



Washington State Fairs Association

The Showplace of Agriculture
Since 1940



CONVENTION PROGRAM

*Red Lion Hotel & Convention
Center – Pasco, WA*

October 19-21, 2023



2023 WSFA Board of Directors

PRESIDENT

Andrea Thayer, CFE

POSITION #1 ♦ 2018-2026

Washington State Fair

PHONE 253.841-5008

andreat@thefair.com

VICE PRESIDENT

Roylene Crawford, CVFM, IFMG

POSITION #8 ♦ 2017-2024

Kittitas County Fair

PHONE 509.929-1782

croylene@gmail.com

IMMEDIATE PAST PRESIDENT

Erin Gurtel, IFMG

POSITION #6 ♦ 2015-2023

Spokane County Interstate Fair

PHONE 509.477-2785

Egurtel@spokanecounty.org

DIRECTORS

Sherry Stovner

POSITION #2 ♦ 2021-2025

Evergreen State Fair

PHONE 425.508-8628

Sherry.stovner@snoco.org

DIRECTORS *(cont.)*

Shelly Bennett

POSITION #3 ♦ 2021-2025

Pierce County Fair

PHONE 253.377-3547

fairmanager@piercecounityfair.com

Tawnia Linde, CFE, IFMG

POSITION #4 ♦ 2020-2024

Clark County Fair

PHONE 360.931-2896

tawnia.linde@cceventcenter.org

Rebecca Martinez

POSITION #5 ♦ 2020-2026

Grant County Fair

PHONE 509.237-2971

rmartinez@grantcountywa.gov

Carolyn Morley

POSITION #7 ♦ 2019-2023

North Central WA Fair

PHONE 509.745-8480

carolyn@ncwfair.org



**WSFA SERVICE
MEMBER DIRECTOR**

Tammie Wood 2023
The Source Management Group
PHONE 541.815-1027
tammie@thesourcemanagement.com



The Showplace of Agriculture Since 1940



**WSFA EXECUTIVE
SECRETARY**

Gale Sobolesky, CFE
PO Box 945
Conway, WA 98238
WSFA OFFICE 360.269-9971
wastatefairs@outlook.com

**WSFA GOVERNMENT
LIAISON**

Mike Burgess
PHONE 360.233-3020
mikejburg@comcast.net

We wish to thank ...

COMMITTEES

NOMINATIONS	Erin Gurtel, CHAIR
CREDENTIALS AND BYLAWS	Shelly Bennett, CHAIR
LEGISLATIVE COMMITTEE	Tawnia Linde, CHAIR
CONTESTS	Tawnia Linde, CHAIR
AUCTIONS	Roylene Crawford, CHAIR
SHOWCASE COMMITTEE	Carolyn Morley, CHAIR
SERVICE MEMBERS	Tammie Wood, CHAIR
TRADE SHOW	Rebecca Martinez, CHAIR and Tammie Wood
REGISTRATION	Gale Sobolesky Sandey Brandon

2023 Convention Program

Washington State Fairs Association Red Lion Hotel & Convention Center Pasco, WA



Thursday, October 19, 2023
DAY 1

10:00 AM Registration Desk Opens FOREST REGISTRATION FOYER

10:00 AM-2:00 PM Turn in Contest Entries REGISTRATION FOYER

11:00 AM Trade Show Set-up OLYMPIC/GOLD

11:00 AM Convention First Timers Session PROJECT ROOM

Do not miss the First Timers Welcome! This session is designed to provide first-time attendees with an overview of the WSFA Annual Convention and how to get the most out of your time while attending sessions.

Carolyn Morley, WSFA Director and Manager, NCW Fair

11:30 AM-12:20 PM

A Session with State Vet's Office DESIGN ROOM

Join us for an update with the State Veterinarian.

Dr. Bruce Hutton, WSDA Region 3 Field Veterinarian, Central WA

12:30 PM Fair Managers' Session PROJECT ROOM

This session is designed for Fair Managers/CEOs/Executive Directors whether you are paid, volunteer, appointed or a Fair board member who serves in the function of a fair manager.

