

## UPCOMING MNFEA EVENTS

### Coffee Break, Social Media & Networking

Thursday, June 01, 2017

8:00am—10:00am

Curly Creative

106 Water Street, St. Paul, MN 55107

Our host, Curly Creative will tell us about Social Media: A Tool for Event Advertising, Marketing, and PR. Don't miss this opportunity to make unique connections and learn a little something too. Attendance to this networking event is **free**.

### Behind the Scenes: Twin Cities Pride Festival

Friday, June 23, 2017

4:30p-6:30pm

Loring Park

1382 Willow Street

Minneapolis, MN 55403

Join MNFEA members for an exclusive look Behind The Scenes at another marquee event: Twin Cities Pride Festival. Our tour will be hosted by Dot Belstler: the wizard behind the curtain of Pride.

Members: **free**.

Non-Members: \$20.

Registration online: space is limited.

View full event details and register online at [www.mnfea.com](http://www.mnfea.com).

Watch the website for additional events in 2017!

## Join MNFEA and the Tour Minnesota Association for the annual 'TMA Summer Kickoff Cruise'!



### Kick-Off Cruise on the Minneapolis Queen

Wednesday, May 24, 2017

6:00pm-8:30pm

Bohemian Flats Park 2150 West River Parkway S. Mpls, MN 55454

Getting ready to head into another busy summer? Well, take that last deep breath on a relaxing cruise just for you and your tourism peers!

Members: \$35; Future Members: \$45. Pre-registration required.

This cruise gets better every year, and more of your friends from Tour Minnesota Association, Twin Cities Tourism Attractions Association, and Minnesota Festival and Events Association (and other associations, CVBs and tourism venues) will be onboard!

Dinner will be provided along with a cash bar.

**Doors open at 6:00 PM, and launch into the Mississippi is at 6:30 PM "for a 2-hour cruise"** (can you sing that tune?)...

*Parking is available at the Port of Bohemia Flats.*



TOUR MINNESOTA  
ASSOCIATION



## Thank You to Event Sound & Lighting for a great coffee break session!



Event Sound & Lighting offers a variety of sound, lighting, and video production services for events, corporate meetings, and concerts. Many thanks to the owner and recent new MNFEA member, Jim Meland, for hosting our latest coffee break session at his offices in Edina on April 4th. We sipped our coffee while networking as Jim showed us some of the incredible innovations available for rent to add new interest to our events.



**Many thanks to our sponsors, speakers, members, future members, and partners for making the 2017 conference in Brainerd a great success!**

The Wednesday Night Networking event served as the unofficial kick-off to this year's conference at the Brainerd Curling Club. Conference attendees and guests gathered to enjoy networking, great food, drinks, and of course, curling. First, instructors showed us step-by-step what it takes to be world-class curlers before attendees went head-to-head in team competitions. Despite a few minor injuries, MNFEA proved we just might have what it takes to win Olympic gold...or at very least honorable mention.

Thursday morning started off with an engaging keynote address by radio personality, comedian, and public speaker, Shannan Paul in an interactive discussion on "Cultural Sensitivity for the Accidentally Insensitive." Sessions covering topics including social media, designing an effective site plan, event security, online marketing, and food & beverage trends rounded out the educational portion of the day. A fireworks display led into the annual Thursday Night Soiree which featured a gourmet smores bar, custom cocktails, stage coach rides, and more valuable networking.

Friday's agenda featured another set of well-rounded educational sessions including topics on attracting media attention, event insurance, first-rate volunteer programs, and securing and retaining sponsors.

New for 2017, the conference introduced smaller, in-depth breakout sessions that discussed utilizing drones for your events, 5K FAQs, incorporating online ticketing options, and tips to properly vetting a security company.

To wrap up the day, MNFEA welcomed our incoming President, Deb Schaber, and bid a bittersweet farewell to the now Immediate Past President, Danyl Vavrek, and Board Members Scott Henry and Todd Pernsteiner. Planning for the 2018 conference is already underway as we look forward to delivering another can't-miss event!

Thanks to Max Haynes photography and Board Members Scott Henry and Junia Joseph-Benham for capturing all the memories.





Click [here](#) for the full Facebook photo album from the 2017 MNFEA Conference!



