

Conference Kick-Off



Thursday • 2pm

Grab your crew and set sail with ComedySportz. We're getting things started with fast-paced, competitive improv matches. It's comedy for everyone.

Sponsored by Afton Tickets

Festival Food: Making Better Partnerships with your Food Vendors

Brandi Ebner, Deschutes County Fair & Expo

Thursday • 3:10 - 4:00pm

Do you have food vendors at your event? Attend this session to learn how to work with them better. You'll increase your guests' enjoyment and in turn, your event income.

Recruit, Train, Retain: Strategies for Securing New Board Members and Ensuring Their Success

Jenn Clemo, Nonprofit Association of Oregon

Thursday • 3:10 - 4:00pm

In this session with Jenn Clemo, Director of Nonprofit Leadership & Learning at the Nonprofit Association of Oregon, you will learn best practices for better board recruitment strategies, tips for preparing new directors to hit the ground running, and how to minimize attrition on your board. If you've been struggling to get or keep new board members, this session is for you!

Securing Public Gatherings

Susan Schneider, CISA/Homeland Security

Thursday • 3:10 - 4:00pm

Public gatherings, also referred to as mass gatherings, are places where people gather freely together in a particular location for a specific purpose and are often associated with large crowds. These include places like music festivals, sporting events, places of worship, restaurants, and shopping centers. This tool provides event planners with a framework to begin or continue planning efforts for a mass gathering or special event and to connect stakeholders to the suite of tools and resources provided by CISA and its partners.

Ticketing Strategies for a New Era

Ryan Kintz, Afton

Friday • 10:00 - 10:50am

Ryan will highlight the best strategies used by his most successful event clients when it comes to driving more ticket sales, marketing strategies, attendee loyalty, on-site operations, branding, attendee communication, increasing average cart value, managing sponsors/comps, retaining sponsors, and more!

Designing Effective Attendee Surveys

Jeff Dense, Eastern Oregon University

There is a lot of useful information to be gleaned from attendee surveys of community festivals and events. However, administration of these surveys often encounters many issues hamper their effectiveness, including instrument design, ambiguous questions, and administration problems.

After a brief overview of primary impediments to effective attendee surveys, session participants will engage in an interactive exercise which will result in development of a survey instrument that can be employed in a wide variety of settings. Session Attendees will learn the primary problems confronting effective attendee surveys of community festivals and events, and garner skills to self-develop a survey for future use.

Panel: Event Marketing Trends

Dan Floyd (moderator), Hood to Coast

Friday • 11:00am - 12:10pm

Join Dan Floyd, Chief Operating Officer and Co-Owner of Hood To Coast Race Series and President of Floyd Public Affairs, as he learns from a panel of marketing professionals what the latest event marketing trends are and how to get the most out of your event marketing. Marketing experts in sponsorship, digital marketing, traditional marketing, and activation/print marketing will be represented on this panel and ready to take your questions.

Panel members include: Teresa Stas, Renee von Hagel, Kristie Klavinger, and Royle Johnson.

Yes, and ... Improv Skills for Event Planning

Patrick Short & Ruth Jenkins, Comedy Sportz

Friday • 11:00am - 12:10pm

Nothing ever goes exactly as planned and mistakes happen. What happens next is more important than the mistakes themselves. Improv skills bring us better communication, adaptability, and resilience; let's learn together what these skills bring to event planning and execution.

There's no need to be funny and no need to perform. We like to quote Adnre de Shields, "You may be challenged, you may be changed, you will not be harmed."

Session Descriptions



Meet the Panel Members

Royle Johnson

President of Royle Media, an eight-person, full-service agency headquartered in southeast Portland. Clients include the Oregon State Fair, Portland Auto Show, and Portland Winterhawks. As a “digital first agency,” Royle Media approaches advertising, marketing, and public relations from an online perspective.

Renee King

King is a senior communications manager for Providence in Oregon. She oversees Providence Hood and Portland to Coast, Providence Bridge Pedal, and Providence Park – the home of Timbers and Portland Thorns FC. These accountabilities include brand management, community awareness, contract implementation and employee engagement. She also oversees traditional sponsorships for community engagement. Renee has been on the Providence communications team for nearly 26 years.

