

**STATE FAIR PARK  
& Event Center**



# DIRECTOR OF EXPERIENCES IN AG, EDUCATION, AND EXHIBITS

CENTRAL WASHINGTON FAIR ASSOCIATION, YAKIMA, WA



## WHO WE ARE

The Central Washington Fair Association is a private non-profit 501(c)(3) organization that operates State Fair Park. State Fair Park is home to the Central Washington State Fair, Yakima Valley SunDome, and hosts more than 200 events annually.

## OUR MISSION

The Central Washington State Fair aims to celebrate the Yakima Valley by promoting agriculture, education, and community involvement through quality entertainment in a family-friendly environment.

As a 501(c)(3) nonprofit organization, its core mission includes:

- Preserving and improving agricultural programming and youth education.
- Developing year-round use of State Fair Park facilities.
- Showcasing the best of the region's livestock, commodities, creative arts, and farm products.



The 10-day Central Washington State Fair attracts over 250,000 guests annually and is recognized as one of the top 100 fairs in the country by IAFE. The Fair recently received IAFE's Merrill Award for one of its new Ag Education Programs.

## THE POSITION

We are looking for an innovative, experienced, energetic individual who understands how to develop programming and event content and can work effectively to gain consensus with diverse stakeholders to drive the goals and initiatives for the agriculture, education, and exhibits departments.

The position will focus on growing Fair-time and year-round agriculture and food production experiences, education, and exhibits for generations to come. If you have a passion for making a difference and being part of a team that is innovating and building for the future, then this is the job for you.

The Director is responsible for all the Fair and year-round functions that include agricultural operations -- livestock, competitions, small animal exhibits, agricultural education programming, Fair exhibits, and collaboration with agricultural education partners. Our future will also include the establishment of a multifaceted farm learning center managed and developed by this Director. This position supervises staff, volunteers, superintendents, and contractors.



The ideal candidate is someone who looks at innovative programming while embracing traditions, likes to meet people, and gets along well with the majority, showcasing a highly motivated and positive attitude that inspires others to succeed. This candidate is driven and motivated to action and purpose, capable of mediating situations, exhibiting a salesperson's knack for identifying opportunities and securing them. Finally, the candidate should be a versatile and experienced professional with a strong foundation in traditional and unique programming. Experience in Event Management and within the Fairs, Stock Shows, and Expositions industry is also desirable.



# ESSENTIAL SKILLS

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- Ability to deliver best-in-class customer service in all areas of day-to-day work.
- Experience collaborating with partners and stakeholders with diverse points of view to create mutually beneficial outcomes.
- Experience supervising staff as well as volunteers.
- Excellent interpersonal and consensus-building skills with a focus on customer service.
- Must be able to work long hours when required – which may include evenings and weekends.
- Excellent problem-solving and decision-making skills.
- Experience working with youth, nonprofits, and special-interest groups to drive programming and participation.
- Proficient in using Microsoft Suite products.
- Experience in adapting to a wide variety of evolving technology applications and their practical use on a variety of platforms.
- Capable of speaking to large groups and representing the organization to stakeholders, potential sponsors, partners, or industry groups.
- A creative visionary who is always looking for new, fun ways to deliver on the organization's mission.
- Ability to create and deliver programming content from concept through execution with good project management skills.
- A basic understanding of Food Production systems currently utilized in North America.

