. King is a past director of the National Association of Independent Artists, IFEA Foundation Board of Directors, and is a founding member of ZAPPLication™, the art fair industry's universal online application system. King is a regular speaker and contributor to various festival, event and sponsorship conferences and conventions and faculty member of the IFEA/NRPA Event Management School.



### Ryan Kintz

Ryan Kintz is the founder of Afton Tickets and Afton LLC. Ryan has been in the live event industry for 15 years. With experience in producing concerts, booking artists, working with numerous venue owners, event organizers, and festivals - he is a leading expert in everything related to ticketing and optimizing an event's success.



Afton has worked with over 500 venues, produced over 12,000 events in 60 cities, booked over 200,000 artists, and with Afton Tickets has helped fairs, festivals, concerts, and event organizers gain more control over their admissions, enhance customer experience, and capture more revenues.

### Kris Latimer

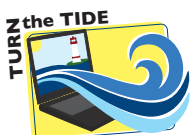
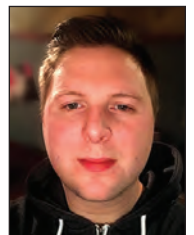
Kris Latimer is the Executive Director for the Boys & Girls Clubs of the Greater Santiam. Kris has nearly 30 years experience in planning and presenting a wide variety of events, including national conferences in Austin TX, Washington DC, and St. Petersburg FL, auctions, golf tournaments, festivals, and more. Currently Kris' organization raises \$750,000 annually via five fundraising events held annually in the rural communities of Lebanon and Sweet Home.



### Microtarget Marketing

*Jeremy Robeson & Daniel Oliver*

Microtarget Marketing is a cutting-edge digital advertising company founded in 2017 by three nerds in Portland with separate marketing backgrounds. We believe it is our job to bring you Return On Investment and events are our specialty.



2021 Oregon Festival & Events Conference



## Speakers

### Kat Paye

Kat began working with the National Cherry Festival in 1994 as a volunteer and worked her way up to being named Executive Director in 2016. She has had many roles many roles with the festival over the years. She led the Operations Team and Event Directors to put together 150 events over eight days.



Kat also grew in-kind sponsorships and promotional relations, as well as directed the Policy and Procedure Management. She was also the key element in receiving the Severe Weather Certification - Storm Ready. The National Cherry Festival was the first festival nationally to receive this certification. Kat holds a Bachelor's Degree in Business Administration from Davenport University, and is a Certified Festival and Event Executive by the IFEA.

### Teresa Stas

Teresa Stas is an accomplished marketing leader and CEO of Green Cactus, a boutique firm that specializes in event sponsorship sales and marketing. She has been named one of the 20 on the Rise Event Professionals by Honeybook and Rising Tide.com and is a founding partner of WiNE- Women's Network of Entrepreneurs.



Teresa has brokered millions of dollars in sponsorships working with national brands such as RAM, Crown Royal, Safeway/ Albertsons and Cracker Barrel just to name a few. She recently published her book, "SELL YOUR EVENT! The Easy To Follow Practical Guide To Getting Sponsors." Teresa currently resides in Central California with her husband.

### Nancy Rohde

Nancy joined JD Fulwiler in 2011 and specializes in insurance for the hospitality industry. With over 19 years of experience in the insurance industry, Nancy also has background in working with special events, entertainment, nonprofits and private schools. Nancy is a graduate of University of Wisconsin-Milwaukee with a Bachelor of Science in english literature and woman's studies and maintains a Certified Insurance Counselor, CIC designation.



### Patrick Wood

Owner/CEO of The Source Management Group, a company focused on purchasing and managing artists of all genres for venues including fairs, festivals, performing art centers, theaters and private events. TSMG is also the exclusive management company for a small group of successful musical artists. The TSMG team has been operating in the event and touring industry for over 40 years.