# New President's Letter

## Welcome New Members\*

- Twin Cities in Motion (Medtronic's Twin City Marathon)
- Jimmy's Johnnys Inc.-portable restrooms
- Greater Stillwater Chamber of Commerce
- Townsquare Live Events—WE Fest
- City of Blaine Parks and Recreation
- Excelsior Christkindlsmarkt @ Excelsior Flea Market
- Mini Biff—portable restrooms
- Event Sound and Lighting
- Northfield Chamber of Commerce
- Wayzata Chamber of Commerce
- Minneapolis Downtown Council
- Creative Resource
- Schlomka's Portable Restrooms and Mobile Pressure Wash
- Inver Grove Heights CVB—Visit IGH
- Waconia Chamber of Commerce & Tourism
- Minneapolis Home and Garden Show
- Belmont Partners
- Kolacky Days—Montgomery Area Chamber of Commerce

\*as of press time

## Deb Schaber

MNFEA President

*Mid-America Festivals*

Happy Spring!

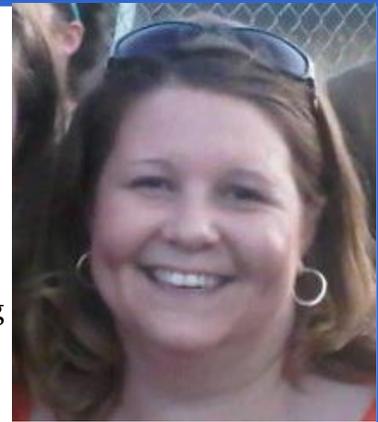
I am honored and humbled to serve as the president of the Minnesota Festivals & Events Association for the next 2 years. I follow a long list of excellent leaders who have grown this organization and we have a lot to be proud of today.

As the incoming President of MNFEA, I would like to take this moment to thank our board members for their hard work and commitment to their various roles and responsibilities over the past year. I am honored to work with a group of talented individuals who are dedicated and engaged in promoting the festival and event industry. I consider myself very fortunate to have this opportunity to represent our members and will work hard to meet your expectations.

Over the next year, our board will focus on engaging our membership, offering activities and initiatives from what our membership has requested. We will continue to expand our member benefits, increase our visibility in the community, and continue to incorporate educational sessions throughout the year.

I look forward to working alongside each of you. As we continue to establish our 2017 goals, we would like to hear from our membership, look for a survey coming next month. Please email [info@mnfea.com](mailto:info@mnfea.com) with any feedback, comments, questions or concerns.

See you on May 24<sup>th</sup> on the Minneapolis Queen Dinner Cruise!



## A Special Thank You to Outgoing

### Board Members

The 2017 conference marked the end of the board terms of three valued members of the MNFEA community. Outgoing president, Danyl Vavrek, has served for a total of 6 years, outgoing secretary, Scott Henry, has served for a total of 4 years, and Todd Pernsteiner has served for a total of 2 years. Danyl and Scott will continue to contribute to the goals and objectives of the organization as members of the Advisory Board. Your passion for this industry, dedication to the association, and exemplary service only begin to illustrate a legacy of which we can all be proud, and on behalf of the entire board and its membership, we thank you for your extraordinary work and leadership.



# MNFEA Scholarship Opportunity



## In the News

### Minnesota State Arts Board—Artist Initiative Webinar

Need help preparing to apply for the Artist Initiative grant program? The Minnesota State Arts Board is offering a free one-hour Webinar to help applicants prepare to apply.

This session is offered as a conference call with an option to view a PowerPoint presentation online.

The next session offered is on Tuesday, June 27th at 3:00pm. The webinar is free but advance registration is strongly encouraged. Click [here](#) for more information and to register.

### EMT Photo Request

Explore Minnesota is working on a themed campaign for the year ahead “Big Things are happening in Minnesota”, which pays homage to all the premier events and less discovered small town festivals that dot the North Star State.

In anticipation of this, Explore Minnesota is looking for signature photos from member events/festivals that you might want to submit for consideration (with usage rights on all mediums).

Please send photos to [info@MNFEA.com](mailto:info@MNFEA.com) & [John.Schultz@state.mn.us](mailto:John.Schultz@state.mn.us).

**MNFEA will offer a \$300 scholarship to a current MNFEA member for the online Festivals and Events Management course offered by the Tourism Center at University of Minnesota. The details below provide information on the eligibility criteria, application, process, and scholarship awarding.**

The University of Minnesota’s Festivals and Events Management course is geared toward individuals starting their career in the event world, as well as those with one to five years’ experience who seek a deeper knowledge of the industry. The course offers a well-rounded outline of many components of the events industry and affords individuals who complete the course a network of contacts for future questions or assistance. Participants may apply to obtain the Certificate of Completion by submitting a critical analysis paper that applies course content to a festival or event of their choice. Seasoned professionals seeking this certification may find some concepts to be elementary and can consider the course to be a refresher.

#### Scholarship awarding:

- The scholarship committee will review all applicants and contact recipient by June 30, 2017. Please note that submitting an application does not guarantee scholarship.
- Scholarship will be awarded upon the recipient’s successful completion of all course requirements.