# LIVESTOCK, EQUINE, AND SMALL ANIMAL COMPETITIONS

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- Oversee all livestock, equine, and small animal competitions with planning of show production, exhibitor engagement, growth, selection, and innovation.
- Hiring and detecting superintendents, contractors, and volunteers, and providing vision and oversight of operations.
- Work with livestock superintendents to identify and contract educational programs and recruitment of livestock exhibitors.
- Manage department budget, create opportunities for revenue growth, and manage stipends and awards programs.
- Promote team approach between all species, including group meetings, ongoing communications, and a fair and balanced management style for all departments.
- Manage superintendents' program for all species: write job descriptions, develop contracts, communicate regularly, host pre-Fair meetings, and provide evaluations.
- Assist superintendents in hiring judges, including pay assignments, show schedules, and any necessary judge amenities.
- Assist superintendents in writing show policy, rules, and procedures, abiding by the IAFE Code of Show Ring Ethics, and any registered associations or sanctioned show rules.
- Develop and maintain positive relationships with all agricultural education partners, agricultural leaders, and organizations.
- Hire and schedule a veterinarian to complete animal well-checks upon entry to fairgrounds; stay abreast of state and federal regulations for animal health, infectious and zoonic health conditions that include outbreak disease news, inspection, treatment, quarantine processes, and barriers to entry.
- Work with the marketing team to broadcast alerts and information on the website, promote shows to exhibitors and guests, and implement other marketing initiatives to ensure proactive community outreach to drive interest and participation for all areas of oversight.
- Oversee superintendents for 4-H and FFA livestock programs, including budget allotments, staffing approvals, coordination with open class competitions, and scheduling.
- Develop an animal health Quality Assurance Program and guest safety program, and protocols.



## **EDUCATION & EXHIBITS**

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- Oversee the Fair education and exhibits program.
- Manage and implement Yakima Valley's largest classroom, ensure school tour program remains relevant and participation from schools across the Valley during Fair; improve curriculum opportunities for teachers, provide materials (print and/or online) early in school year, and provide continued learning experiences post-Fair for participants.
- Continue sourcing creative and fresh ways to educate the public about agriculture, to develop new and ongoing programming.
- Develop and maintain working partnerships with agricultural commodity and farm service organizations and community stakeholders to assist with programming and educational initiatives. Leverage their outreach and learning assets to bring programming and education to the Fair as well as year-round opportunities.
- Develop an animal health Quality Assurance Program and guest safety program, and protocols.
- Coordinate with the Sponsorship Team to develop a strategy for sponsorship opportunities that align with department initiatives that will drive revenue as well as guest and sponsor engagement.
- Develop overall strategy for programming, competitions, exhibits, and educational initiatives, and work with superintendents and volunteers to activate.
- Utilize resources of trade associations and partnerships with industry colleagues to continue to enhance programming and education.
- Ensure demonstrations and hands-on activities are representative of Yakima Valley's culture, industries, and offerings, and align with the organization's mission.
- Work with government agencies, extension offices, service and hobby organizations to collaborate and coordinate programming for participation in the Fair.

## **RV PARK MANAGEMENT**

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- Manage the RV online reservation system to assist guests as needed and collaborate with the operations team to oversee RV park operations.
- Assist the Marketing Team in promotion and awareness of the RV park availability.

## **REQUIRED EDUCATION AND EXPERIENCE**

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### **EDUCATION**

- Bachelor's degree in business, or any related agriculture degree, project management, communication, education, or related field, and/or equivalent of three to five (3-5) years of related experience in Fairs, program, or special event development.

### **SALARY**

- The annual base salary range is \$68,000-\$80,000, plus an annual discretionary bonus.
- Must have a valid driver's license. Must successfully pass a background check.

### **BENEFITS**

- 401k, Medical, Dental, Vision, Aflac, Life, and AD&D. Relocation is available for out-of-area candidates.

## **WORK ENVIRONMENT/PHYSICAL ABILITIES**

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Typical work is performed in an office setting but will include working outdoors from time to time; requires sitting and standing for extended periods, lifting up to 50 pounds, and may be exposed to dust and dirt. Occasional out-of-state travel required. During the Fair, and at other times, must be able to work long hours, including nights and weekends.

## **WORK ENVIRONMENT/PHYSICAL ABILITIES**

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Submit your resume with a cover letter outlining your experience relating to this opportunity to Michael Bradley, MHB Productions, at [mhbproductions56@gmail.com](mailto:mhbproductions56@gmail.com). Send all documents as PDF files. Questions, please contact Michael Bradley at [mhbproductions56@gmail.com](mailto:mhbproductions56@gmail.com).

Successful candidates may be required to participate in an initial virtual interview in the first round. Finalists will likely be interviewed in person in Yakima, WA, with expenses covered by the Fair Association.