Kristie Klavinger

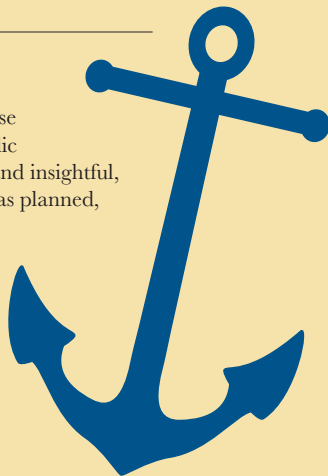
CEO of K2Creative, Kristie’s career spans over 20 years in the print industry. Specializing in design, brand merchandise, print production, marketing, and event activations, Kristie has worked with events such as Country Fan Fest, Hood to Coast, and the Oregon State Fair.

Thomas Moss

Moss is a Producer for Dentsu Creative, managing sponsorships for brands like Crown Royal and Bullet Bourbon. He is a native Portlander with a knack for the creative. Moss has experience running various experiential marketing campaigns across multiple verticals, from dynamic multi-state brand campaigns to intimate start-up projects. Thomas has worked with brands such as AARP, Metro By T-Mobile, Miller, Diageo, and Lowes Home Improvement.

Reneé von Hagel

Reneé has over 35 years of expertise in marketing, advertising, and public relations. She is highly organized and insightful, has a special love for events, and has planned, implemented, marketed, and developed sponsorships for everything from Kid Fairs, Health Fairs, and Wine and Western Festivals to the Fresno Greek Festival, one of the largest west of the Mississippi!



Panel: What Sponsors Want

Teresa Stas (moderator), Green Cactus

Friday • 2:10 - 3:20pm

Want to know what Sponsors want from your event? Find out from the Sponsors themselves at the What Sponsors Want Panel. Join sponsorship expert and author Teresa Stas as she moderates a panel of top sponsors and experts from the Oregon area. The panel will include decision-makers from Providence, Hood to Coast, Detsu (the marketing agency for brands like Crown Royal and Bulleit Bourbon), and Power Auto Group. Now is your chance to get your sponsorship questions answered by the decision-makers themselves!

Panel members include: Dan Floyd, Renee King, Thomas Moss

Weathering Legal Storms & Event Law Necessities

Michael Jonas, Rational Unicorn

Friday • 2:10 - 3:20pm

Have questions about contracts and client service agreements? How do I protect my brand? What don't I know? Get all your legal questions answered and even some you didn't know to ask with Michael Jonas from Rational Unicorn Legal Services.

Physical Security Resources for Events

Chass Jones, Homeland Security

Friday • 3:30 - 4:20pm

Providing comprehensive physical security requires expertise across a broad range of physical environments and threat types. From public gatherings, schools, businesses, and houses of worship, there are a vast number of physical locations that must be protected. These locations are vulnerable to active shooter, bombing, unmanned aircraft, vehicle ramming as well as insider threat attacks. There are preventative and protective strategies that can be implemented at the federal, state, local and tribal government levels, within business and organizational structures, and for each individual citizen to safeguard our nation's physical security.

Growing Relationships to Grow Your Event

Paula Newman

Friday • 3:30 - 4:20pm

From employees to entertainers, vendors to attendees, your relationships with your community are vital to a successful event. Join Paula as she discusses the importance of communication and putting people first. Anyone in an organization who deals with people – be it a business, nonprofit or event – might learn some new ways to serve their communities.

Before joining Paula for her session, you can go online and take a CliftonStrengths Assessment to get a better understanding of your strengths. This helps unlock your potential and leads you to greater performance. Scan the qr code to take the test!



Help! I Need a Medic

Claire Ruddenklau, Adventure Medics

Friday • 4:30 - 5:20pm

Medical situations at events can be scary and you don't want to be unprepared. What level of first aid should you consider, and what tools are suggested to have on hand? Learn how to navigate the ins and outs of using your personnel and how to build an effective medical program to use during your event.

Surviving the Latest Entertainment & Event Trend Challenges

Steven Bledsoe, Portland Rose Festival Association

Courtney Latham, Flip Flop Sounds

Jason Fellman, J-Fell Presents

Friday • 4:30 - 5:20pm

Events are facing brand new challenges as they return to live formats. There's rising costs, staffing issues, and new competition from national brands to contend with. Hear from event producers and suppliers about how they're tackling these issues head on.