## Roundtables

Join us for roundtable discussions on  
**Friday, March 5**  
**3-4pm**

### 3:00 - 3:30 pm

- Festivals and Events
- Suppliers
- Entertainers and Performers
- Non-profits and Organizations

### 3:30 - 4:00 pm

- Event Ticketing
- Sponsorship Success During a Pandemic



**1 FOR \$5 OR 5 FOR \$20**

### WINNER'S CHOICE

- PDX Rose Festival Package
- Brewfest Tickets
- KindleFire
- & More

*Link in Conference Main Hall*

oregonfestivals.org



## Showcases

# Saturday at 10am in the Main Hall

Sponsored by



### Briana Renea

Briana Renea comes by her country roots naturally. The 25-year-old reigns from Canby, Oregon in the heart of the Pacific Northwest. Her musical style was greatly influenced by her childhood growing up on 80s rock and 90s country. Briana blends the two genres in her own musical compositions and live performances. Since launching her touring career, Briana has become a must-see, fan favorite at fairs, festivals and venues throughout the Northwest where she's shared the stage with notable country recording artists such as Joe Nichols, Old Dominion, Love and Theft, Diamond Rio, and Sammy Kershaw.



Patrick Wood · [pat@thesourcemangement.com](mailto:pat@thesourcemangement.com) · 541.948.7605  
[brianarenea.com](http://brianarenea.com)

### Huckleberry Road

Based out of Reno Nevada, Huckleberry Road is a hard driving Western Country Rock band. Its members are Robert James Clark on Lead Vocals and Rythm Guitar and Anthony Vairetta on Back up Vocals and Lead Guitar. Huckleberry Road strives to connect with there audience and deliver a great night of fun!



Patrick Wood · [pat@thesourcemangement.com](mailto:pat@thesourcemangement.com) · 541.948.7605  
[www.huckleberrymusic.net](http://www.huckleberrymusic.net)

### Jeff Martin

*Slightly Amazing - Seriously Funny Entertainment*

On the road for as much as nine months annually, Jeff and his wife, Pam, are constantly updating his shows, writing new comedy, and producing shows for others. When time permits, Jeff enjoys mentoring aspiring magicians as well as creating magic products. Jeff's 'at home' with his audience. Fairs, festivals, corporate events, church shows, schools and civic organizations – all have enjoyed Jeff's talents for their events.



Jeff Martin · [jmartin@jmartinmagic.com](mailto:jmartin@jmartinmagic.com) · 1.800.330.MAGIC  
[www.Jmartinmagic.com](http://www.Jmartinmagic.com)

### The Junebugs

The Junebugs combine high-energy pop and rock with Pacific Northwest folksy goodness to create a genre-bending sound you can kick up your heels to. Their original tunes have a dreamy, sweet quality reminiscent of Neil Young and Iron & Wine, peppered with fiery banjo lines. There is something for everyone here.



Patrick Wood · [pat@thesourcemangement.com](mailto:pat@thesourcemangement.com) · 541.948.7605  
[www.thejunebugs.net](http://www.thejunebugs.net)

### Marty Davis Band

Legend of the Pioneers is a truly unique show that highlights Marty Davis and his special blend of Americana. Legend of the Pioneers is tailor-made for all audiences with nostalgic stories and songs from the Silver Screen Cowboys like Roy Rogers, Gene Autry, the Sons of the Pioneers and Rex Allen, right up to the real cowboys, past and present, who ride the rodeo and range with stars like Chris LeDoux, Ian Tyson and more.



Patrick Wood · [pat@thesourcemangement.com](mailto:pat@thesourcemangement.com) · 541.948.7605  
[thelegendofthepioneers.com](http://thelegendofthepioneers.com)

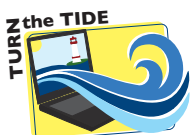
### Matt Baker

*Comedy Stunt Show*

Matt Baker's show is a unique combination of a hilarious stand up comedy and amazing stunts. His energetic comedy stunt show is action packed with funny stories, audience participation and incredible skills that engage any crowd. With clever comedy and jaw dropping stunts like catching a bowling ball on his head, spearing vegetables on spikes, escaping handcuffs and juggling with his mouth, Matt's show rivals no other. Matt even integrates custom material specific to your audience.