Greg Lybeck, CFE, General Manager,

Walla Walla Fair & Frontier Days

12:30-1:30 PM Open Networking with Topic Ideas,

Hosted by WSFA Directors

Session 1 – Sponsorship PINE ROOM

Tawnia Linde, CFE, IFMG, WSFA Director and Director of Marketing & Sponsorship, Clark County Fair

Session 2 – Operations and Grounds OAK ROOM

Sherry Stovner, WSFA Director and Superintendent Coordinator, Evergreen State Fair

Session 3 – Volunteers EXECUTIVE BOARD ROOM

Roylene Crawford, CVFM, IFMG, WSFA Vice President and Board Member, Kittitas County Fair

Session 4 – Signage on Your Fairgrounds DESIGN ROOM

Andrea Thayer, CFE, WSFA President and Chief Experience Officer, Washington State Fair

Session 5 – Traffic Flow and Fair Layout

SAGE ROOM

Tammie Wood, WSFA Service Director and

The Source Management Group

Session 6 – Special Interim Events

HARVEST ROOM

Rebecca Martinez, WSFA Director and Fairgrounds Coordinator,

Grant County Fair

2:00 PM Opening Session of the WSFA Convention

SILVER/BRONZE

Welcome – *Andrea Thayer, CFE, WSFA President*

National Anthem

Invocation – *Paul Nimmo, Fair Commissioner &*

WSFA Past President

Committee Reports

Adventures with IAFE



Jessie McLaughlin

Jessie McLaughlin serves as the Fair Coordinator for Spokane County Interstate Fair in Spokane, WA. She has been with Spokane County for 35 years, beginning in the Parks and Recreation Department then transferring to the Fair. She received her Certified Fair Executive designation through the International Association of Fairs and Expositions in 2009 and graduated from the Institute of Fair Management in 2011. She now serves as the IAFE's Course 131 (Competitive Exhibit Programming) instructor in the Institute of Fair Management program.

Jessie is an active member of Boy Scouts of America – Silver Beaver recipient, 2023 National Youth Leadership Training Course Director, and currently serves as the Council's Advancement Chair. She is on the Finance Committee for Camp Fire, having also served as Board President. She is a member of the Church of Jesus Christ of Latter-day Saints, currently serving as her ward's gospel doctrine instructor, and is Treasurer of Washington State Horsemen. She and her husband, Dale, have two children – Connor (22) and Emma (26). Emma and her husband, Kody, also blessed them with a grandson, Kaysen, in December. In her spare time, Jessie enjoys training/teaching outdoor skills, geocaching, camping, hiking, and traveling through the U.S. visiting National Parks.

Opening IAFE Keynote 'Adventures with the IAFE:

A Journey of Learning in 2023'

SILVER/BRONZE

Jessica McLaughlin, CFE, Spokane County Interstate Fair

Traveling with the International Association of Fairs and Expositions during the past year has given Jessie McLaughlin, CFE, a unique opportunity to witness how fairs in other parts of the United States "do what they do." Get ready to be inspired by the magic of fairs as she takes you on a journey through her travels, highlighting the key insights and memorable moments that enriched her perspective on culture, entertainment, and event management.

SPONSORED BY  **THE NETWORK!**

AND THE *Spokane County
Interstate Fair*

3:30–5:30 PM

Trade Show

OLYMPIC/GOLD

4:30–5:20 PM

Time with the WSDA Fair Commission

DESIGN ROOM/PROJECT ROOM

Topics include 2023 Commissioner visits, changes to applications for the yearly allocation from the state Fair fund, Ag Exhibits, and evaluation of county, community, area fairs, and livestock shows every year.

