

# The FAIR FOUNDATION

north idaho fair and rodeo

## All Your Fair Necessities

The 2019 North Idaho State Fair and Gem State Stampede were no doubt a huge success! With a 13% jump in attendance we hosted 97,082 guests in the course of 5 very fun filled days. Wednesday, we kicked things off with a record-breaking attendance and a concert people raved about which set a positive tone for the entire week. Once in the gates, the fair offered over \$100,000 in free entertainment including Music on the Midway, World Class Stage and Strolling Acts and so much more! With so much great entertainment to see we made it a priority to remain true to our mission of educating our fairgoers about the importance of Agriculture. To do this we, created new sponsorship opportunities and partnered with the Kootenai/Shoshone Farm Bureau and created the Idaho Forest Group AgVentureLand. This area showcased the new Farm Park, Vintage Agriculture Equipment, Sawmill demonstrations and more. The Findlay Arena Shows for the Gem State Stampede PRCA Rodeo, Xtreme Bulls and Demo Derby were SOLD OUT every day, bringing to light yet again the need for more seating is paramount!



This year was one of many changes. Change is not always viewed as positive, but I was raised that change is always constant, so we embraced and tackled it. Luckily for us, these changes were all with the desire to make operations smoother and work to add a better experience for our fairgoers. One of several changes many noticed this year was the addition of Paul Maurer Shows, our new carnival. For years we have heard our customers wanted a new carnival and after a lengthy Request For Proposal process we found the right fit and it showed with a 32% increase! Our new online ticketing system also proved to be a major success and brought us into the new era of technology thereby allowing us to be much more customer friendly at every point of entry.

We must not forget to mention the incredible success of the 4-H Livestock Sale increasing by \$200,000 for total sales of over \$850,000 in 2019! What an incredible community we have!

*Alexcia Jordan*



# A Letter from the President

*“Eating is an agricultural act.” - Wendell Berry  
(And don’t we all love to eat!)*

Wendell Berry is one of my favorite authors. He has also been a farmer for half a century. I imagine that Wendell would hold great appreciation for the mission of the annual Farm-to-Table event sponsored, in part, by the North Idaho Fair & Rodeo Foundation. Familiarity with the sources of our nutrition seems obvious to those of us raised in and around agriculture. However, with fewer and fewer small family farms these days, it isn’t as apparent to many as it once was. This is where Farm-to-Table comes in. Linda Rider and her capable committee created this amazing event, held in May of each year, to bring together agriculture producers, suppliers and others involved with growing and raising the foods we eat, with the goal of educating area fifth grade students about crop and livestock production.



By the time this article is published, the North Idaho State Fair will have concluded. Soon, the diligent Fair staff will continue planning the many other events held at our Fairgrounds, including next year’s Fair! We sincerely hope that you and your family created some great memories at this year’s North Idaho State Fair!

Also, a big “CONGRATULATIONS!” to Mary Larson on being presented the annual North Idaho Fair & Rodeo “Clyde Boatright Award” for her years of outstanding service to the Fair and the Foundation!

The fundraising activities of the North Idaho Fair & Rodeo Foundation help support the capital needs of the fairgrounds, its infrastructure and programs in addition to providing scholarships for deserving area students. I invite you to join the many generous businesses and individuals whose support is a testament to the value the Fairgrounds provides to the citizens of our region.

Also, those of you who have a passion for our Fairgrounds, and a desire to share your time, experience and knowledge may want to consider being a part of the group of folks who make up the North Idaho Fair and Rodeo Foundation Board of Directors. If you love making things happen, please feel free to contact me or any of the board members for more information.

Best Wishes,

*Kevin Kirking*

President  
North Idaho Fair & Rodeo Foundation



## Your Foundation at Work

The North Idaho Fair & Rodeo Foundation continues to provide support when the Fairgrounds needs it the most. This summer a windstorm rolled through the fairgrounds taking the cover completely off the Silver Buckle Club. If you attended the fair you likely noticed a huge new structure over the top of the Silver Buckle Club Platform. This was only made possible due to the emergency funding of the Foundation. In record timing we were able to construct a shelter that will stand the test of time. We must also thank Prime Time Excavation & Construction, ARC General Construction, Idaho Forest Group, CDA Redi Mix & Precast, Thorco Inc. and several Fairgrounds staff and Rodeo Committee members that stepped up to help where it was needed to make sure this happened quickly.

