Washington State Fairs Association

The Showplace of Agriculture

Since 1940

CONVENTION PROGRAM

Wenatchee Convention Center
Wenatchee, WA

October 22-24, 2026

2026 Board of Directors

PRESIDENT
Tawnia Linde, CFE, IFMG
POSITION #4 ✧ 2020-2028
Clark County Fair
360.931-2896
tawnia.linde@cceventcenter.org

1st VICE PRESIDENT
Carolyn Morley
POSITION #7 ✧ 2019-2027
North Central WA Fair
775.790-5616
carolyn@ncwfair.org

IMMEDIATE PAST PRESIDENT
Roylene Crawford, CVFM, IFMG
POSITION #8 ✧ 2017-2028
Kittitas County Fair
509.929-1782
croylene@gmail.com

2nd VICE PRESIDENT
Shelly Bennett, IFMG
POSITION #3 ✧ 2021-2029
Pierce County Fair
253.377-3547
shellyb@piercecountyfair.com

DIRECTORS
Andrea Thayer, CFE
POSITION #1 ✧ 2018-2026
Washington State Fair
253.841-5008
andreaT@thefair.com

Phillip Ottley
POSITION #5 ✧ 2026
Walla Walla Fair & Frontier Days
509.629-0315
pottley@wwcowa.gov

Jessica McLaughlin, CFE, IFMG
POSITION #6 ✧ 2023-2027
Spokane County Interstate Fair
509.477-2772
JMcLaughlin@spokanecounty.gov

Sherry Stovner
POSITION #2 ✧ 2021-2029
Evergreen State Fair
425.508-8628
Sherry.stovner@snoco.org

WSFA SERVICE MEMBER DIRECTOR

Payton Ryan ✧ 2025-2027
Fair-ly Decent Promotions
541.815-1462
payton@fairlydecentpromotions.com

WSFA EXECUTIVE SECRETARY
Gale Sobolesky, CFE
P O Box 945
Conway, WA 98238
360.269-9971
wastatefair@outlook.com

WSFA GOVERNMENT LIAISON
Mike Burgess
360.223-3020
mikejburg@comcast.net

Washington State Fairs Association Mission

Washington State Fairs Association is dedicated to the success of Washington's Fairs through coordination, education, information, legislation and public support.

Washington State Fairs Association Vision

Leading Washington Fairs in successfully meeting the changes and challenges of the 21st Century.

Washington State Fairs Association

Thursday, October 22
DAY 1

8:30 AM **Registration Desk Opens** *MAIN LOBBY*

10:00 – 11:00 AM **Session - ROUNDTABLES**

Entertainment and Marketing

Start the 2026 Convention with energizing conversations designed to spark ideas you can take back to your fair. Roundtables by Fair Size give you the opportunity to connect with peers from fairs of similar size, scope, and budget; exchange real-world solutions; and learn what is working in entertainment and marketing. *Topics will rotate within the same group, giving you more chances to gather fresh ideas and practical takeaways.*

10:00-10:30 Entertainment

10:30-11:00 Marketing *BLOSSOM HARVEST*

SMALL FAIRS – Tara Hargrave, President, Kalama Community Fair and Ashley Williams, Vice President, Kalama Community Fair *FOUNTAIN 1*

MEDIUM FAIRS – Ashley Reisenauer, Fair Manager, Palouse Empire Fair *FOUNTAIN 2*

LARGE FAIRS – Amy Ihrig, Managing Director of Events, Clark County Fair

11:15 AM **Quick Connections** *FOUNTAIN 1*

"Join us for a fast-paced session exclusively dedicated to discovery! In this high-energy session fair staff and service members rotate through quick conversations designed to spark partnerships, share fresh ideas, and discover new opportunities. Who knows, you might just find your 'perfect match'!"

Payton Ryan, WSFA Service Member Director, Fair-ly Decent Promotions

12:00 NOON **Trade Show Set-up** *ORCHARD EXHIBIT HALL*

12:30 PM **Lunch** *GRAND APPLE BALLROOM SOUTH*

Opening Session of the WSFA Convention

Welcome – *Tawnia Linde, CFE, IFMG, WSFA President*

National Anthem – *Cale Moon*

Invocation – *Jessica McLaughlin, CFE, IFMG, WSFA Director and Fair Coordinator, Spokane County Interstate Fair*

Opening Keynote

Big Impact, Small Budget: Promoting a County Fair People Feel They Have to Attend

The keynote speaker will present a practical, field-tested concept around one central idea: a county or regional fair event can succeed in promotions when it feels unmissable, community-owned and easy to share. For a small budget, the goal is not more spending; it is sharper messaging, better timing, strong partners, and repeatable systemic throughputs.