Tammie Ryan · [tammie@thesourcemangement.com](mailto:tammie@thesourcemangement.com) · 541.815.1027  
[comedystuntshow.com](http://comedystuntshow.com)



## 2021 Oregon Festival & Events Conference



## Perry Gerber Band

The Perry Gerber Band rocks vintage oldies from the 50's & 60's and original music that are family-friendly, sing-along, danceable classic tunes that everyone loves. Over the last 35 years, people have responded to Perry's beautiful, melodic voice and his passion for playing music. A great entertainer, Perry has a knack for pulling the crowd into his music. His incredible energy on stage engages the audience with his soulful tunes.



perrygerbermusic@gmail.com · 503.807.0578  
www.perrygerber.com

## Phoenix

Based in Salem, Oregon - the duo Phoenix consists of award winning songwriters Tim and Kathy Crosby - who have been performing together for well over 20 years. Now being compared to the likes of Willie Nelson, Gillian Welch, and David Rawlings - Phoenix rises in the joy of a fresh new sound that highlights the multi-instrumental talents of both musicians, and also focuses on a variety of vocal styles and abilities. Now booking both live and virtual performances.



Kathy Crosby · phoenixduo135@gmail.com · 503.936.8480  
www.phoenixduo.org

## The Rock Bottom Boys

The Rock Bottom Boys, have been serving up a 'bone-a-fied' act to audiences that's exciting and entertaining for all ages with spine tingling three part harmonies, homespun vocal styling, boot stomping music and well-seasoned showmanship. While the heart pumping music alone is irresistible, once engaged folks are riveted by the boys' back porch clowning and hillbilly notions. The Rock Bottom Boys have the versatility to perform in venues of all sizes ranging from small intimate rooms to large amphitheaters. Their shows are light hearted, humorous, and intimate good fun for audiences from age 8 to 80.



Patrick Wood · pat@thesourcemanagement.com · 541.948.7605  
therockbottomboys.com

## Vikki Gasko Green

Vikki took to Ventriloquism as a duck takes to water. She has entertained audiences with her magical, one-woman ventriloquism show at corporations, fairs, festivals, school assemblies and libraries all across the United States, Puerto Rico and the United Kingdom. Her shows are good, clean family-friendly entertainment and lots of laughs.



Vikki Gasko Green · vgasko@gmail.com · 360.600.3022  
www.vikkigaskogreen.com

## Washboard Willy

Washboard Willy is a unique, interactive children's entertainer that provides a special combination of rhythm, sound effects, and comedy to delight everyone. Willy's love of people and music shows in a special warmth, energy, and spontaneity that irresistibly captures one's imagination. With his own kind of energy, Washboard Willy has become a Pied Piper of Rhythm for children of all ages. His interactive style connects with all audiences. With thimbles on his gloves and bells and whistles on his rhythm board, Washboard Willy is fast becoming a low tech, high energy washboard legend known around the world.



Tammie Ryan · tammie@thesourcemanagement.com · 541.815.1027  
www.washboardwilly.com

**Coffee & Conversation**

Join us for a chat to wrap-up this year's conference.

**Saturday, March 6, at 3pm**



# Tradeshow Vendors

## Afton Tickets

Afton Tickets & Afton Live Stream is a complete box office & online ticketing solution for festivals, concerts, fairs, venues, brew fests, & everything else in between. Event Organizers get full access to our end-to-end live stream virtual event platform.

Ryan Kintz · 503.559.6183  
ryan.k@aftontickets.com  
www.aftontickets.com



## Blerter

Blerter is an event delivery platform that helps you centralize your communication, operations and safety processes. Our mission is to provide the tools needed to deliver safe, memorable and well managed events - no matter how complex, risky or ambitious they are.

Timothy Roberts  
timothy@blerter.com  
www.blerter.com

## Event Hub

Event Hub is a partnership marketplace and management platform for live events nationwide. The platform increases partnership (sponsor/vendor) revenue while saving bandwidth by streamlining partnership applications, payments, paperwork and logistics. More than 15,000 potential partners shop opportunities from more than 450 annual events.

Sarah Haight · 206.414.8237  
marketer@eventhub.net  
www.eventhub.net



## Event Pros NW

### A Division of TCB Management Group

Event Pros NW, A Division of TCB Management Group is your complete event partner. From Ticketing to Security, Staffing to Consulting, Event Pros NW has done it all since 1996 in the Event World. Come see us at the trade show and help us help you!