*Alexcia Jordan*



# 2020 Miss Gem State Stampede, Ashley Bennett



The Miss Gem State Stampede Program is extremely blessed to have great partners and support. The 2020 Miss Gem State Stampede Scholarship Pageant wrapped up in late September where three lovely ladies competed for the title proving they all have what it takes to be an exceptional representative of the Gem State Stampede.

2020 Miss Gem State Stampede - Ashley Bennett

1st Runner-up - Annika Peterson

2nd Runner-up - Sequoia Webb

Miss Gem State Stampede will receive:

- \$1,000 Education Scholarship, Awarded through The North Idaho

State Fair Foundation & North Idaho State Fair Board

- \$1,000 Duane A. Jacklin Memorial Education Scholarship, Awarded through Gem State Mule Company

- Trophy Saddle, Sponsored by Will Rogers Saddle Company, Custom Traveling Crown, Custom Buckle and many more awards from our generous sponsors and supporters of the Miss Gem State Stampede Program.

To learn more about this program visit [www.NISFair.Fun](http://www.NISFair.Fun)

Don't forget to save the date for Ashley's coronation February 22 at the Kootenai County Fairgrounds!

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## JOB OPENING

Seeking  
**PART-TIME  
EXECUTIVE DIRECTOR**  
to serve the North Idaho Fair &  
Rodeo Foundation.

For more information on  
this position, please find  
the job description at  
**[NorthIdahoFairFoundation.org](http://NorthIdahoFairFoundation.org)**

Position closes:  
**December 16, 2019**

## Cancer & Community Charities Grant

On August 19th the North Idaho Fair & Rodeo Foundation graciously accepted a \$2,000 grant the 3C's Organization. The 3C's is a group of passionate women committed to raising funds for local charities within Kootenai County and place a special emphasis in raising funds to assist with urgent needs in the local community and help fight cancer.

Earlier in the year Katie Bane and Gayle Stegmann were offered the opportunity to present the North Idaho Fair & Rodeo Foundations mission, goals and fundraising events with this wonderful organization. Later in the year Kevin Kirking and Alexcia Jordan were asked to visit about the grant that was submitted to them and further discuss how their funding could help further the Foundation mission here at the Fairgrounds. With these interactions we have forged a great relationship that has lent to their desire to hold several of their future events at the Fairgrounds as well as award the Foundation some grant funds.

This is a great example of two non-profit events coming together for the benefit of the community!



# Welcome New Board Member



The North Idaho Fair and Rodeo Foundation would like to announce the addition of Dorine Souther to our Board of Directors.

With 8 years running and owning her own Wedding and Event Planning business, Dorine brings many skills and talents to our board, particularly in her desire and willingness to assist with our major fundraising events, including the “Cowboy Ball”, “Chicks n Chaps” and “Farm to Table”.

When asked about her passion to join the board she was quick to say “Passionate is not the word to describe how I feel about joining the NIF&R Foundation. Rather, I can say it would be a privilege and an honor to serve on this amazing Foundation”.

Dorine resides in Athol, Idaho with her husband Steven Feldhausen and two horses. She is a dedicated community supporter. She maintains her own creative and challenging Trail Course in her backyard which she invites friends to use.

Additionally, she likes to help others gain confidence and trust as they encounter and overcome the obstacles around the Course.

“We are fortunate to have Dorine on our board” said Kevin Kirking, Board President. “She will be a tremendous resource and knowledgeable contributor in the years to come.”

The mission of the North Idaho Fair & Rodeo Foundation is to raise funds for Capital improvements at the Kootenai County Fairgrounds and for educational opportunities for area youth.

The Foundation also supports educational outreach programs such as the annual “Farm to Table” event which helps area youth in understanding the economic and cultural value of the rural way of life.

## Staff Spotlight – Shannon Reed

Meet Shannon Reed, an energetic and motivated individual who is a tremendous asset as the Finance Manager to the North Idaho State Fair team!

Shannon was born and raised in Council, Idaho but lived in Boise for 32 years before heading north. She started at the Fairgrounds in November of 2018 with a background in both corporate and private business. She was the Business Director at the Taco Bell Arena (now the Extra Mile Arena) on the campus of Boise State University for 12 years where they held campus, community and commercial events. “The excitement and diversity of the everyday work keeps me coming back” said Shannon.

When asked what the favorite part of her job is, Shannon said “I enjoy the public and my favorite part of any event is seeing the joy we bring to the community.