Dianne Danowski Smith, APR, Fellow PRSA Publix Northwest PR + PA

2:30 – 3:15 PM **Session - District Meetings**

A TIME TO GET TO KNOW YOUR WSFA DIRECTOR AND THE FAIRS IN YOUR DISTRICT.

1. **WSFA Districts 1 and 2** *GALA 1 & 2*
   Andrea Thayer, WSFA District 1 Director and Washington State Fair
   Sherry Stovner, WSFA District 2 Director and Evergreen State Fair
2. **WSFA Districts 3 and 4** *GALA 3*
   Shelly Bennett, WSFA District 3 Director and Pierce County Fair
   Tawnia Linde, WSFA District 4 Director and Clark County Fair
3. **WSFA Districts 5 and 6** *FUJI 1 & 2*
   Phillip Ottley, WSFA District 5 Director and Walla Walla Fair & Frontier Days
   Jessica McLaughlin, WSFA District 6 Director and Spokane County Interstate Fair
4. **WSFA Districts 7 and 8** *FUJI 3*
   Carolyn Morley, WSFA District 7 Director and North Central Washington Fair
   Roylene Crawford, WSFA District 8 Director and Kittitas County Fair

3:30 – 5:30 PM **Trade Show** *ORCHARD EXHIBIT HALL*

4:30 – 5:30 PM **Session** *GOLDEN DELICIOUS*

1: **Breaking Ground: Wins, Challenges, Journeys, and Insights into Capital Grants**

"From ideas to completed projects. We'll share highlights from the 2025-2027 grant cycle, featuring real projects from fairs across Washington. Hear what worked, what didn't, lessons learned, and creative approaches that can help inspire your next capital improvement project. This candid and interactive session will give fairs practical ideas, insights into the grant process, and inspiration for turning big ideas into successful projects."

Anne Almonte, Fair Program Adminstrator, Trish Myers, Ashleigh Stouffer, Neil Tolstead, Tim Schneider, Paul Nimmo, Paul Kuber and Greg Stewart, Fairs Commissioners

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

STROLLING SHOWCASE – Rebecca "Fireplug"
The Source Management Group

GRAND APPLE BALLROOM SOUTH

6:15 PM **Doors Open for** *Sparking Change Banquet*

President's Welcome – *Tawnia Linde, CFE, IFMG, WSFA President*
Introduction of WSFA Directors
Silent Auction
Video Showcases

8:30 PM **(TIME APPROXIMATE)**
WSFA Showcase Speakeasy

Friday, October 23
DAY 2

8:00 AM **Registration Desk Opens** *MAIN LOBBY*

8:30 – 9:30 AM **Session**

1. **Fair Managers Meeting** *GALA 1 & 2*
   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. The moderator will lead the group through a candid conversation on topics that can be complex or difficult to navigate for leaders.
   Mike Ohlsen, Fair Manager, Evergreen State Fair
2. **Fair Board Member Meeting** *FUJI 1 & 2*
   This session provides an opportunity for fair board members to get together and share the challenges, successes, and concerns they are facing with their fairs and boards. If you represent your fair as a fair Board member, this meeting is for you.
   Kittitas County Fair Board Team, Kittitas County Fair

3. Maintenance Track *FUJI 3*

How to Organize Workflow and How Fairs Deal with Preventative Maintenance (ROUNDTABLE)

From daily work orders to long-term preventative maintenance, this session will provide practical solutions for keeping fairgrounds operating efficiently. Learn organizational strategies, project management tips, and technology tools that help maintenance crews stay proactive instead of reactive.