Mike Goff · 541.265.5265  
mgoff@tcbmanagement.com  
www.eventpronw.com



## Fat Bottomed Girls & Gypsy Marshall Duo

A female fronted rock band showcasing the hits of Queen, Heart, Pat Benatar and Joan Jett, if they had long hair and wore makeup, we'll play those tunes too! Glam Rock Queen Rachel Christofferson will make you feel like you did whatever age you were in the 80's with her vocals and harmonies. With blistering leads deftly handled by "CC", Chris Christofferson, classically trained keyboardist Tino Ferraro, And Rippin' drummer Adrian Turpin, we will honor the music that shaped our souls as we permed our hair! We will, most definitely, Rock you!!!

Rachel and Chris Christofferson · 503.422.3629  
rachelvarayne@yahoo.com  
www.fbgqueen.com

## Flip Flop Sounds

Flip Flop Sounds was born out of the passion and pride of creating a great and fun event. Our goal is to reduce the stress, and increase the fun in a modern relaxed approach. We pride ourselves on treating your event, like it's our event, memorable. We work diligently on keeping up with the latest in technology, all to bring you the best experience possible. From the small intimate events, corporate audio visual, to national touring concerts production we have the staff and equipment to help make your event great!

Courtney Latham · 541.633.9775  
info@flipflopsounds.com  
www.flipflopsounds.com



## Honey Bucket

Honey Bucket is your #1 experienced provider of portable sanitation services to special events. From the largest event with hundreds of restrooms and on-site attendants, to a single restroom for a wedding or company picnic, Honey Bucket is the right choice.

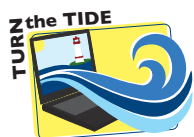
Denise Rice · 208.929.0213  
DeniseRice@HoneyBucket.com  
www.honeybucket.com



## MegaToyz

The Mini Digger is a coin-operated amusement ride designed for heavy equipment enthusiasts of all ages. With hydraulically controlled digging arms, the small, electric powered machine provides an experience that is similar to operating a full-size excavator. From 3-year-old kids to curious parents, the interactive Mini Digger ride is helpful to develop hand/eye coordination, stimulate logical thinking and problem solving.

Jon Pope · 503.302.6352  
jon@megatoyz.com  
www.megatoyz.com



## 2021 Oregon Festival & Events Conference

## Petty Fever

Petty fever is a multi-award winning Tribute to Tom Petty & The Heartbreakers featuring the captivating Guitarist/Vocalist and 2016 Hollywood FAME Award Winner, Frank Murray. They deliver an amazing and memorable salute to the musical legacy of Tom Petty, performing over four decades of classic hits. Since 2009, Petty Fever has been performing to enthusiastic all-age audiences worldwide, with a high-energy show that is second to none and always leaves the crowd wanting more.

Frank Murray · 503.781.7198  
pettyfever@att.net  
www.pettyfever.com

## Phoenix

Based in Salem, Oregon - the duo Phoenix consists of award-winning songwriters Tim and Kathy Crosby - who have been performing together for well over two decades. They have collaborated on seven CD's - all of which remain in radio rotation and are known far and wide for their songwriting abilities and high energy entertainment style. Now being compared to the likes of Willie Nelson, Gillian Welch, and David Rawlings - Phoenix rises in the joy of a fresh new sound that highlights the multi-instrumental talents of both musicians and focuses on a variety of vocal styles and abilities. They are now booking for both live and virtual events.

Kathy Crosby · 503.936.8480  
phoenixduo135@gmail.com  
www.phoenixduo.org

## Sell Your Event!

### Green Cactus Event Sponsorship Agency

Whether you have a long-standing, well-known event, or you're just getting started, Sell Your Event! The Easy to Follow Practical Guide to Getting Sponsors will give you the necessary tools and tips to generate strong sponsorship support! From finding and approaching the right prospects for your event, to building loyal sponsors that return year after year, this book provides real-world guidance and insights on how to maximize your event-sponsor partnership.

Teresa Stas · 559.598.7575  
info@greencactusca.com  
www.sellyoureventbook.com

## The Source Management and Super Science

We know that every event is unique, from its venue to its patrons, and we strive to keep the integrity of that uniqueness. We work year round with our clients to take advantage of opportunities such as routing and pricing, all while keeping an eye out for new acts to keep your entertainment new and fresh. Entertainment choices tailored to your vision AND budget. Grounds scheduling that makes sense, reducing noise pollution, as well as keeping patrons and entertainers in mind.

