



# Insider

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## Minnesota Festivals & Events Association

Web: [www.mnfea.com](http://www.mnfea.com)

Facebook: [facebook.com/MNFEA](https://facebook.com/MNFEA)

## 2016 MNFEA Conference a Resounding Success

Annual Conference held March 10-11 in New Ulm



Another successful conference was held March 10 and 11, 2016 at the Best Western Plus in New Ulm, Minnesota.

More than 80 members and “future members” (we hope they’ll join MNFEA soon!) were in attendance, along with the support of many sponsors including Apré Party and Tent Rental, Biffs, Star Tribune, Ziegler Cat Power Systems, American Metro Point of Sale Solutions, Anderson Race Management, Curly Creative, Promotional Designs, Inc., TVG Events, and Yamaha Golf & Utility. We wish to thank them for the support in putting on another great conference—and for all the great swag!

MNFEA, previously named MFEA, was founded approximately 25 years ago by Leo Berg of New Ulm, so we headed back to our roots and held the conference where the association was born. Mr. Berg joined conference attendees for lunch on Thursday and was presented with an honorary plaque thanking him for his tenacity in starting MNFEA.

Upon requests by past attendees, the conference was lengthened and additional networking time was added, including a Wednesday night gathering, which took place at Turner Hall, dubbed as the “oldest bar in Minnesota.” Attendees were welcomed by Hermann the German, the Narren of New Ulm (“the relatives everyone has, but nobody wants to claim,”) and a host of local characters making us feel right at home.

Thursday morning began with a new breakfast Q & A/Best Practices session for new attendees to learn more about MNFEA or ask any industry questions they might have.

Thursday’s sessions began with our featured speaker, Tim McNiff, previously of KARE11 and currently of Media Minefield. Tim spoke on how to catch the media’s attention on your own or when using a PR agency.

*Conference continues on page 2...*



The MNFEA Board presents Leo Berg, MNFEA founder, with a plaque to honor his contributions to the organization.

Front row (left to right): Danyl Vavreck, Jeanne Zwart, Leo Berg, Randy Dewitz, Mary Anderson

Back row (left to right): Scott Henry, Rosanne Bump, Vince Vanella, Deb Schaber, Steve Madson, Wendy Famodu, Todd Pernsteiner and Jon Iannazzo

# 2016 MNFEA Conference Recap continued...

## Thursday sessions included:

- Permits! Permits! Permits!  
Cheryl Anderson - Anderson Race Management
- The Sponsorship Process  
Ed Schumacher - August Schell Brewing Co., Rosanne Bump - St. Paul Winter Carnival
- Building a VIP Space at your Event  
Meghan Gustafson - Basilica Block Party, Virginia Brophy Achman - Twin Cities Marathon, Steve Madson - SRO Productions
- ADA Compliance –Margot Imdieke Cross - Accessibility Specialist, Minnesota State Council on Disability (MSCOD)

The annual Thursday Evening Soirée was held at the August Schell Brewing Company, which is the oldest brewery in Minnesota and the second oldest, still family-owned, brewery in the United States. Schell's rolled out the red carpet with many brewery employees on hand. Tours were given by the Marti family, who are fifth and sixth generation members of the Schell's brewing family. The tour included a walk around the delightful peacock-roaming "German" grounds, a bit of history and a lot of information about the brewery itself. Afterward, a German feast was served while sampling and learning about many of their brewed varieties, including a special surprise tasting of Lock & Dam Lager. This beer was not to be released for two more weeks, but

Schell's graciously tapped the keg early for our special event!

## Friday sessions included:

- Food Trucks on your Event Menu?  
Jason Degidio – MN Food Truck Association; Jess Jenkins – Owner – MN Food Truck Festival
- The Language Of Positive Engagement  
Featured Speaker and MNFEA favorite, Carr Hagerman - Engagement Expert (especially special since his mother was also an original founding member of MNFEA)

*Conference continues on page 3...*



## 2016 MNFEA Conference Recap continued...

- Agitators & Security at Events  
Tina McNamara - St. Paul Police Department; Jon Perrone - Grand Old Days
- How the Local CVB can help your Event  
Adam Johnson - Visit St. Paul  
Shelly Loberg - Explore Edina  
Julie Wearn - Visit Roseville
- Booking the Right Talent for your Event  
Michael McGregor - Hello Booking  
Kimberly Gottschalk - Sue McLean & Assoc.

During the lunch hour, the MNFEA Annual Meeting was held and board members reviewed the past year. MNFEA President Danyl Vavreck spoke of the past year's mission and hopes for the 2016-2017 year.