Fair Program Administrator Tracey Keller, Fair Commissioners Laurie Davies, Rich Hartzell, Paul Kuber, Ph.D, Trish Meyers, Paul Nimmo, Tim Schneider and Greg Stewart, and Hannah Mosley-Gonzales, Administrative Regulations Manager

5:45–6:15 PM No Host Social in Hallway

6:15 PM Doors open for Dinner

SILVER/BRONZE

President's Welcome – *Andrea Thayer, CFE, WSFA President*
Introduction of WSFA Directors
Silent Auction
Dinner
Showcases

9:00 PM (APPROXIMATE)

WSFA President's Reception

WSFA HOSPITALITY SUITE

Friday, October 20, 2023 DAY 2

7:30 AM Registration Desk Opens

FOREST REGISTRATION FOYER

Engaging Our Communities – A DEI Series



Krista Perez

Krista Perez's work is anchored in cultivating spaces of belonging and accelerating equity in our homes, work and communities.

Her multi-disciplinary perspective allows her to view her work through several lenses, which include her identity as a second generation immigrant and descendant of a migrant working family, her background in law, economics and public policy, small business/entrepreneurial knowledge and experience, and her dedication to community organizing.

These experiences inform the work that Krista has done as president and founder of the nonprofit organization, the Tacoma Women of Color Collective, co-founder of The Community Market, a People of Color-centered market, and Perez Consulting, a diversity, equity, accessibility and inclusion consulting business.

At Perez Consulting, authenticity, transparency and accountability are prioritized. Krista believes it is important to uproot anti-Black, racist, ableist and biased values while amplifying the voices of communities of color. Key in this pursuit is creating safe spaces for Black, Indigenous and People of Color, embedding longevity into these processes and striving for equitable outcomes.

Please find Krista's recently published book, *Unearthing Our Roots; Restorative Practices for Cultivating Spaces of Belonging*, here:

<https://bluecactuspress.com/product/unearthingourroots/>

8:00–10:00 AM

SILVER/BRONZE

Engaging Our Communities – A DEI Series

Who Do We Serve, How Do We Serve Them?

Krista Perez, Perez Consulting

This workshop will highlight the importance of knowing the communities that we serve, in assessing how we serve them, and offer beginning tools on how to adapt, change and do better.

WSFA is excited to partner with Perez Consulting to launch a series of discussions and educational workshops that integrate equity, cultivating spaces of belonging and organic community engagement into your organization's systems and processes.

Perez Consulting will be facilitating four workshops, starting at the Convention and culminating next Spring. Perez Consulting's approach to integrating equity begins with assessing and reflecting on internal processes, areas of opportunity and strengths to build upon. We believe that equity work begins with each individual and is most probable to have long-term impact when there is individual commitment and buy-in from all levels within the organization.

SPONSORED BY THE [Washington State Fair](#)

10:15–11:30 AM WORKSHOP SESSIONS

SESSION 1

DESIGN ROOM

Cannabis and Alcohol at your Fair and Fairgrounds Events

Beth Lehman, WA State Liquor and Cannabis Board

SESSION 2

Creating Your Next Generation of Participants,

And People Working at your Fair

PROJECT ROOM

Washington State Fair has embarked on a multi-year plan to reach new generations of competition and contest participants and the people who work with us. We will share the brainstorming, ideas, wins and challenges that we have already encountered on this journey.

Jennifer Schelbert, Competitions & Livestock Coordinator and

Paige Rooney, Exhibits Coordinator, Washington State Fair

SESSION 3

Considerations for Vendor Management

OAK ROOM

How to prevent misunderstandings with your food and commercial vendors by setting clear expectations in your vendor materials.

Amy DeShazer, Managing Director of Events, Clark County Fair

SESSION 4

Overview of the Governor's Executive Order 21-02

PINE ROOM

Consultation requirements for capital projects with the Department of Archaeology & Historical Preservation.