Questions should be directed to [info@mnfea.com](mailto:info@mnfea.com). Incomplete materials submitted will not be considered.

For more information including eligibility to apply, please visit the [MNFEA website](#).

**Application Deadline: Wednesday, May 31, 2017**

## BOARD OF DIRECTORS

### PRESIDENT

Deb Schaber  
*Mid-America Festivals*

### VICE PRESIDENT

Steve Madson  
*SRO Productions, Inc.*

### SECRETARY

Rosanne Bump  
*St. Paul Festival & Heritage Foundation*

### TREASURER

Mary Anderson  
*Anderson Race Management*

### DIRECTORS

Dot Belstler  
*Twin Cities Pride*

Wendy Famodu  
*Ziegler Power Systems*

Kate Frye  
*City of Saint Paul*

Jon Iannazzo  
*Atmosphere Events Group*

Junia Joseph-Benham  
*Rooted Creative*

John Lafferty  
*John Lafferty Consulting*

Diana Rohlfen  
*Biff's, Inc.*

Vince Vanella  
*TVG Events*

Brittany Williams  
*St. Paul Parks & Recreation*

### ADVISORS

Jim Bach  
*Apres Party and Tent Rental*

Randy Dewitz  
*Fanfare Attractions*

Scott Henry  
*American Metro Point of Sale*

Amanda Jamison  
*Regions Hospital Foundation*

Xinyi (Lisa) Qian  
*University of MN*

### Immediate Past President

Danyl Vavreck  
*Minnesota State Fair*



## MNFEA Announces New Board Members

### Meet Dot Belstler, Board Director

#### *Twin Cities Pride*



Dot Belstler was hired as the Executive Director, and only employee, of Twin Cities Pride in 2009 when the organization was experiencing a great deal of change. She has worked to establish transparency in Pride's finances and has implemented industry best practices, earning the Charities Review Council's "Meets Standards" seal.

At Twin Cities Pride she works with the board of directors, 25 year-round volunteer staff members, (and 2 paid staff members!) and 300+ event volunteers to create one of the largest annual LGBT Pride celebrations in the country. She holds a Master of Nonprofit and Public Affairs degree from Metropolitan State University and a Bachelor of Arts degree from the University of MN.

### Meet Kate Frye, Board Director

#### *City of Saint Paul*

Kate Frye joined the MNFEA in 2011. She has worked for the City of Saint Paul for the past 19 years and as an Event Coordinator for the City since 2010. She works with 200 plus private events a year and multiple large events/festivals/runs. She brings a relaxed, detail oriented and fun atmosphere to all events she works with. In Kate's spare time, she enjoys going to her cabin, volunteering at hospice and spending time with her nieces and nephew.



### Meet Brittany Williams, Board Director

#### *St. Paul Parks and Recreation*



Brittany Williams joined the MNFEA Board in April of 2016. She brings experience as an event planner/coordinator in many areas of the event world. Brittany has worked for the City of Saint Paul assisting in events since 2009. She has been the wedding and private event coordinator at Harriet Island since 2012, coordinating over 200 events a year. Brittany also serves as a project manager for Anderson Race Management and as an event specialist for Do Good Events. The excitement and ever-changing event world combines Brittany's love of meeting new people and organization!

## Newsletter

### Submissions

Have news or an event you would like listed in an upcoming issue of MNFEA Insider? Please email them by the submission deadlines to: [info@mnfea.com](mailto:info@mnfea.com).

All content must be submitted in an editable Word document. The MNFEA board reserves the right to edit or reject submissions for length, content or any other reason.

### Upcoming deadlines:

#### Summer 2017

Content deadline:

July 15, 2017

Mails: August 2017

#### Fall 2017

Content deadline:

October 15, 2017

Mails: November 2017

#### Winter 2018

Content deadlines:

January 14, 2018

Mails: February 2018

### “Bringing Landmark Center to Life: Celebrating 37 years of service to our Community”

April 25-May 19, 2017

[www.landmarkcenter.org](http://www.landmarkcenter.org)

### BeerFest

April 29, 2017

Columbus

[www.runaces.com/BeerFest](http://www.runaces.com/BeerFest)

### First Annual PRVNIMAJ (Czech May Day)

April 30, 2017

Montgomery Area Community Club

[www.montgomerymn.org](http://www.montgomerymn.org)

### Cinco de Mayo

May 6, 2017

West Side St. Paul

[www.cincomayosaintpaul.com](http://www.cincomayosaintpaul.com)

### Spring-A-Ding

May 6, 2017

Lakefront Park

[www.cityofpriorlake.com/community-events.php](http://www.cityofpriorlake.com/community-events.php)