Steve Madson talked of MNFEA's morning coffee gatherings, end-of-day happy hour socials and quarterly Behind-The-Scenes events and how all of these gatherings help people in our state's event industry have a reason to meet and network. MNFEA hopes to begin traveling to cities in greater Minnesota for additional networking opportunities in the future.

The highlight of the year was last fall's panel discussion with Minneapolis city officials. It was the first time five different representatives from the city and park district gathered to answer questions and give information on hosting an event in Minneapolis.

Danyl thanked the past board members who stepped down since last year's conference. They included Christine Magler, Mike Durand, Lisa Theis, Lisa Conway and Colleen Healy. Jon Iannazzo joined the board recently to fill one of the open positions.

Surveys from conference attendees were 99 percent positive and we continue to ask that members send in suggestions or ideas for future conferences, breakout session topics, workshops, coffee hours etc.

**SAVE THE DATE!**  
MNFEA's next conference will be held in Brainerd, March 9 & 10, 2017. More details to come at [mnfea.com](http://mnfea.com).



## Upcoming MNFEA Association Events

### Behind-the-Scenes at Minnesota Renaissance Festival

Thur., August 11, 6-8:30 p.m.  
Minnesota Renaissance Festival Grounds  
12364 Chestnut Blvd, Shakopee

Join MNFEA members for an exclusive MNFEA MEMBERS ONLY invitation to another marquee Twin Cities event: the 2016 Renaissance Festival Preview Party.

The Minnesota Renaissance Festival began its journey in September of 1971 on a 22-acre field in Jonathan, Minn. More than 25,000 people visited the two weekend grand opening of the festival then named "A Celebration of Nature, Art, and Life!" That celebration has since relocated to Shakopee, Minn. and has grown to be the largest Renaissance Festival in the United States with an annual attendance of 300,000.

MNFEA members are invited to the exclusive Preview Party. Experience astonishing sights, entertainment and delectable culinary temptations...all complimentary of our host King Henry!

Members: Free  
EVENT ONLY OPEN TO MNFEA MEMBERS - no guests or non-members  
Please pre-register online.

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### MNFEA Panel Discussion: The Fundamentals of Producing Events in Saint Paul

Thur., November 10, 4-6 p.m.  
Joseph's Grill  
140 Wabasha Street South, Saint Paul

Join MNFEA for a rare panel discussion featuring people you need to know if you ever plan to produce a festival, block party or public event in Saint Paul. These are the people that have the answers you need to get your event off the ground in the city or one of its parks. Bring your questions about permits, handwash stations, closing a street or planning a 5K in the park - whatever the case may be - these folks know it all!

Members: Free  
Non-Members: \$20  
Please pre-register online.

**Additional events will be added.**  
**View full event details and register for all member events online at [www.mnfea.com](http://www.mnfea.com).**



## MNFEA Goes Behind-the-Scenes at Hubbard Broadcasting

MNFEA members had a chance to visit Hubbard Broadcasting in St. Paul in April. Hubbard is a Minnesota family who locally owns and operates KSTP-TV (ABC) and KSTC-TV, KS95, ESPN1500 and myTalk107.1 radio stations, as well as Hubbard Interactive.

The tour began at the radio broadcasting studio where attendees had a chance to meet Moon & Stacie from the KS95

Afternoon Show. A tour of the KSTP Channel 5 studio and news room followed. Leah McLean, Joe Johnston, Kate Bendell and other staff took many questions and explained their preferences in receiving information on events as well as what they are looking for in a press release. The tour ended with a live viewing of *Twin Cities Live* and a Q&A session with hosts Steve Patterson and Elizabeth Ries, and producer Mike Marcotte.



## Did You Know?

Explore Minnesota offers grants to promote tourism throughout the state? Minnesota non-profit organizations formed for the primary purpose of tourism promotion or having tourism marketing as a major component of their programming, and scenic byway organizations having scenic byway tourism marketing as a component of their programming are eligible for the grants. This includes a statewide organization representing a single facet of the travel industry or a local organization representing all facets of the travel industry designated as the primary tourism promotion organization for a city or community, with the ability to accommodate the market segment being targeted.

**Please note:** The deadline for applications for the 2017 grant program will be October 2016. Watch the [exploreminnesota.com](http://exploreminnesota.com) website for grant forms and deadlines.