Maddie Levesque, Architectural Historian,

Department of Archaeology & Historical Preservation

NOON–2:00 PM Legislative Lunch

SILVER/BRONZE

Andrea Thayer, CFE, WSFA President

Tawnia Linde, CFE, IFMG, WSFA Director and WSFA Legislative Chair

WSFA and Olympia – Mike Burgess, WSFA Government Liaison

Introduction of WA State Fairs Commissioner Ignacio Marquez,

Regional Assistant to the Director of the Department of Agriculture

Silent Auction

Showcases

2:30–5:00 PM

Trade Show / No-Host Social Hour

OLYMPIC/GOLD



5:45–6:15 PM No Host Social in Hallway

6:15 PM Dinner

SILVER/BRONZE

Candidate Speeches
Lifetime Achievement Award
Service Member of the Year Award
Live Auction
Showcases

AFTER DINNER—Hospitality Rooms Open

10:00 PM Jam Session

Saturday, October 21, 2023

DAY 3

8:00 AM Registration Desk Opens

FOREST REGISTRATION FOYER

8:30–9:15 AM SESSIONS

SESSION 1

OLYMPIC/GOLD

How to deal with Aging Facilities and producing an up-to-date plan for improving your facility.

A panel presentation.

Greg Lybeck, CFE, General Manager,

Walla Walla Fair & Frontier Days

Erin Gurtel, IFMG, Immediate WSFA Past President

and Director, Spokane County Interstate Fair

Kathy Kramer, CVE, CFEE, CMP President and CEO,

Central Washington State Fair

Kady Porterfield, CFE, Manager, Kittitas Valley Event Center

SESSION 2

Junior Fair Boards

OAK ROOM

Jessica McLaughlin, CFE, Spokane County Interstate Fair

SESSION 3

Press Releases – Telling Our Story

PINE ROOM

In this session, we will review the steps in drafting a press release and discuss how to distribute them in an ever-changing media environment.

Tawnia Linde, CFE, IFMG, Marketing & Sponsorship Director,

Clark County Fair

SESSION 4

Super Saturday Super School Session

DESIGN ROOM



“Hitting a Home Run with Department of Agriculture Evaluations at your Fair”

Give your next evaluation a “Grand Slam” by receiving recognition for all your Fair does well. Join a panel discussion that will share tips and tricks to “hit for the cycle.”

Paul Nimmo, WSDA Fair Commissioner

Paul Kuber, Ph.D, WSDA Fair Commissioner

Belinda Royal, Manager, Stanwood Camano Community Fair

Karen Welch, Manager, Chelan County Fair

9:30–10:15 AM SESSIONS

SESSION 1

PINE ROOM

Social Marketing for Fairs: Brand, Strategy and Outcomes, Oh My!

Join the Saffire Marketing Team for a discussion about current social media marketing trends, best practices for successful campaigns and utilizing AI and automation tools to generate killer content on limited budgets and timelines.

Jeremy Emerson, Partner/Chief Creative Officer and

Megan Bartholomy, Marketing Manager, Saffire

SESSION 2

Idea Swap

OAK ROOM



Entertainment on a Budget

What are creative ways that you have designed to engage entertainment at your fair on a budget? How have you worked with your entertainment in unique ways while on a budget? Bring your ideas and your questions to this Entertainment-focused swap.

Andrea Thayer, CFE, WSFA President, Washington State Fair
Fairs, please bring samples or be prepared to share how your fair manages this topic.

SESSION 3

Creating VIP Experiences at Your Fair

PROJECT ROOM

Learn how to ensure your fairgoers have the best possible experience.

Kathy Kramer, CVE, CFEE, CMP President and CEO, Central Washington State Fair
Shanna Hauger, Marketing Director, Benton Franklin Fair & Rodeo
Jaclyn Van Hoof, Sales and Marketing Coordinator, King Co. Fair

SESSION 4

Super Saturday Super School Session

DESIGN ROOM



Creative Displays Revamping your Area

Revitalize your exhibits by shaking it up!