What was such a lovely surprise when I started, was the discovery of the passion so many people have for this place and all it represents. The Foundation and Fair Boards are filled with people who genuinely love the Fairgrounds and its history. I can’t begin to describe the support I have felt since I began working here. Thanks to all who have helped me along these past nine months”.

Shannon has been married to her husband Mike for 28 years. He is the Bookstore Director at North Idaho College. She has two children and two grandchildren who all live in Boise, so naturally, she is always on the lookout for airfare sales.

Thanks Shannon for your continued positive attitude and support of the North Idaho State Fair!





# Chicks n Chaps raises over \$49,000

Gathering in the “pink’d up” Clubhouse above the Grandstands, over 150 women joined the committee, Ranch Hands and volunteers to participate in Chicks n Chaps at the Gem State Stampede -- a women-only rodeo clinic and fundraiser held annually in conjunction with Pink Night at the rodeo. Chicks n Chaps pulls together women to give them basic information on the animals, cowboys and cowgirls and the events that are featured at the rodeo. The ladies get to try their hands at roping, riding a mechanical bull and barrel racing with stick ponies. It then moves into the Clubhouse where the women enjoy fun and games and a live and silent auction.



“Chicks n Chaps at the Gem State Stampede is more than learning how to handle a lasso.” said Co-Chair Ann Siebert, “It’s about bringing together women in our community to raise funds that help others in Kootenai County and to increase awareness about breast cancer. Our girls can learn to ride a bull and can schedule their mammograms.”

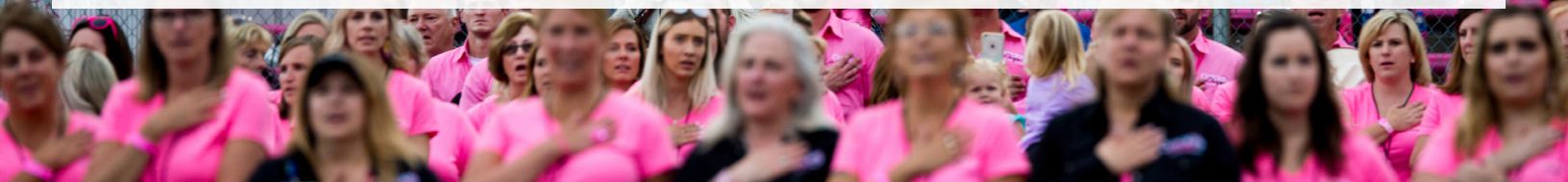
This year’s event raised over \$49,000 with proceeds staying local and being divided between Kootenai Health Foundation’s Cancer Patient Support Fund and the North Idaho Fair & Rodeo Foundation. “As a committee we bring together the resources of two local organizations to create one event at The Fairgrounds,” said Siebert.

The Kootenai Health Foundation’s Cancer Patient Support Fund provides financial assistance for people in our community going through cancer treatment, so they can focus on their recovery rather than worrying about food or gas money.

The North Idaho Fair & Rodeo Foundation raises funds for capital improvements at the Fairgrounds and for scholarships and educational opportunities in our community.

This popular event which has sold out the past several years has raised nearly \$180,000 since its inception in 2009.

This event is Co-Chaired on behalf of the North Idaho Fair & Rodeo Foundation, by Mary Luann Larson, Immediate Past President of the North Idaho Fair & Rodeo Foundation and Ann Siebert, the Fair Foundation’s Secretary and Board Member. The committee is in the planning stages for next year’s 12th Chicks n Chaps at the Gem State Stampede to be held on August 28, 2020.



## Farm to Table Recap, by Linda Rider, Fair Board Member

Once again the 2019 Farm to Table Agriculture Education tour days, held May 22 and 23rd, was a great success. 5th grade students from all of the Lakeland and Post Falls elementary schools plus three Coeur d’Alene schools and, new this year, Holy Family Catholic School’s 5th graders joined us to make a total of 1165 students plus teachers and chaperones. Each class attended seven agriculture information stations plus enjoying a horsedrawn wagonride and feasting on a hamburger lunch. At each station they learned about subjects such as beef, sheep, pigs, dairy, goats, bees and other pollinators, corn, potatoes, hay production, water, soil, apples, wheat and new this year were stations

on Agriculture careers and a well received, very interactive station on rodeo and how it links to agriculture which was hosted by the Gem State Stampede Rodeo committee. Feed back from those who attend each year plus often from folks who have attended in the past always reinforces that this field day is not only a great learning experience it is also fun and leaves lasting memories. Many thanks from the planning committee to all those who volunteer to teach at the stations plus the great crew who cooks and serves over 1500 hamburger lunches in the two days. Last, but not least, a thank you to our financial sponsors, including the Fair Foundation, who allows us to offer this learning experience free of charge to the schools.