Ramon Ramirez – Maintenance Director, NCW Fair

9:45 – 10:45 AM Session *GALA 1 & 2*

1. What do your off-Season Fairgrounds Events look like?

Here is what 3 Fairs are taking on and how these events are doing (PANEL DISCUSSION)

Rene Popke, General Manager, Enumclaw Expo Center
Fionna Velasquez, Fair & Events Manager, Southwest Washington Fair
Erin Gurtel, IFMG, Director, Spokane County Fair & Expo Center

2. Heritage Hoodies *FUJI 1 & 2*

How to Create a Fair Shirt Fan Club

Learn how to produce merchandise that people love to buy, come back to collect, and wear all year long. I'll walk you through my process: from spotting the story worth telling to designing production ready art.

On a budget? We'll explore ways local vendors and fair boards can partner so sales benefit all involved.

Jennifer Rigg, San Juan County Fair Superintendent, Graphic Designer

3. How to Participate in the Legislative Process *FUJI 3*

Mike Burgess, WSFA Government Liaison

GOLDEN DELICIOUS

4. Running a Vendor Program That Doesn't Run You

Managing your vendors is a large, complex and challenging operation, and for most fairs it runs on spreadsheets, email chains and one person's memory. The real cost is the hours spent re-keying applications, chasing certificates one email at a time, and answering the same vendor question 40 times. It works right up until the week it doesn't, and then everyone on the grounds feels it.

We spoke to fairs across the country to learn what they have actually figured out, and we are bringing the tactics that work, with a focus on where the manual work is and how to eliminate it. We will walk through the season from start to finish: curating your vendor mix rather than simply filling the space; creating an application process you can stand behind; getting contracts finalized and signed without the back-and-forth; structuring deposits; running settlement without burning relationships you'll need next year; and closing the season set up better for the next one.

Danielle Bongiorno, Head of Partnerships fairs.com

11:00 AM IAFE Keynote Speaker *GRAND APPLE BALLROOM NORTH*

Celebrating Our Fairitage: The Passion and Purpose Behind Our Industry

Courtny Hinds, CFE, CCE, Executive Director NICA [NATIONAL INDEPENDENT CONCESSIONAIRES ASSOCIATION]

Fairs are more than just events—they are traditions, communities, and legacies. In this keynote, Courtny explores the deep-rooted passion that drives the fair industry and the people who make it all possible. Through stories of resilience, innovation, and dedication, this keynote will inspire fair professionals and volunteers alike to embrace their role in preserving and growing our "Fairitage."

KEY TAKEAWAYS:

- Rediscover the purpose and passion behind the fair industry.
- Gain insights into the lasting impact of fairs on communities.
- Celebrate the resilience of those who make fairs possible.
- Walk away inspired to strengthen and sustain our industry's future.

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STROLLING SHOWCASE – Paul Isaak '*The World's Tallest Game Show*'

12:15 PM **Legislative Lunch** *GRAND APPLE BALLROOM SOUTH*

Tawnia Linde, CFE, IFMG, WSFA President
Introduction of WA State Fairs Commissioners
Introduction of WSFA Past Presidents
WSFA Board Candidate Speeches
WSFA Director and WSFA Legislative Chair *Shelly Bennett*
WSFA and Olympia – *Mike Burgess*, WSFA Government Liaison
Jon DeVaney, President of the Washington State Fruit Tree Association
Silent Auction
Video Showcases

2:30 – 3:30 PM **Session**

1. **The Box Office Starts Online:** *GALA 1 & 2*
   Building Trust Before the First Click
   The ticket buying experience begins before checkout. Learn how website content, branding, accessibility, clarity and ease of use influence buyer trust, reduce unwanted friction, and help turn online visitors into loyal customers.
   Phil Thompson, Director of Website Operations, Saffire LLC

   GOLDEN DELICIOUS
2. **More, more, more: Discovering what's in your toolbox**
   A fun, fast-paced interactive and guided-conversation session perfect for peer-to-peer learning in discovery of great promo and PR tactics to make sure your fair is a year-to-year success.
   Dianne Danowski Smith, APR, Fellow PRSA Publix Northwest PR + PA
3. **Great Fair, Great Facility, Now What?** *FUJI 1 & 2*
   Jim will help you really dive into what areas you can grow revenue in, how to determine what you are good at, generating support for capital funds, and using the community to push elected officials for investment. Plan on this session being interactive. The questions asked will be "What are you really good at?" then "What are you not good at?"
   Growing revenue is an absolute must for long-term sustainability.
   Jim McKiernan, Director, Grant County Fair