Judy Carrico, CFE, Agriculture and Exhibit Manager, Central Washington State Fair

Build a Better Now



Greg Bennick

Greg Bennick knows about focus. Through reading about his life, you wouldn't know that. He has been a thought provoker, public presenter, comedic juggler and punk rock vocalist (*yes, you read that correctly*), a TEDx speaker, a humanitarian and philanthropist, and an influencer devoted to transforming the world by inspiring personal and social change ... and a long-time fair performer and active past member of the WSFA! He is here to share ideas and laughs with us as we learn together. You can find out more at gregbennick.com

10:30–11:30 AM Keynote Speaker

“Build a Better Now”

OLYMPIC/GOLD

Greg Bennick is here to inspire us to Build a Better Now. Greg comes from the Fair family and understands our world! His interactive keynote explores ideas around how we can best use this moment as a launching point for the future we want. He has customized his talk today for us to include ideas that he experienced in his many years serving this community. Greg is from Seattle and always makes sure audiences have a great time. Find out more at www.gregbennick.com

12:15–2:00 PM Luncheon

SILVER/BRONZE

Introduction of WSFA Past Presidents
 Silent Auction
 Showcases

2:15–3:05 PM SESSIONS

SESSION 1

PINE ROOM

Entertainment Scheduling Conflicts. Learn how to maximize your entertainment through scheduling.

Are you getting the full potential out of your entertainment? Conflicting schedules? Monster Trucks going right by the “Community Stage”? Not enough time to flip bands? A children’s show at 9 pm? Do you put together a schedule that flows and makes sense? Join us for insight into this challenge.

Tammie Wood and Jessica Risney, The Source Management Group

SESSION 2

Rodeo: A “Fair” Experience

OAK ROOM

Creating and maintaining the ultimate fan and volunteer experience in an everchanging environment.

Selena Burgess, Manager, Northwest Washington Fair

SESSION 3

General Safety, including crowd control, severe weather planning, partnering with local safety entities and hiring private security

PROJECT ROOM

Guest safety is a top priority for public events, especially fairs, and has many facets to consider when planning an event. We will share how we approach safety planning and what resources may be available to assist with your planning for events large or small.

Andrea Thayer, CFE, WSFA President, Washington State Fair

Erin Gurtel, IFMG, Immediate WSFA Past President and Director,

Spokane County Interstate Fair

SESSION 4

Super Saturday Super School Session

DESIGN ROOM



Fair Entry – Online Entries, How to Train Users and Empower our Superintendents

Mike Seiber, Pierce County 4-H Program Coordinator,

WSU Extension

Rebecca Martinez, WSFA Director and Fairgrounds Coordinator, Grant County Fair

3:15–4:20 PM SESSIONS

SESSION 1

PINE ROOM

Creating Successful Events for Your Community off season.

A panel presentation.

Greg Lybeck, CFE, General Manager,

Walla Walla Fair & Frontier Days

Jim McKiernan, Director, Grant County Fair

Aric Gaither, Fair Manager, Skagit County Fair

SESSION 2

Build a Better Now Workshop

OLYMPIC/GOLD

with Keynote Speaker Greg Bennick

In this interactive session, we will have a talk about how we can best explore the future we want and bring it into action. Greg’s “Build a Better Now” approach talks about seven strategies that we can use to enhance the moment, build connections with others (think Fair board and service members) and together develop and grow. Attendees will hear ideas about ways to enhance relationships and focus, and we will have fun doing it.

SESSION 3

PROJECT ROOM

The ability to make decisions with incomplete information

“Do you have FOBO (Fear of Better Options)? Or are you crippled by the anxiety of making the wrong decision, especially with a

time crunch on top of it? It's easy to struggle with these things even when we have ALL the information we could hope for. So, what are we supposed to do when we don't even have all the information? Come to this session and let's talk about some perspectives that just might help us during those moments."

Kady Porterfield, Director, Kittitas Valley Event Center

SESSION 4

Idea Swap

OAK ROOM



Creative Sponsorship for your Fair and Fairground

Fairs, please bring samples or be prepared to share how your fair manages this topic.