Building Community-Based Sponsor Relations

Cindy Kerby & Cindy Ongers, Lebanon Strawberry Festival

Saturday • 10:00 - 10:50am

The Cindys will dive into the world of building lasting relationships to create long term sponsors. What can you do to build enthusiastic sponsors who want nothing more than to give you their sponsorship dollars. Learn the questions to ask, the preparation that needs to be done prior to meeting a potential sponsor and how you follow through making the sponsor a long-term donor.

Out with a BANG!



Angel Ocasio

Saturday • Noon

Before we head back to shore, join us for one last blast. Angel will share how he has adapted to life's changes while staying true to his style of comedy. He'll talk about how he listens to the audience and learns from each performance he gives; what it is that makes the audience laugh and what makes them feel.

Sponsored by Western Display Fireworks

Go on the enhanced visitor experience Digital Scavenger Hunt

Download
the app here



Maximizing Your Event Revenues

Rachel Bivens, Lane Events Center

Carroll Unruh, Oregon Beverage Services

Saturday • 10:00 - 10:50am

Events are like giant puzzles, ensuring all the pieces fit will together will increase your overall revenues as you go forward. In this session we will discuss both basic streams of revenue as well as some unique ideas and what efforts are needed to maximize your gains. In addition, we will put a spotlight on how beverage services not only contribute to your overall revenue but to the event as a whole and how that can increase all of your ancillary revenues. Together we will generate new and ideas and share our concepts to continue to grow our revenue streams into the future.

Batten Down the Hatches:

A look at the latest security for your event

Ron Reibel, Celtic Protection Services

Saturday • 10:00 - 10:50am

Description: Coming Soon

Affinity Group Roundtables

Saturday • 11:10 - Noon

Meet up with other to discuss the good, the bad, and the ugly. See schedule for meeting locations.

Speakers



COMEDYSPORTZ® PORTLAND



Conference Kick-off Presenter

CSz Portland has been changing the world through collaboration, inspiration, gratitude and fun. They are dedicated to the concept that Comedy is **For Everyone**. All are welcome at their shows and in their classes.

Founded by Ruth Jenkins and Patrick Short, who serve as Club President and General Manager, CSz Portland kicked off on April 16, 1993.

They've grown to offer a wide variety of entertainment and training services – all connected to our values of collaboration, inspiration, gratitude and fun!



Rachel Bivens

Lane Events Center

Rachel Bivens is the Marketing Manager & Assistant Fair Manager at Lane County Fair. After graduating from the University of Puget Sound she returned home to Oregon. Rachel has a true passion for events and working with clients to help them create their vision while also working on our own events. Rachel started with the Lane Events Center and Lane County Fair as an Events Coordinator working with clients on their events and with commercial vendors and in the Fair office during Fair time.



Steven Bledsoe

Portland Rose Festival Foundation

Steven Bledsoe has 30 years in the Special Event Industry. He is the Chief Event Strategist for The Portland Rose Festival, the Official Festival for the City of Portland.



Jenn Clemo

Nonprofit Association of Oregon

Jenn is a nonprofit professional with over 17 years of experience and is currently the Director of Nonprofit Leadership and Learning for the NAO. Jenn possesses a diverse set of skills in nonprofit management, with expertise in fund development, marketing, program design, and evaluation.



Jeff Dense

Eastern Oregon University

Jeff Dense is Professor of Political Science and Craft Beer Studies at Eastern Oregon University. His research focuses on the tourism economics of festivals and events. Dr. Dense has conducted economic impact studies of the Great American Beer Festival, World Beer Cup, Oregon Brewers Festival, Waterfront Blues Festival, and the LPGA Cambia Classic. His latest publication, "Economics of Craft Beer Festivals," appears in The Geography of Beer, Springer (2020).



Brandi Ebner

Deschutes County Fair and Expo

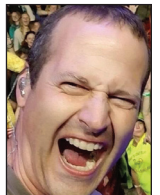
Brandi has had events in her blood since childhood. Starting at 6 years old stamping hands at a horse show, she has been involved with nearly every type you can think of since. Brandi owns One Decision Management, LLC, an association and event planning company, works full time at the Deschutes County Expo Center as the Vendor Coordinator, and has served on boards and committees for multiple event associations across Oregon. As a vendor herself, her goal is always to make events easier for her vendors as she believes 'happy vendors help make a happy event!'