ORCHARD EXHIBIT HALL

3:30 – 5:30 PM **Trade Show/No-Host Social Hour**
Refreshments

3:30 – 4:00 PM **WSFA Annual Meeting** *FUJI 3*
(If you are the voting delegate for your fair, please attend)

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

STROLLING SHOWCASE – Karen Quest '*Cowgirl Tricks*'

6:15 PM **President's Banquet** *GRAND APPLE BALLROOM SOUTH*

Paul Isaak, MC
Come dressed in your patriotic best and join your WSFA fair family for an evening of great food, meaningful connections, plenty of fun, and a celebration of the people and communities that make Washington fairs so special. Patriotic attire encouraged — classy, creative, or just plain FUN!

RED, WHITE & BLUE ★ STARS & STRIPES ★ AMERICANA FLAIR

Lifetime Achievement Award
Impact Award
Service Member Award
Silent Auction
Live Auction with Auctioneer Rocky Mullen
Video Showcases

PRESIDENT'S BANQUET SPONSORED BY

ROMEO ENTERTAINMENT GROUP

AFTER DINNER—President's Reception

Saturday, October 24
DAY 3

8:00 AM **Registration Desk Opens** *MAIN LOBBY*

8:00 – 8:50 AM **Session**

Session open to all convention participants

Growth Through Transition: Succession Planning Essentials for Fairs & Expositions

GRAND APPLE BALLROOM NORTH

In the fast-paced world of fairs and expositions – where leadership roles range from full-time professionals to dedicated volunteers – effective succession planning is critical to long-term success. This workshop will equip you with the tools needed to create a strong succession plan, ensuring your organization thrives beyond transitions.

KEY TAKEAWAYS:

- Understand the fundamental principles of succession planning.
- Learn how to identify key roles and future leaders.
- Develop strategies for knowledge transfer and organizational continuity.
- Navigate turnover challenges with confidence.

Includes four resource documents to guide you through free self-guided succession planning for each position in your organization.

Courtny Hinds, CFE, CCE, Executive Director NICA
[NATIONAL INDEPENDENT CONCESSIONAIRES ASSOCIATION]

9:00 – 9:50 AM **Session** *GALA 1 & 2*

1. **Rodeos – harnessing the entertainment value for non-rodeo enthusiasts for increased ticket sales** (PANEL DISCUSSION)
   Carolyn Morley, WSFA 1st Vice President, Manager NCW Fair
   Maile Walker, Fair Coordinator, Cowlitz County Fair & Rodeo
   Lori Lancaster, Executive Director, Benton Franklin Fair

2. **Newsworthy Press Releases** *FUJI 1 & 2*
   Your local media can be one of your greatest marketing partners – if you know how to work with them. Discover how to write compelling press releases, create stories that journalists want to cover, and build lasting relationships that keep your fair or event in the headlines.
   Emily Thornton, Pete O'Cain, Rick Boone, The Wenatchee World

3. **Fundraising and Foundation Leadership:**
   Building a Foundation for Success *GOLDEN DELICIOUS*
   Leading a successful foundation begins with a clear mission, meaningful relationships and a compelling story. In this breakout session, we'll explore the fundamentals of fundraising—from engaging donors and building community partnerships to creating successful events and programs that inspire continued support. We'll also discuss the importance of strong board leadership, donor stewardship and clearly communicating the impact of every gift.
   Holly Ball, Executive Director, Washington State Fair Foundation

4. **Super Saturday Super School Session**
   Developing a Judges Network *GRAND APPLE BALLROOM NORTH*
   A hands-on planning session to take on the growing need of judges. All attendees working in competitions, still-life or livestock are invited.
   Phillip Ottley, WSFA Director and Competitive Exhibits Coordinator, Walla Walla Fair & Frontier Days

10:00 – 11:45 AM **Closing Brunch with Jeff Fitts**

Introduction of 2027/2028 WSFA Convention location
Contest Awards
Video Showcases

Jeff Fitts, Pie of Genius

You've spent several days gathering ideas, making connections, and discovering possibilities for your fair. But the real test begins when the energy of convention meets the realities waiting back home. In this practical closing session, you'll sort through the insights you've gained, identify what matters most for your fair, and turn those ideas into realistic next steps. You'll leave with greater clarity, stronger focus, and a first move designed to survive the pressures back home.

