

FAIR

THE SHOW PLACE



VIEWS

OF AGRICULTURE

August 2011

Issue 34 , Number 2

Inside this issue . . .

President's
Message
page 2

Getting Involved
Pays Off
page 3

Preliminary
Program
Page 4

Save the Dates
Page 6

Service Member
of the Year
page 7

Registration
Forms
Page 8 & 9

Contest Info
page 10 & 11

Trade Show
& Auction Forms
page 12 & 13



2011 WSFA Convention to be held October 20, 21 and 22 at the Yakima Convention Center in Yakima Washington

**“Pick Up Your Giddy Up and Go!
Shawna Schuh
to be the Keynote Speaker
at 9 AM Friday, October 21**

Shawna Schuh, Certified Speaking Professional, brings a wealth of information and experience to the platform—plus she's funny!

Shawna is a business owner, accomplished presenter and coach plus the wife of a horse shoer. She is also a former Jr. Champion Showman of the Washington County fair – and is still an active animal owner which means she knows a thing or two about mud and manure!

Living in rural Western Oregon, Shawna brings a focused and fresh perspective. She is the author of several books, audio and video products and the creator of the Mastering Your Presentation Process. Plus she speaks rural, which is a combination of experience and common sense with a dash of dust. www.WesternSpeaker.com



PRESIDENT'S

MESSAGE



Is summer here? It seems to be popping out a little more every day. I hope your fairs have gone well or will be great successes this fair season. My plans this summer are to visit as many fairs as I can. Unfortunately for me, I don't have a summer job and am feeling a little lost but, it gives me a chance to come and see your fair. I am so looking

forward to that journey.

On another note, if you haven't heard by now, we were very successful in Olympia this year as legislature finally ended. The Fair Fund will be receiving \$1,750,000 per year for 2012 and 2013. This is a decrease of \$250,000 per year. We are not sure yet how that will change the formula for our allotments of our fund. Hopefully at convention we will have a better idea how this will pan out. The capitol budget also included the \$1,000,000 for grants for health and safety upgrades on fairgrounds. Right now I would like to take this moment to thank everyone who was involved to help make this happen for all of us. Please be sure to thank all of your legislators. It wasn't just one person who made this happen, it took all of us. "It is amazing how much you can accomplish when it doesn't matter who gets the credit." __ Unknown

At this time, I would like to encourage everyone to start making plans to attend the convention in Yakima on October 20, 21, 22, 2011. Your board has been working hard putting workshops together and I feel we have some great keynote speakers. I have changed the theme a little as I thought it may be a little difficult in making center pieces and dressing up for the contest. It now reads, "Country Fair, Something New, Something Different, Something Fresh." I hope you have fun with it.

Just a little housekeeping to take care of, we would like to see **at least one** representative from each fair at our annual convention. That way we can get the updated information on your fair for the coming year to put in our membership book so we can get it published on time so our secretary can get them to you earlier. **It is your responsibility!** Thank you.

I would like to end this message with a little something to think about-

"One piece of log creates a small fire, adequate to warm you up, add just a few more pieces to blast an immense bonfire, large enough to warm up your entire circle of friends; needless to say that individuality counts but teamwork dynamites."

Have a great fair season and enjoy summer, now that it's here!