# Friends of the Fair Awards

## *Outstanding People of the Year*



Our community is made up of many generous people, but few are as giving as **FRED SCHEFFELMAIER** and his daughter **LINDA NORTHINGTON**. Fred grew up in the county, showed 4-H livestock at the fair and passed his love of the fair onto Linda.

If there is food involved, be it a 4-H fundraiser, a fair food booth, Silver Buckle Club, Farm to Table for 5th graders in May, Cowboy Ball or many other events held at the Fairgrounds, very likely Fred and Linda will be doing the cooking. We thank them so much for their tremendous generosity, support of the fair and our fair family events.

## *Outstanding Business of the Year*

**EQUIPMENT RESCUE**, owned by Wade and Shannel Soderbeck, brings the word volunteer to a new level. Wade serves on the Gem State Stampede Rodeo Committee putting in countless hours into the rodeo grounds and working with his fellow committee members to continually improve and grow our great rodeo.

His efforts earned him the coveted PRCA Committeeman of the Year in 2017. Shannel is an active member of both the Silver Buckle Club Committee and the Cowboy Ball Committee, always going above and beyond. Equipment Rescue and their whole crew, literally always comes to the rescue when anything needs done at the Fairgrounds, selflessly offering their time and talents to serve our community and this great facility. Their passion is inspirational!





# Friends of the Fair Awards

## *Outstanding Organization of the Year*

The **KOOTENAI SHOSHONE FARM BUREAU** is recognized for their ongoing support of the Fairgrounds, 4-H and general advocacy for agriculture. They provide funding for Fairgrounds capital projects and a variety of sponsorships for programming and events such as Farm Park, Farm to Table student field trip, and the Cowboy Ball to name a few.

In addition, they provide premium money towards every completed 4-H project and are dedicated buyers at the 4-H market stock sale each year. They work together with the Fairgrounds to help showcase the importance of agriculture year-round. Their willingness to be a project partner and help drive the Fairgrounds mission is unmatched. We sincerely appreciate their generosity!



## *Clyde Boatwright Award*



Each year the North Idaho Fair & Rodeo Foundation Board of Directors selects a recipient for the Clyde Boatwright award. This year's recipient, **MARY LUANN LARSON** was Co-Founder of the widely popular and successful Chicks n Chaps event, held in conjunction with the North Idaho State Fair and Gem State Stampede which attracts over two hundred women each year teaching them all about the great sport of rodeo while educating them on the need for cancer screening. Mary has Co-Chaired this event, along with Ann Siebert, for 11 years! Funds raised go to support Patient services of the Kootenai Health Foundation and the North Idaho Fair & Rodeo Foundation.

Mary has served as Vice-President and President of the North Idaho Fair & Rodeo Foundation focusing on establishing an Endowment Fund and growing the Scholarship Program. With dedication like this the North Idaho Fair & Rodeo Foundation is honored to recognize Mary for all she has done and continues to do.

# Save These Dates!



DEC 14, 2019	WINTER FARMERS' MARKET
FEB 22, 2020	MISS GEM STATE STAMPEDE CORONATION FUNDRAISER
MARCH 21, 2020	ROCKY MOUNTAIN ELK FOUNDATION BANQUET
APRIL 3, 2020	COWBOY BALL
APRIL 17-19, 2020	THINK LIKE A QUEEN CLINIC
JULY 31- AUG 2, 2020	NORTH IDAHO STATE FAIR OPEN HORSE SHOW
AUGUST 26-30, 2020	NORTH IDAHO STATE FAIR
AUGUST 28, 2020	CHICKS N CHAPS
AUGUST 27-30, 2020	GEM STATE STAMPEDE



## DONATION FORM

DONOR NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

PHONE: \_\_\_\_\_

EMAIL: \_\_\_\_\_

AMOUNT OF DONATION: \_\_\_\_\_

NAME FOR RECOGNITION: \_\_\_\_\_

**DONATE TO: GENERAL FUND**

**RETURN TO:**

Fair Foundation  
4056 N. Government Way  
Coeur d'Alene, ID 83815

*The North Idaho Fair and Rodeo Foundation is a 501(c)(3) non-profit organization. Your donation may be tax deductible. Please consult with your tax professional. Federal EIN 83-0391799 and State ID #C 1530561.*