12:00 – 2:00 PM

Super Saturday Super School Sessions

Sessions open to all convention participants

12:00 12:00 – 12:50 PM **Session** *GRAND APPLE BALLROOM NORTH*

Updates from the State Veterinarian's Office

Dr. Turner will describe available and highlighted resources, contact information, important rules and regulations, disease surveillance updates, and other important information for fair staff and organizers.

Zachary Turner, DVM, MPVM, DACVPM, Field Veterinarian, Animal Services Division, Washington State Department of Agriculture

12:00 – 1:30 PM **Session**

Roses, Crowns & Thorns: Representing with Grace, Leading with Purpose

GOLDEN DELICIOUS

Every reign brings moments of joy, responsibility, and challenge. This interactive workshop will present guidance and helpful information to equip fair and rodeo royalty programs with the skills to represent their communities with confidence, professionalism and authenticity. Through the lens of the *roses* (rewards), *crowns* (responsibility), and *thorns* (challenges), participants will gain practical tools for leadership, communication, resilience, and serving with purpose – both during their reign and beyond.

Shane Laib, Economic Development Coordinator, Port of Columbia, Dayton

1:00 – 1:50 PM **Session**

1. **Beyond the Blue Ribbon: Creative Ways to Grow Entries & Exhibitors** *GRAND APPLE BALLROOM NORTH*

   How do we get more people to enter the fair – and keep them coming back year after year? This session will explore creative, practical ways fairs of all sizes can increase entries, attract new exhibitors, and bring fresh energy to traditional competitive exhibits.

   Carolyn Morley, WSFA 1st Vice President, Manager NCW Fair
   Phillip Ottley, WSFA Director, Competitive Exhibits Coordinator, Walla Walla Fair & Frontier Days

2. **Care and Feeding of Volunteers** *FUJI 1 & 2*

   Let's share challenges and successes on how we retain, recruit and make them feel special. We do know that we could not do what we do without them.

   Roylene Crawford, CVFM, IFMG, WSFA Immediate Past President and Kittitas County Fair Board Director

WSFA PAST PRESIDENTS

2025 Roylene Crawford
2024 Roylene Crawford
2023 Andrea Thayer
2022 Andrea Thayer
2021 Erin Gurtel
2020 Tom Muchoney
2019 Tom Muchoney
2018 Terry Atchison
2017 Terry Atchison
2016 John Morrison
2015 John Morrison
2014 Rich Hartzell
2013 Rich Hartzell
2012 Paul Nimmo
2011 Val Watson
2010 Jim Baron
2009 George Clary*
2008 Rick Storvick
2007 Bob Reynolds
2006 Yvonne Knuth*
2005 Tom Musser
2004 Mark Campbell
2003 Danny Jones
2002 Rose Waring
2001 E. Lee Graham
2000 Sid Willuweit*
1999 Nancy Ruark
1998 Dan Sharp*
1997 Kathy Underwood
1996 Pat Nostrand
1995 Kent Hojem
1994 Ellis Schneider*
1993 Neil Stephens
1992 Daphne Eshom
1991 Fred Blauert
1990 Max Read
1989 Rich Waldemar*
1988 Marlyta Deck*
1987 Dean Boss*
1986 Sid Uhinck*
1985 Dick Cochran
1984 Harold Beeman*
1983 Dick Moore
1982 Pete LaFave*
1981 Fred Polinder, Jr.*
1980 Pat (Goodrich) Anderson
1979 Robert Carlson
1978 Karl Marks*
1977 Greg Stewart
1976 Jim Hamilton*
1975 Bill Heaston
1974 Gust Skarberg*
1973 Dean Boss*
1972 Marlyta Deck*
1971 Bill Walck
1970 Keith Marney*
1969 James Hanger
1968 Charles Meenach*
1967 Charles Meenach*
1966 Joseph Smith
1965 John McMurray
1964 Charles Clements*
1963 Robert Loney
1962 Kenneth Killingsworth*
1961 James Blair*
1960 Paul Creighton*
1959 Donald Clark*
1958 Donald Clark*