### Girls Night Out

May 12, 2017

Northfield Area Chamber

[www.northfieldchamber.com/events/calendar](http://www.northfieldchamber.com/events/calendar)

### Sister Saturday Shopping & Dining

May 13, 2017

Downtown Waconia

[www.destinationwaconia.org](http://www.destinationwaconia.org)

### Shepherds Harvest Festival

May 13-14, 2017

Washington County Fair Grounds

<http://shepherdsharvestfestival.org/>

### Spring Fest Art Show

May 20-21, 2017

Blaine Community Center

[www.blaineevents.com](http://www.blaineevents.com)

### Soundset

May 28, 2017

[www.mnstatefair.org](http://www.mnstatefair.org)

### Grand Old Day

June 4, 2017

Grand Avenue

[www.grandave.com](http://www.grandave.com)

### Artisan Home Tour

June 9, 2017

[www.paradeofhomes.org](http://www.paradeofhomes.org)

### Hands Across the Border Revival

June 11, 2017

Peace Arch Park

[www.blaineevents.com](http://www.blaineevents.com)

### Music in the Zoo

June 14-August 30

MN Zoo

[www.suemclean.com/zoo](http://www.suemclean.com/zoo)

### Tater Daze Festival, Spud Run, Parade

June 15-17, 2017

[www.brooklynpark.org](http://www.brooklynpark.org)

### Stone Arch Bridge Festival

Festival

June 15-17, 2017

Minneapolis

[www.stonearchbridgefestival.com](http://www.stonearchbridgefestival.com)

### Parktaclar

June 15-18, 2017

[www.discoverstlouispark.com](http://www.discoverstlouispark.com)

### Pride Festival, Parade & other events

June 18-25, 2017

Location varies

[www.tcpride.org](http://www.tcpride.org)

### Golfapalooza

June 22, 2017

Northfield Area Chamber

[www.northfieldchamber.com/events/calendar](http://www.northfieldchamber.com/events/calendar)

### 6<sup>th</sup> Annual Pride Beer Dabbler

June 23, 2017

Loring Park

[www.beerdabbler.com](http://www.beerdabbler.com)

### Festival of Nations Land of Legends

June 23-June 25, 2017

EM Peterson Theatre

[www.landmarkcenter.org/carpathian.html](http://www.landmarkcenter.org/carpathian.html)

### Uptown Food Truck Festival

June 25, 2017

Uptown

[www.uptownfoodtruckfestival.com](http://www.uptownfoodtruckfestival.com)



## WHAT IS MNFEA?

Minnesota Festivals and Events Association, MNFEA, is a nonprofit organization specializing in professional development and networking events for those in the festival and event industry.

## NOW IS THE TIME TO RENEW OR JOIN!

Have you renewed your membership to MNFEA? Know of anyone who should be considering membership? Now is the perfect time to come on board! Membership grants, discounted rates to the Annual Conference, free registration to many events, and other perks throughout the year. To become a new or returning member, visit: [mnfea.com/membership](http://mnfea.com/membership).

Questions? Contact a membership committee member:

- Wendy Famodu, [Wendy.Famodu@zieglercat.com](mailto:Wendy.Famodu@zieglercat.com)
- Diana Rohlfen, [dianar@biffsinc.com](mailto:dianar@biffsinc.com)
- Kate Frye, [kate.frye@ci.stpaul.mn.us](mailto:kate.frye@ci.stpaul.mn.us)

## NEW MEMBER REFERRAL DRIVE

Current MNFEA Members: we are running our Member Referral program once again. For every new member you refer through May 2017 you will earn a \$25 gift card for stores like Starbucks, iTunes, and more!

The top recruiter will win a special MNFEA prize pack.

All new members must join by midnight on May 31, 2017. Prizes will be awarded in June 2017. Members must be a new member; not valid on renewals. Referrals must be listed on the new member online application.



## Membership Profile

Is your membership profile up to date? Please take a moment to log into your [account](#) on the MNFEA website and make sure your information is correct including your upcoming events. To get started, simply go to [www.mnfea.com](http://www.mnfea.com) if you need assistance or have any questions.

## Member Benefits

### Resources & Networking

MNFEA allows you to access to a professional group of peer, education resources and tools to allow you to communicate and network within the industry.

### Education

MNFEA believes that learning never stops, that's why we host monthly educational events including seminars, conferences, behind the scene tours and other networking events throughout the year.

### Learn More

Getting information out to our members is important. Our newsletter is sent out several times per year and is filled with information on our latest education program, upcoming events and other resources that will help you in the event industry. We encourage all members to offer their talents in writing articles or providing us with information on an event or product.