Tammie Ryan · 541.815.1027  
tammie@thesourcemanagement.com  
www.thesourcemanagement.com

## Western Display Fireworks

Western display is a fourth generation family owned business offering the finest in pyrotechnic productions. With over 60 years of experience, we are the oldest and largest aerial display company in the Northwest and are honored to be part of hundreds of celebrations annually. We custom design each display to fit our customer's budget, event and venue. We welcome the opportunity to be part of your celebration and share our commitment to exceptional customer service.

Heather Gobet · 503.853.6002  
heather@westerndisplay.com  
www.westerndisplay.com



# AND THE WINNER IS ...



# SATURDAY

# 2:15PM

OVATION!  
AWARDS

# Ovation! Award Nominees

Saturday at 2:15pm in the Main Hall

Sponsored by



## Beachie Creek Wildfires Evacuation Center

### Marion County Fair

A shelter was established at the fairgrounds for people, domestic animals, and livestock from the cities of Idanha, Detroit, Gates, Mill City, as well as Level 3 evacuees from neighboring communities and counties.

## Boo Drive Thru

### West Linn Parks & Rec

This free event featured Halloween décor, live actors, pumpkins carved by community members, goodie bags, a black and white silent movie and fun for the whole family. All participants stayed safely in their cars while enjoying the spooky sights and sounds!

## Christmas (Gingerbread) Home Tour

### CASA of Eastern Oregon

Knowing that a homes tour during COVID would be impossible the organizers kept the tradition alive by working with local artists to celebrate Baker City's historic homes and architecture in Gingerbread and working with downtown merchants to display the gingerbread homes in store windows as a walking tour.

## Clackamas Scare Fair

### Clackamas County Fairgrounds & Event Center

The Scare Fair was a drive through experience of Halloween. Four different Haunted Houses came together to bring a special Halloween event around the Clackamas County Fairgrounds.

## Clackamas Winter Fair

### Clackamas County Fairgrounds & Event Center

A drive-around winter event so the community could enjoy the holiday season when so much was closed.

## Ghost Walk Tours

### Monteith Historical Society

The Ghost Walk was a fun and spooky event where participants are taken on an hour-long walking tour of Albany's Monteith Historic District and regaled with frightening tales of ghosts inhabiting some of the area's historic homes by a ghost host bearing a lantern.

## Holiday Lights Parade

### City of Tualatin

Tualatin's Holiday Light Parade series provided some of the brightest moments of a very dark year. The first three Saturdays of December featured a car light parade in a different part of the city. By having three separate parades in different areas in the city, they were able to avoid crowds gathering to watch along the route. Most residents were able to watch safely from their front porch or garage.

## Horseback Christmas Caroling

### Benton County 4-H

4-H girls were unable to meet regularly due to the COVID-19 outbreak. To keep riding horses together and lift the community's spirits during the holidays, they decorated their horses with festive holiday costumes and rode house-to-house through local neighborhoods singing Christmas Carols.

## Inclusivity Speaker Series

### City of Philomath

The City of Philomath Inclusivity Committee hosted a series of four guest speaker presentations in its efforts to increase cultural awareness and education in the community.

## Lightopia

### City of Hillsboro

The drive-through holiday light display allowed families to enjoy a fun inclusive holiday experience together while in the safety and warmth of their own vehicle.

## Lights at the Oregon Garden Resort

### Oregon Garden

A new, holiday light experience on a one-way path surrounding the Resort's main lodge featured thousands of twinkling lights. The unique light display also included a vendor market where you could warm up next to a fire pit, support a local artisan vendor, grab a festive drink or bite to eat.

## Marion County Virtual Fair

### Marion County

A virtual public competitions event encompassed having exhibitors submit online photos of their handiwork. Once photos were submitted, social media was utilized to "judge" the exhibits. Additionally, the fair's 4-H and FFA organizers held a virtual livestock auction for student exhibitors.

## Motor-Vu Drive-In at Cheadle Lake

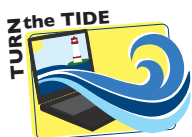
### Boys & Girls Clubs of the Greater Santiam & Lebanon Chamber of Commerce

A drive-in that ran on Fridays and Saturdays in July and August. The theater set-up was also utilized by the local school district for a drive in graduation event, as well as a memorial service for a long-time staff member.