## 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 Todd Pernsteiner at [info@pernsteiner.com](mailto:info@pernsteiner.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:

#### Fall 2016

Content deadline: October 15, 2016  
Mails: November 2016

#### Winter 2017

Content deadline: January 14, 2017  
Mails: February 2017

#### Spring 2017

Content deadline: April 15, 2017  
Mails: May 2017

#### Summer 2017

Content deadline: July 15, 2017  
Mails: August 2017



# MNFEA Goes Behind-the-Scenes at Grand Old Days

With the significant change of Grand Old Day to Grand Old Days in 2016, MNFEA was treated to a BTS to hear about the history of Grand Avenue Business Association's largest spring tradition, and the Midwest's largest one-day event.

Executive Director Jon Perrone told the history of Grand Old Days and how it had changed several times from anywhere from three to one day. He gave insight on the advantages and challenges of a single-day event versus a two-day event,

using city streets, security, and working with the neighborhood, as well as hopes for additional promotion of Grand Avenue businesses.

J. Marie Fieger and Molly Steinke of Nemer Fieger spoke to attendees about best practices for getting PR for Grand Old Days as well as other events, and when it's a good idea to bring on a single media sponsor. This Behind-The-Scenes event was sponsored by TVG Events, who provided appetizers.



## Welcome New & Renewing Members

- 10,000 Lakes Concours d'Elegance
- Bacon-Me-Crazy
- Blaine Festival
- Builders Association of the Twin Cities
- Coon Rapids Community Strength
- Dan Patch Days
- Dans Askina Turkish Dance
- Ethnic Dance Theatre
- Event Management Plus, Inc.
- Greater Metro Auto Dealers Assn.
- Hudson Hot Air Affair
- Nemer Fieger
- Rock Events
- Rooted Creative
- Sue McLean & Associates
- The Big Epic Show
- Valpak
- Woodbury Days Council

## Upcoming MNFEA Member Events

### Ramsey County Fair

July 13 - 17, 2016, Little Canada  
ramseycountyfair.com

### NE Brewers Block Party

July 24, 2016, Minneapolis  
sociablecider.com

### IndiaFest

August 20, 2016, St. Paul  
iamn.org

### Minnesota Renaissance Festival

Weekends, Aug. 20 - Oct. 2, 2016  
Shakopee  
renaissancefest.com

### Minnesota State Fair

August 25 - September 5, 2016  
St. Paul  
mnstatefair.org

### Fall Parade of Homes

September 10 - October 2, 2016  
ParadeofHomes.org

### Parade of Homes Fall

Remodelers Showcase  
September 30 - October 2, 2016  
ParadeofHomes.org

**Members: if you would like your events listed in the Fall issue of this newsletter, please email Wendy Famodu at [wendy.famodu@zieglercat.com](mailto:wendy.famodu@zieglercat.com)**



## Meet New MNFEA Members



**Jenn Strehler**  
Guest  
Service  
Supervisor  
Three Rivers  
Park District

As the Guest Services Supervisor, Jenn oversees the Guest Services Department which is made up of the Reservations Section and Sales and Events Section at Three Rivers. Her department handles the reservations for the Park District, ranging from facility rentals, camping reservations, golf lessons/ leagues, ski lesson, programs, activities and event registration and special use permits. The Sales and Event staff handles the sales and marketing of the weddings within the parks, corporate park use, the approved catering program and Park District in-house events, as-well-as Park District signature events.

Their signature events consist of:

- Allina Health Trail Mix Race Minnesota
- Big Woods Classic Mountain Bike Race
- Allina Health Autumn Woods Classic Walk/Run
- Twin Cities Orthopedics Ski Rennet

You can reach Jenn at 763.694.7631 or [jenn.strehler@threeriversparks.org](mailto:jenn.strehler@threeriversparks.org)



Photo by: [ilessthanthreephotography](http://ilessthanthreephotography)

**Amina Beres**  
Artistic  
Director  
Dans Askina  
Turkish  
Dance  
Ensemble

Dans Askina Turkish Dance Ensemble (pronounced Danz Ash-kih-nah) is a Minneapolis-based dance troupe dedicated to performing authentic Turkish Oriental, Turkish Romani, and Turkish Folk dances. As far as they know, they are the only dance troupe in Minnesota focusing exclusively on Turkish dance and music. They are a springboard for

the Arts Incubator Program, and have received two Metropolitan Regional Arts Council Grants (MRAC) to bring Turkish dance and music to Minnesota. Their Artistic Team (Director, Co-Director, and Artistic Captain) have over 80 years combined experience in Middle Eastern dance. Dans Askina translates from Turkish meaning 'love of the dance'.

