



# Michigan Association of Fairs & Exhibitions

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November 27, 2009

## IAFE Speaker confirmed for the MAFE 125<sup>th</sup> Convention

The International Association of Fairs & Exposition (IAFE) has announced that Ms. Alta Mosley will be presenting a workshop on Saturday, January 9, 2010 starting at 10:00 a.m. at the Michigan Association of Fairs & Exhibitions 125<sup>th</sup> Convention in Grand Rapids, Michigan.

Titled: **Do You Know What Your Guests Really Want?** – Are we giving our guests what they want or what we think they should have? Are we looking at the cost of guest service rather than the benefit? Are we thinking of the benefit to the guest as well as the benefit to our bottom line? Are we providing great service for our guests in an efficient manner?

Ms. Motley's workshop is scheduled for this 1 ½ hour workshop is interactive, giving the attendees an opportunity to find what works for their Fair, how to look at their Fair through the guests eyes, and most of all have a good time with their guests.

After all, how can you produce a "good time event" if you aren't having fun?

Alta Mosley – General Manager for the Southwest Florida – Lee County Fair and the Lee Civic Center since 1997. Alta served as a Director of the Florida Federation of Fairs & Livestock Shows for seven years and as President in 2006. She is a member of the East Ft. Meyers Rotary Club and served on the Board of Directors and as President in 2006. She was a volunteer at her home town Fair, St. Lucie County Fair in Ft. Pierce, Florida, serving as a member of the Board of Trustees for several years and as President for three years. Prior to becoming the Fair Manager in Ft. Myers, she was employed by Riverside National Bank, where she held the position of Security Officer; Riverside Bank is known for their outstanding Customer Service. Alta will share those skills and her desire to give the guests of the Fair a memorable experience.

The Michigan Association of Fairs & Exhibitions represents (M.A.F.E.) is the statewide association that was organized in 1885 and represents our 87 fairs in the State of Michigan; including the 15 fairs that held harness racing this 2009 season. In addition MAFE members include the businesses and suppliers that are such an important part of what happens at the fairgrounds. MAFE encourages youth participation, promotes and educates the public of the importance of agriculture and related industries to Michigan's economy. MAFE also coordinates the objectives of fairs and exhibitions across the state; inform and educate its members through meetings and an annual convention.

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**Convention dates: January 7-9, 2010 – 125<sup>th</sup> Annual Convention;**  
January 13-15, 2011; January 12-14, 2012; January 10-12, 2013; January 9-11, 2014  
at the Amway Grand Plaza Hotel & DeVos Place, Grand Rapids MI.

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