

# LOOKING FORWARD TO THE FAIR

An Update from the  
Northern Wisconsin State Fair Association

## RAMBLIN' RUSTY'S UPDATE

Howdy partners, it's Ramblin' Rusty kicking off the 2022 Northern Wisconsin State Fair Newsletter. Well, lots has been happening at the Fairgrounds Office as we recently announced our Leinenkugel's Main Stage lineup. You are all in for a treat this year as we expanded the 124th edition of the Fair to include Tuesday through Sunday. We are kicking off the Fair with Rick Springfield on Tuesday, July 12th and tickets have been selling fast so get the best seats now. Oh, just a bit of news, we will have free Northwestern Bank Grandstand seating for Rick Springfield to start our six days of Fair Fun. Tuesday will be a full day of Fair activities from animal shows, midway rides, free WEAU Front Porch entertainment, Pig-Duck-Goat racing, pedal tractor pull, face painting and much much more (F AIR FOOD Galore). Check out all our featured shows; we have something for everyone, so get your tickets now for the best available seats.

The Fair will be here before you know it, so mark you calendars for the best days of summer at the Northern Wisconsin State Fair.

Signing off for now, see Ya.  
Ramblin' Rusty

## NWSF EXECUTIVE DIRECTOR HONORED WITH STATE ASSOCIATION OF FAIRS RECOGNITION

Each year the Wisconsin Association of Fairs recognizes members that have gone above and beyond in the fair industry. This year Rusty Volk was acknowledged for his positive impact and tenured knowledge to those he works with and leads. Rusty serves on various state committees including State Fairest of the Fair and the Legislative Committee.

This past year he was a significant team member leading others within the fair industry (local, state and beyond) through the pandemic.

In short, a well deserved honor!





## 2022 NWSF FAIREST OF THE FAIR AND ATTENDANT RECENTLY SELECTED

At the annual NWSF Fairest of the Fair Gala held in November, candidates submitted a resume and cover letter as an application. Candidates then participated in a series of competitions; including an interview, radio advertisement and impromptu question.

Samantha Wirtz (photographed below, right) was selected as the 2022 NWSF Fairest of the Fair and Hannah Tambornino (left) as the NWSF Fairest Attendant.

The Northern Wisconsin State Fair Fairest of the Fair and Attendant serve as the official ambassadors of the Fair and represent the Fair at engagements including area events, parades, and the Wisconsin State Fair.



## 2022 NWSF VENDOR INFO

2022 Fair vendor emails are going out and you should be on the lookout for one from Marlee (magner@nwsfa.com). If you were a vendor in 2021, please get back to Marlee with your signed license before February 15th, the date we open spaces to new vendors. If you requested to be moved into a new location for the 2022 Fair, Marlee will reach out to you after February 15th to let you know if your requested location will be available. If we do not have room in that building, you will be offered your 2021 location again.

**NEW VENDOR AREA ENHANCEMENT** - Expo Halls A & C will have glass doors installed at the front entries and Expo Hall C will showcase a brand new layout this year to allow our guests a better view of vendors throughout the building. These are just a few of the exciting changes for 2022. We are so excited to have you back again this year!

If you would like to apply to be a vendor at the 2022 Fair please fill out the application on the Vendor Information page of our website. All new vendors will be considered after February 15th.

## NWSF WELCOMES NEW OFFICE STAFF MEMBER

Cindy Boggess recently joined the Northern Wisconsin State Fair Office Team as the Marketing and Competitive Exhibits Manager.

Being raised within the Polk County Fair, Cindy has a strong fair and agricultural background competitively showing sheep and llamas throughout her youth 4-H and FFA experience. Having a Marketing Communications degree from UW-River Falls, she joins the team with a career background in marketing and community partnerships.

She looks forward to connecting with fair exhibitors while promoting the variety of events at the Fairgrounds in addition to the promotion of the Fair itself, which from her youth to now commonly refers to as *"the best time of the year."*





## FAIREST EARNS TOP TEN HONORS AT STATE COMPETITION

Beth McIlquham, current Northern Wisconsin State Fair Fairest of the Fair, recently competed at the Wisconsin Association of Fairs State Fairs competition and placed within the top ten candidates vying for the role.

The Wisconsin Fairest of the Fairs program was created 55 years ago to select an ambassador for the Wisconsin Association of Fairs, which represents 75 county, district and state fairs in Wisconsin.



## VOLUNTEER AND EMPLOYMENT OPPORTUNITIES

The Northern Wisconsin State Fair is seeking individuals and groups of outgoing and hardworking people who are interested in helping bring the joy of the fair to thousands of people. There are paid and volunteer opportunities available for individuals, as well as many opportunities for non-profits to become involved raising funds for their organization.

To learn more about how you or your non-profit organization can apply, call the main office at 715-723-2861 Ext 104 or visit the [nwsfa.com](http://nwsfa.com) website.

## ENTRY DEPARTMENT UPDATE

We will begin accepting online entries for our competitive exhibits on April 15th. The Exhibitor Guide and Premium Book will be on our website in early March.