*** DECEASED**

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HERO EVENT SUPPORT	Sound & Lighting
JESSICA McLAUGHLIN	WSFA Convention Logo
SANDEY BRANDON	Program Design
ROCKY MULLEN	Auctioneer

TABLE DECORATIONS

WHIDBEY ISLAND FAIR	Thursday Lunch
EVERGREEN STATE FAIR	Thursday Dinner
SPOKANE COUNTY FAIR	Friday Lunch
CHELAN COUNTY FAIR	Friday Dinner
WENATCHEE YOUTH CIRCUS	Saturday Lunch

We wish to thank our

COMMITTEES

NOMINATIONS/ CREDENTIALS & BYLAWS	Jessica McLaughlin, CFE, IFMG, CHAIR
LEGISLATIVE	Shelly Bennett, IFMG, CHAIR
CONTESTS	Phillip Ottley, CHAIR
AUCTION	Roylene Crawford, CVFM, IFMG, CHAIR
SHOWCASE	Carolyn Morley, CHAIR
TRADE SHOW	Payton Ryan, CHAIR
REGISTRATION	Gale Sobolesky, CFE, CHAIR

NOTES

WSFA TRADE SHOW HOURS

Thursday, October 22
3:30 – 5:30 PM
REFRESHMENTS IN THE TRADE SHOW AREA

Friday, October 23
3:30 – 5:30 PM
REFRESHMENTS IN THE TRADE SHOW AREA

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:

2025 **Karen Welch,**..... Chelan County Fair
2024 **Marla Calico,** CFE... International Assn. of Fairs & Expos
2023 **Paul Nimmo** .....Washington State Fair Commission
2022 **Gale Sobolesky,** CFE.....Washington State Fairs Assn.
2022 **Terry Atchison**.....Walla Walla Fair & Frontier Days
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

Impact Award

The WSFA Impact Award recognizes an up and coming individual within a fair making a positive impact by creative solutions, pioneering approaches, or advancements to improve their fair and/or the fair industry. This award honors those who challenge the status quo, drive progress, and set new benchmarks for excellence and innovation in event production.

New Award in 2024

2025 **Andrea Thayer,** CFE..... Washington State Fair
2024 **Lori Williams**.... Junior Livestock Show of Spokane

NOTES

NOTES

2027 WASHINGTON STATE FAIRS ASSOCIATION CONVENTION

October 21, 22 and 23, 2027

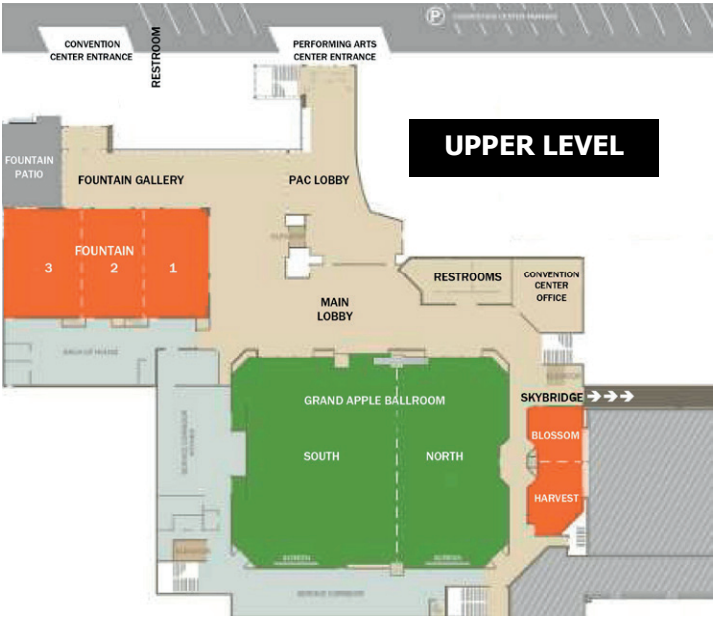
Delta Hotel Everett Marriott
3015 Pine Street—Everett, WA 98201

2028 WASHINGTON STATE FAIRS ASSOCIATION CONVENTION

October 19, 20 and 21, 2028

Delta Hotel Everett Marriott
3015 Pine Street—Everett, WA 98201

ANNUAL CONVENTION
OCTOBER 22-24



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