Jason Fellman

J-Fell Presents

Jason Fellman is a promoter, talent agent, and performer who straddles the nexus between marketing and live music. Jason is the owner/operator of J-Fell Presents, the highest volume tribute band show promoter in the Northwest. He is also the co-owner of Sterling Talent, the largest independent booking agency in Oregon, and co-owner of Harefest, the Mother of all tribute band festivals. Through it all, he remains an active working musician as the drummer for Stone in Love - Journey tribute and Red Light Romeos' Super Sounds of the 70's, and co-lead singer / rhythm guitarist for Radical Revolution - 80's Tribute.



Dan Floyd

Hood to Coast

Dan is currently the Chief Operating Officer and Co-Owner of Hood to Coast Race Series and President of Floyd Public Affairs. He has a demonstrated history of working in the public affairs, government relations, and the communications industries as VP of Government Affairs for the Northwest Grocery Association (NWGA), as Director of Public Affairs and Government Relations for Safeway's Portland Division, and as a consultant on numerous statewide and local grocery industry campaigns. Additionally, he's been a paid consultant with the Sunshine Division, and currently with NWGA and Our Streets PDX.



Jill Ingalls

360 Events NW

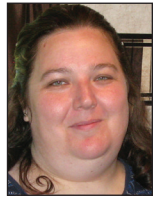
Jill Ingalls has worked with nonprofit organizations in various capacities for over 30 years. She has been a volunteer, served on volunteer boards, and managed various volunteer programs along the way. Currently she is the contracted Executive Director for the OFEA. She and her husband Scott own 360EventsNW an event production, marketing, sponsorship, and consulting arm of Ingalls & Associates.



Cindy Kerby

Lebanon Strawberry Festival

Cindy is a small business owner and designer from Lebanon, Oregon who has a passion for community and events. She has been the director and Board Chairperson for the Lebanon Strawberry festival for the past 4 years.



She has extensive marketing and management experience. She is actively involved in the community serving on several non-profit boards over the past 20 years and uses her leadership skills to help grow and develop events. She is the co-chair of Holidays in the Park and serves as a volunteer for the Chamber of Commerce.

Michael Jonas

Rational Unicorn

Michael Jonas, JD, MBA is the Principal Attorney and Owner of Rational Unicorn Legal Services. The firm offers pay-as-you-go legal services in OR, CA, and WA to small businesses, nonprofits, and artists/entertainers.



Services include but are not limited to small business and nonprofit formation, contract review and drafting, intellectual property services (ie. trademarking, copyrighting, patenting, licensing), and conflict resolution. The firm's slogan and action plan is "Community business law for everyone in the community." Michael is proud to represent clients of all walks of life, passions, and talents.

Courtney Latham

Flip Flop Sounds

Courtney (aka DJ Flip Flops) started Flip Flop Sounds in 2009 with a couple speakers and a mixer. Today, his company has grown into the premiere sound and lighting company of Bend.



Paula Newman

Schmizza Public House

Paula has nearly 4 decades of business experience in the Willamette Valley and explains her approach to a successful business in her first book. "Building a Business by Building Relationships; How a Heart for the Marketplace Can Help You Grow Profits," co-written with her husband Jim, explains the importance of working with people and growing your relationship skills. She and her husband currently only Schmizza Public House in Lebanon.



Chass Jones

Homeland Security

Since 2017, Chass Jones has been a Department of Homeland Security, Cybersecurity and Infrastructure Security Agency (CISA), Protective Security Advisor assigned to Oregon. In this capacity, Chass serves as a critical infrastructure security and resiliency subject matter expert and is the Department's liaison with private, federal, state, local, tribal, and territorial organizations as well as other infrastructure mission partners.



Additionally, Chass is responsible for the identification of critical infrastructure, analysis of interdependencies, and mitigation of consequences from potential all-hazards or man-made threats.