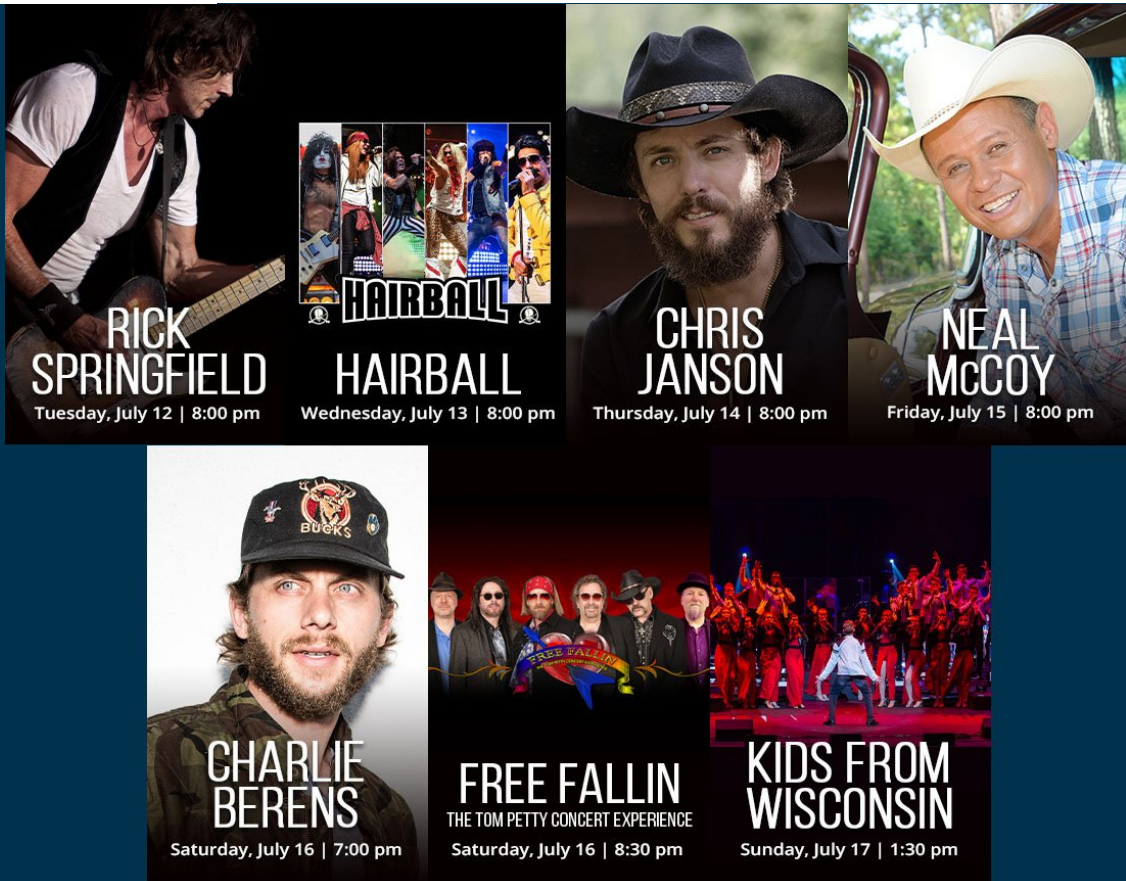
Most of us have been at home and have picked up new hobbies, whether it is gardening, canning, baking, collecting, woodworking, sewing, crafts, photography, painting, etc. Many of those hobbies can turn you into a blue ribbon winner!

Check out our extensive list of opportunities to enter our competitive exhibits. For a nominal fee, not only will you be eligible to win a ribbon, but a monetary prize also! And best of all, for each exhibitor who brings their exhibit to the fair, you will receive a week-long admission pass for the fair!



# NORTHERN WISCONSIN STATE FAIR JULY 12-17, 2022





# 2022 TICKETS ON SALE NOW!

[Click here to purchase!](#)



## NWSF WELL REPRESENTED AT SAN ANTONIO'S IAFE CONFERENCE

Last November Rusty, Marlee and Cindy attended the International Association of Fairs and Expositions Conference learning and networking alongside various industry leaders.

Marlee and Cindy are also enrolled within the Institute of Fair Management, a curriculum focused on professional development and education related to the fair and entertainment industry. Graduation from the Institute of Fair Management is a stepping stone to achieving the Certified Fair Executive designation that Rusty earned in 2015.

# BARN REPLACEMENT PROJECT

April 9, 2019, was a sad day as our Show Barn/Coliseum (Red Barn) had to be taken down due to structural concerns. After 130 years of service a portion of the roof collapsed rendering the building unsafe. We will never forget the memories and history of the Red Barn, and now we must replace it and the remaining animal barns that have served the Fairgrounds for over 100 years.

Due to cost savings, excavation for utilities/storm water, and building/environmental codes, the Fair Board is addressing our animal barn area to sustain animal exposition for generations to come. Below you will see renditions of our Barn Replacement Project that consists of two cattle barns, a new Coliseum (heated and air conditioned), small animal barn, and a FEMA designed shower/restroom/safe room structure to meet current and future needs of the Fair and other events to be held at the Northern Wisconsin State Fairgrounds.

This project will provide youth education in agriculture for the next 75 – 100 years and we need your financial help to complete it. For more information with naming rights and/or advertising opportunities available with this project, contact Rusty Volk, CFE at [rvolk@nwsfa.com](mailto:rvolk@nwsfa.com) or 715-723-2861 ext. 102.

The Northern Wisconsin State Fair is a 501 (c) 3 nonprofit public charity organization for tax deductible opportunities.

For anyone who has shown or visited animals/exhibits at the Fair, now is the time to pay it forward for your grandchildren's grandchildren.



225 Edward St.  
Chippewa Falls, WI 54729

NORTHERN WISCONSIN STATE FAIRGROUNDS

## Sponsor a Legacy

ALL DONATIONS OVER \$1000 WILL BE RECOGNIZED

### BARN REPLACEMENT PROJECT 2022-2023



Online giving is now open! Simply scan the QR code below or contact:



**The Northern WI  
State Fairgrounds**

**Rusty Volk**  
**715.723.2861**  
**[rvolk@nwsfa.com](mailto:rvolk@nwsfa.com)**

**DONATE NOW!**

<https://www.nwsfa.com/p/donate/donate>



# PHOTOS OF NWSF AT THE WISCONSIN ASSOCIATION OF FAIRS CONVENTION