Dans Askina performs Turkish dances throughout the Twin Cities area at community events, libraries, schools, ethnic festivals, their annual show, and at a weekend Renaissance Festival in Glenwood City, WI. Their Artistic Director has been teaching adult community education 'bellydance' classes since 1997, and currently teaches through Hopkins Community Education.

Upcoming events include: Rakkas Minneapolis, August 26-28, 2016.

You can reach Amina at [dansaskina@gmail.com](mailto:dansaskina@gmail.com)

## Now is the Time to Renew or Join!

Have you renewed your membership to MNFEA yet? Or know of anyone who is considering membership or should be? 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/Become-A-Member](http://mnfea.com/Become-A-Member)

### Questions? Contact a membership committee member:

- Wendy Famodu, [Wendy.Famodu@zieglercat.com](mailto:Wendy.Famodu@zieglercat.com)
- Vince Vanella, [vince@vanellagroupmn.com](mailto:vince@vanellagroupmn.com)

Is your member profile up-to-date? Please log into your account to update your event information at [mnfea.com](http://mnfea.com)!

## MTGC Legislative Update - June 2016

It's the Law! Governor Mark Dayton has signed the budget bill including the funding for the Explore Minnesota Tourism events funding pilot project! The Minnesota Tourism Growth Coalition (MTGC) sponsored legislation will provide \$673,000 to EMT for the creation of a tourism pilot project to assist in funding and securing major tourism events benefiting communities throughout the state of Minnesota.

**Thank you!** A huge thank you to everyone who contacted legislators throughout the legislative session and urged their support for the tourism events pilot project. Many legislators commented that they had heard from their local communities about the support for this funding. Also, thank you for contacting the Governor and urging his approval of the budget bill.

**Next Steps:** The Explore Minnesota Tourism Council, together with an industry task force, will develop guidelines for the grant application and review process. This will be completed in the next few weeks and you will receive information from EMT. I urge you to start thinking (if you haven't already) about how your community can attract a major tourism event, or how you might create a tourism event and apply for these funds.

Again, thank you for your support of the Minnesota Tourism Growth Coalition.

Please feel free to contact Sarah Psick with any questions.

Sarah Psick, Lobbyist  
Minnesota Tourism Growth Coalition  
[info@mntourism.net](mailto:info@mntourism.net)

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Like us on Facebook to keep up to date on MNFEA events and news!

[facebook.com/MNFEA](https://www.facebook.com/MNFEA)



## MNFEA Announces New Board Members

After reviewing multiple applications, the MNFEA board has appointed three new directors to the board. Junia Joseph, John Lafferty and Diana Rohlfen were all selected to sit on the all-volunteer group. New directors serve a three year term.



**Meet Junia Joseph,**  
**Board Director**  
*Rooted Creative*

"I learned about MNFEA the week before the 2016 conference and after visiting the website, I quickly realized that missing the conference was not an option. The conference was well-run and the sessions were extremely valuable. Having recently moved to the Twin Cities and being the "new kid in town," the sessions covered a wide variety of topics that are unique to producing events in the state of Minnesota. Outside of the conference, I can't imagine any other

scenario that would provide me a crash course on Minnesota events in just two days.

Those two days made it very clear to me. I knew this was an organization I wanted to be a part of! With the almost constant focus on social media and virtual interactions, nothing compares to the professional enrichment of networking face-to-face. I experienced that value not only at the conference but at subsequent MNFEA events I've attended. Shortly after the conference, I became a member and applied to join the board of directors. I'm excited to join this great group of event professionals and lend my talents to further the organization's mission!"

**John Lafferty, Board Director**  
*ROCK Events*

Bio to come in a future issue of *Insider*.

**Diana Rohlfen, Board Director**  
*Biffs Inc.*

Bio to come in a future issue of *Insider*.

### Thank you to our 2016 Annual Conference sponsors:



### Thank you to our 2016 Annual Conference exhibitors:

American Metro • Anderson Race Management • Curly Creative  
Promotional Designs Inc. • TVG Events • Yamaha Golf & Utility



Join us!



**A great way to connect with festival & event organizers!**

**MNFEA MEMBERSHIP BENEFITS:**

Professional Resources • Peer Networking • Panel Discussions  
Educational Opportunities • Conference Discounts • Behind-the-Scenes Tours



**AFFORDABLE ANNUAL MEMBERSHIPS – EVENT/ORGANIZATION: \$75 | VENDOR: \$105 | STUDENT: \$25**

**JOIN TODAY AT [MNFEA.COM](http://MNFEA.COM)**