Ryan Kintz

Afton Tickets

Ryan Kintz is the founder of Afton Tickets and Afton LLC. Ryan has been in the live event industry for over 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 Tickets has helped fairs, festivals, concerts, and event organizers gain more control over their admissions, enhance customer experience, and capture more revenues.

David's Chair Fundraiser

Saturday, March 4, 1-4 p.m.

Hosted by the Seaside Elks Club

**324 Avenue A, Downtown Seaside
(3 blocks from the convention center)**



Speakers



Cindy Ongers

Lebanon Strawberry Festival

Cindy Ongers is a relationship expert. Gathering over \$200k in sponsorships for the Strawberry festival each year from sponsors that always are completely invested in the festival. Cindy has a unique ability for building and maintaining relationships. She works closely with the Chamber of Commerce and local businesses to foster relationships year-round.



Susan Schneider

CISA/Homeland Security

Susan Schneider currently serves as the chief of Cybersecurity and Infrastructure Security Agency's (CISA) Active Assailant Security Branch within the Infrastructure Security Division of the U.S. Department of Homeland Security. In that role she leads the efforts in the development of tools and resources to mitigate the threats to public gathering events and locations. Prior to her time with DHS, Schneider was a security forces member and a special agent in the Air Force Office of Special Investigations. She holds a BS in criminal justice from Park University and a Master of Arts in executive leadership from Liberty University.



Ron Riebel

Celtic Protective Services

Ron Riebel is the Owner and CEO of Celtic Protective Services and its parent company OrCal Security Consulting. He has worked with numerous festivals, events, and mass gatherings all across the United States during his career.



He has extensive knowledge regarding the type of security issues and concerns that can affect an event no matter the size. Proactive thinking and a more customer service-based approach set Celtic apart and that was brought forth in his mission to make Celtic a different kind of security provider.

Teresa Stas

Green Cactus

Teresa Stas is a national speaker, author, and CEO of Green Cactus Event Sponsorship Agency. Her book "Sell Your Event!" was named one of the best new sponsorship books to read in 2022 by BookAuthority, and landed #1 in three categories on the Amazon Bestsellers List upon its debut. Teresa holds a masters in Mega Event Management from Florida International University.



Claire Ruddenklau

Adventure Medics

Claire Ruddenklau is the Event EMS Manager at Adventure Medics. As the Events EMS Manager, she works tirelessly with event coordinators all over the PNW to ensure they get the right resources to each event.



Outside of work, Claire loves building tiny houses and working on projects around her home. Claire lives in Bend with her partner and their two pawfect dogs, Edison and Cinder. When they're not tinkering at home, Claire's adorable family is out SUPing, backpacking, skiing, and biking in Oregon.

Carroll Unruh

Oregon Beverage Services

Carroll, a fifty-year resident of Salem, Oregon, has spent his entire career in the beverage industry. As a General Manager of a locally owned beverage distributor and as the founder of a successful food and beverage service company, Carroll has experienced many different situations and operational models that have given him the ability to formulate successful plans in a variety of settings and service styles. He has also been involved in the planning of many successful special events over the years and has served as a trusted consultant to the fair and festival industry in both Washington and Oregon for many years.



Closing Presenter

Angel Ocasio

A top physical comedian, actor, clown, writer and ukulele player, Angel Ocasio performs and teaches comedy & clowning skills all over the globe. He produces, directs, writes, performs, and emcees for variety, vaudeville, & USO style shows. He is also an actor who has appeared in several T.V. commercials & television shows (Harley-Davidson, Figaro's Pizza, GRIMM, etc.).

As a strolling act, Angel has entertained the audiences for such top performers as Willie Nelson, James Taylor, John Mayer and Pink Martini. He has performed on stage as the opening act for Wayne Newton and Patrick Lamb.

Angel had a short stint as a featured clown for Culpepper & Merriweather Great Combined Circus and made promotional appearances for Ringling Brothers and Barnum & Bailey Circus. He also entertained at a premiere party for Cirque du Soleil "Saltimbanco" in Portland, Oregon. A graduate of the Ringling Bros. and Barnum & Bailey Clown College, Class of '84.

Angel was selected as the Clowns of America International 2003 "Clown of the Year." Since 2011, Angel has been the official Portland Rose Festival's award-winning "Clown Prince" and is the artistic director for the Portland Rose Festival.