## Multicultural Day Reimagined

### Capitol History Gateway

The third annual Multicultural Day shifted to a virtual event in 2020. It was re-branded as Multicultural Day Reimagined. They populated their Facebook event page with events as they would happen as if live at the Capitol. The event featured dancing, singing, storytelling, poetry, art and more during the event.



2021 Oregon Festival & Events Conference



# Ovation! Award Nominees

## Oktoberfest

### *Crossroads Carnegie Art Center*

The team completely reinvented Oktoberfest offering a drive-thru dinner. Guests had access to a free playlist so they could listen to traditional music at home while enjoying their meal. They could also pre-purchase wine and/or beer, and pre-sold decorative Heritage Pumpkins and Corn Stalk Bundles. They also held a virtual auction.

## Old Moody Road Show

### *Fuller Events*

The Old Moody Road Show was a drive-thru experience to be appreciated from the comfort of the attendee's vehicle. Eight performances including dancers, live music, and an improv group were staggered in a large circle, like a racetrack, guests could drive around.

## Porch Parade

### *Portland Rose Festival*

Members of the community celebrated by unleashing their creativity and decorating their front porches. The Rose Festival produced a virtual map with the locations of all registered Porches, so the community could plan a walk or drive around their neighborhood to see and share in the celebration.

## Powder River Music Review

### *Baker City Events*

Organizers worked diligently to track COVID restrictions throughout the summer to make sure they could still be in compliance for their summer concert series. They actively managed attendance to keep total crowd size under 300 people and socially distanced at each concert.

## Thinking Outside the Arena

### *Rascal Rodeo*

Rascal Rodeo created a series of creative fundraiser events in 2020 including: Honky Tonk Hoedown virtual auction, Happy Hour Doorstep Delivery, Adopt a Rascal Rodeo Cowboy or Cowgirl, Father's Day Feast, Freedom Rodeo parade, and a Glow Ball Golf Tournament.

## We Like 'em Short Film Festival

### *Baker City*

Drive-in movie style film festival and free family movie series. The festival, even with the impacts of the pandemic, had over 240 international and regional comedies and animations submitted.

## Spooky Spectacular

### *Kiwanis Club of Lincoln City*

In the wake of the original Spooky Spectacular, held in the halls of Lincoln City Elementary, being canceled, the club, Lincoln City Outlets and a host of sponsors proposed to create a safe and fun drive-through Halloween Trick or Treat experience for the children in Lincoln City.

## Blues Fest 2020 and Blues Bandwagon

### *Waterfront Blues Festival*

An innovative, socially-distant approach to keeping the Waterfront Blues spirit alive in 2020. Over three days, fans could hop on the Blues Fest Bandwagon, a mobile stage built on a flatbed trailer, tune in from home with a TV special or listen to a two-day radio broadcast. The Blues Fest Bandwagon brought socially-distanced live music to driveways, cul-de-sacs, and front porches in the Portland Metro Area.

## Wildfire Livestock Evacuation

### *Benton County 4-H*

Youth volunteers stepped up during the devastating September wildfires to take care of animals that were evacuated from communities across the mid-valley to the Benton County Fairgrounds.



MUSIC  
BINGO  
PRIZES  
FUN!

Join us for **TURN THE TIDE 2021** and play a super **FUN** new game of musical Bingo!

You could **WIN** an Amazon eGift Card!

**FRIDAY, MARCH 5**

**5pm PST**

**during HAPPY HOUR**

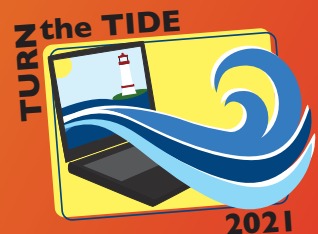
SIGN IN & LISTEN



**MARK YOUR BOARD  
WITH THE SONG PLAYED**

**IT'S BINGO  
WITH A BEAT!**

Games:  
**Country Hits  
70s, 80s, & 90s Hits**



Get your game board at: [jindo.live/play/jindoshawn](https://jindo.live/play/jindoshawn)

[oregonfestivals.org](https://oregonfestivals.org)



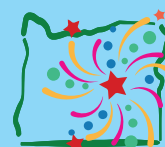
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**FESTIVALS  
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