Erin Gurtel, IFMG, Immediate WSFA Past President and Director, Spokane County Interstate Fair

SESSION 5

Super Saturday Super School Session

DESIGN ROOM



Judging Systems

Blue, Red, White or 1st, 2nd, 3rd — Danish, American or group method of judging; how do you decide? Judging requires basic rules and standards.

Sherry Stovner, Evergreen State Fair

4:30 PM WSFA Annual Business Meeting

SPRUCE ROOM

6:00–6:30 PM No Host Social in Hallway



6:30 PM Doors open for Red Carpet Gala

SILVER/BRONZE

Costume Contest

Classic, retro, glam or Hollywood, come dressed to impress and walk the red carpet!

We will be celebrating our fairs with their contest awards and wrapping up the 2023 Convention at our Red Carpet Gala.

Contest Awards

Showcases

10:00 PM Jam Session



WSFA PAST PRESIDENTS

2022 Andrea Thayer	1989 Rich Waldemar*
2021 Erin Gurtel	1988 Marlyta Deck*
2020 Tom Muchoney	1987 Dean Boss*
2019 Tom Muchoney	1986 Sid Uhinck*
2018 Terry Atchison	1985 Dick Cochran
2017 Terry Atchison	1984 Harold Beeman*
2016 John Morrison	1983 Dick Moore
2015 John Morrison	1982 Pete LaFave*
2014 Rich Hartzell	1981 Fred Polinder, Jr.*
2013 Rich Hartzell	1980 Pat (Goodrich) Anderson
2012 Paul Nimmo	1979 Robert Carlson
2011 Val Watson	1978 Karl Marks*
2010 Jim Baron	1977 Greg Stewart
2009 George Clary*	1976 Jim Hamilton*
2008 Rick Storvick	1975 Bill Heaston
2007 Bob Reynolds	1974 Gust Skarberg*
2006 Yvonne Knuth*	1973 Dean Boss*
2005 Tom Musser	1972 Marlyta Deck*
2004 Mark Campbell	1971 Bill Walck
2003 Danny Jones	1970 Keith Marney*
2002 Rose Waring	1969 James Hanger
2001 E. Lee Graham	1968 Charles Meenach*
2000 Sid Willuweit*	1967 Charles Meenach*
1999 Nancy Ruark	1966 Joseph Smith
1998 Dan Sharp	1965 John McMurray
1997 Kathy Underwood	1964 Charles Clements*
1996 Pat Nostrand	1963 Robert Loney
1995 Kent Hojem	1962 Kenneth Killingsworth*
1994 Ellis Schneider*	1961 James Blair*
1993 Neil Stephens	1960 Paul Creighton*
1992 Daphne Eshom	1959 Donald Clark*
1991 Fred Blauert	1958 Donald Clark*
1990 Max Read	

* DECEASED



Lifetime Achievement Award

Washington State Fairs Association's Lifetime Achievement Award is a recognition of service, dedication and commitment to the Washington State Fair Industry. This annual award is presented each year at the WSFA Convention in October to an individual for distinguished achievement and/or contribution in the Fair Industry.

Prior recipients include:

- 2022** **Terry Atchison** Walla Walla Fair & Frontier Days
- 2022** **Gale Sobolesky, CFE** Washington State Fairs Assn.
- 2021** **Kent Hojem, CFE** Washington State Fair
- 2019** **John Morrison** Clark County Fair
- 2018** **Greg Stewart, CFE** Central Washington State Fair
- 2017** **Kathy Underwood** Benton Franklin Fair
- 2016** **Yvonne Knuth** Castle Rock Fair
- 2015** **George Clary** Benton Franklin Fair



MARK YOUR CALENDAR

MANAGEMENT TEAM MEETING

Friday, March 15, 2024

Grays Harbor County Fairgrounds
32 Elma-McCleary Road, Elma 98541

SUPER SCHOOL MEETING

Saturday, March 16, 2024

Grays Harbor County Fairgrounds
32 Elma-McCleary Road, Elma 98541

2024 WASHINGTON STATE FAIRS ASSOCIATION CONVENTION

Dates will be announced in early 2024.
Check our website then for more information.



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SPECIAL CONTRIBUTIONS

BUTLER AMUSEMENTS, INC.	Convention Bags
INTERNATIONAL ASSOCIATION OF FAIRS & EXPOSITIONS	Opening Keynote Speaker
SPOKANE COUNTY INTERSTATE FAIR	Opening Keynote Speaker
WASHINGTON STATE FAIR	Engaging Communities – A DEI Series
FUNTASTIC TRAVELING SHOWS	Convention Program
WASHINGTON STATE FAIR	2023 WSFA Convention Logo
FAIR PUBLISHING HOUSE	Lanyards
ADMIT ONE PRODUCTS	Meal Tickets
GRANT COUNTY FAIR	Pens
DAVIS SHOWS NORTHWEST	Morning & Trade Show Breaks
OREGON BEVERAGE SERVICES, CARROLL UNRUH	WSFA Hospitality Room
REGALIA MANUFACTURING	Contest Awards & Ribbons
CONCERT PRODUCTION SERVICES	Sound and Lighting
REBECCA MARTINEZ and PAUL NIMMO	WSFA Website
SANDEY BRANDON	Program Design

TABLE DECORATIONS

EVERGREEN STATE FAIR	Thursday Dinner
SPOKANE COUNTY INTERSTATE FAIR	Friday Lunch
KITTITAS COUNTY FAIR	Friday Dinner
GRAYS HARBOR COUNTY FAIR	Saturday Lunch
NORTH CENTRAL WASHINGTON FAIR	Saturday Dinner



WSFA TRADE SHOW HOURS

Thursday, October 19

3:30 PM – 5:30 PM

Refreshments in the Trade Show Area

Friday, October 20

2:30 PM – 5:00 PM

Refreshments in the Trade Show Area

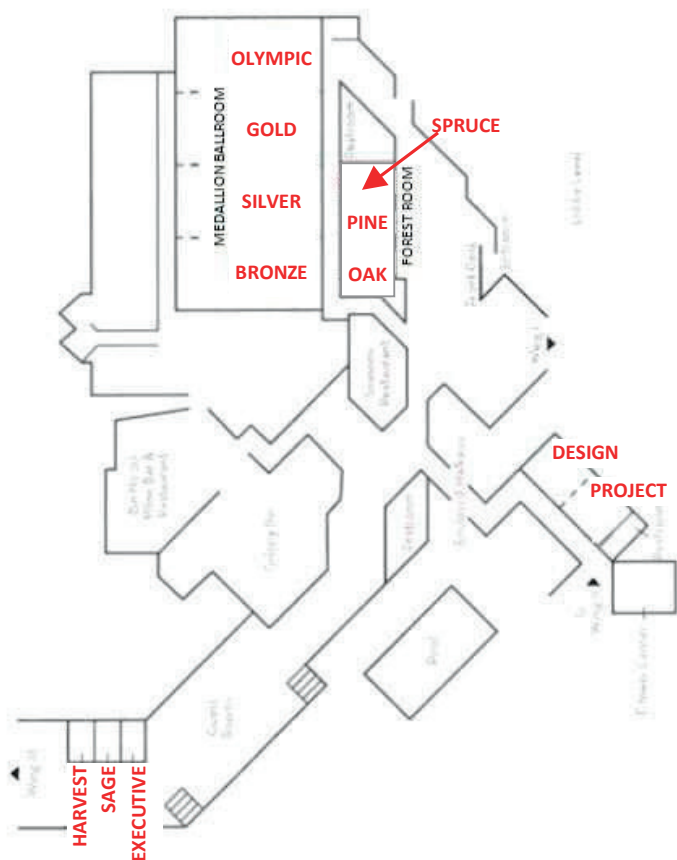
83rd



ANNUAL
CONVENTION
OCTOBER 19-21

Red Lion Hotel & Convention Center

MEETING ROOM FLOOR PLAN



Just Possibly...The World's Finest Carnival.