Val Watson

Val Watson

2010 -2012 Washington State Fairs Association Board of Directors

PRESIDENT

Val Watson 2004 - 2012

Position #7

Adams County Fair

996 East Yeisley Road, Lind, WA 99341

Home: 509-677-3536

Cell #: 509-750-6367

lavatson@lindwa.com

VICE PRESIDENT

Paul Nimmo 2007 - 2013

Position #3

Pierce County Fair and Washington
State 4-H Fair

5914 Gerlings Drive SW, Lakewood,
WA 98499

Phone #: 253-584-3903

Cell #: 253-230-1502

Fax #: 253-572-3139

pauln@piercecounityfair.com

IMMEDIATE PAST PRESIDENT

Jim Baron 2005 - 2011

Position #1

Northwest Washington Fair

1775 Front Street

Lynden, WA 98264

Work #: 360-354-4111

Cell #: 360-815-5669

Fax #: 360-354-1315

jim@nwwafair.com

DIRECTORS

Debbie Donk 2010 - 2013

Position #2

Evergreen State Fair

14405 179th Avenue SE

Monroe, WA 98272

Work #: 360-805-6705

Debbie.Donk@snoco.org

Kathi Mattinen 2010 - 2013

Position #4

Cowlitz County Fair

1900 7th Avenue,

Longview, WA 98632

Phone: 360-577-3121

Cell: 360-560-2109

mattinenk@co.cowlitz.wa.us

Roylene Crawford 2005 - 2011

Position #5

Kittitas County Fair

4290 Kittitas Highway

Ellensburg, WA 98926

Phone: 509-925-3484

Cell #: 509-929-1782

crawfords@kvalley.com

Rich Hartzell 2009 - 2012

Position #6

Spokane Interstate Fair

404 N. Havana, Suite 1

Spokane Valley, WA 99202

Work #: 509-477-2770

Cell#: 509-342-6570

Home#: 509-276-1644

rhartzell@spokanecounty.org

Dick Pulis 2010 - 2013

Position #8

Grant County Fair

4064 Cove West Drive

Moses Lake, WA 98837

Phone #: 509-764-2341

Cell#: 509-7602648

rhulis@yahoo.com

WSFA Service Member Director

Tammie Ryan 2001 - 2012

Super Science Company

P.O. Box 1686

Prineville, OR 97754

Phone: 541-815-1027

tammie@supersciencecompany.com

WSFA Executive Secretary

Gale Sobolesky, CFE

Southwest Washington Fair

P.O. Box 914, 147 Kennicott Road,

Chehalis, WA 98532

WSFA Office: 360-269-9971

Work #: 360-740-1495

Cell #: 360-219-6580

wastfair@comcast.net or

Gale.Sobolesky@lewiscountywa.gov

WSFA Legislative Liaison

Heather Hansen

120 Union Ave., Suite 201, Olympia,

WA 98501

Day #: 360-705-2040

Fax #: 360-705-2018

heather@wafriends.org



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."

Getting Involved Pays Off

At a Washington State Fairs Association managers meeting held at the Northwest Washington Fairgrounds on Easter weekend, 2010, Kent Hojem, CEO of the Western Washington Fair in Puyallup, shared a story of how the State of Washington had required their Fair to turn over all un-cashed premium checks to the state under the unclaimed property law. This was a cause of significant concern to most fairs represented at the meeting as many realized they were carrying a significant financial liability since every year, many people choose to not cash their premium checks. Some do so because they lose them and for some, they may consider the check too small to concern themselves with. But many actually choose not to cash their check living under the illusion that their money would go back to the Fair. They consider it as a donation. But with this law, that is not the case?

In October, at the Washington State Fairs annual convention, the WSFA legislative liaison, Heather Hansen, working with the Legislative Committee, established a list of priorities to take to the 2011 legislature. Not surprising, the problem of Fairs dealing with the unclaimed property law made it to the list.

Heather Hansen worked with Washington State Senators, Pridemore from Clark County, Hewitt from Walla Walla, Kastama representing Puyallup, and Swecker from Thurston County. Together they introduced Senate Bill 5633 to exempt Fairs from the requirement to turn un-cashed premium checks over to the state coffers. Rep. Kathy Haigh from Mason County sponsored a companion bill in the House. Many fairs contacted their legislators asking them to support this bill. In February, Greg Stewart, Central Washington State Fair Manager and Jim Baron, Northwest Washington Fair Manager answered the call to testify before the Senate Agriculture and Economic Rural Development Committee in favor of this bill. On March 3, 2011 the Senate passed this bill without a single no vote and on April 5, 2011, the house passed the bill without a single no vote.

It is rewarding, when it happens, to see first-hand our government in action. On Monday, April 18, 2011 Governor Gregoire signed into law the exemption for

Fairs returning unclaimed property to the state. This is a huge liability removed from many Washington Fairs. A liability most of us in the State of Washington didn't even know we had.

When we the people get involved, we the people can make things happen. And don't forget to thank your legislators for their support.

Article by Jim Baron, WSFA Immediate Past President and Legislative Committee Chair



Rep. Kathy Haigh from Mason County, WSFA Legislative Liaison, Heather Hansen and Sen. Craig Pridemore from Clark County.



2011 WSFA Convention Theme

Country Fair – Something New,
Something Different, Something Fresh

Thursday Night Costume Contest

Theme: Country Hoe-Down



To Make your Hotel Reservation for the WSFA Convention

Red Lion Inn Yakima Center
509-248-5900

Howard Johnson at 509-452-6511

Remember to mention the WSFA Convention that will motivate them to find you a room and give you the WSFA Convention Room Rate



WSFA 2011 Convention Program (Preliminary)

Yakima Convention Center

Theme: *Country Fair - Something New,
Something Different, Something Fresh*

Thursday, October 20, 2011

DAY 1

- 10AM Registration Desk Opens
1 PM SESSION
1: Managers'/Staff Meeting, – 400
2: Fair Board Members' Meeting, – 500
3: Convention First Timers Meeting – 600
Tips on how to get more out of your first Convention
4: Service Members Meeting,
Tammie Ryan, WSFA Director and Super
Science Company – Trade Show ABC
2 – 5 PM Grand Opening and Ribbon Cutting for
2011 Trade Show A B C and Lobby
Prize Drawing at 4:45 PM
No Host Social Hour
2:30-3:15 PM SESSION
1: Stretching your Advertising Dollar,
Rob Phillips, Partner - Smith Phillips &
DiPietro- 400
2: Carnivals, Rich Byrum, Butler
Amusements and Cathy Davis,
Davis Amusements Cascadia- 500
3: DBTCA, ADA Service Animals- 600
3:30-4:15 PM SESSION
1: Alternatives to Premiums,
Rich Hartzell, WSFA Director &
Spokane Interstate Fair - 400
2: E-Ticketing 500
3: DBTCA- ADA, Policies that Affect
your Fair 600
5:30 No Host Social Hour in Lobby
6:30 PM Doors Open for Dinner - E F G H
6:30PM Dinner
Silent Auction
Presidents' Welcome, Val Watson, WSFA
President
Costume Contest – Country Hoe Down
Entertainment Showcases
Emcee:
Live Auction
Entertainment Showcase

Friday, October 21, 2011

DAY 2

- 8 AM Registration Desk Opens
9 AM Opening Session of the WSFA
Convention – D
Welcome – Val Watson, WSFA President
Introduction of Washington State Fairs
Association Directors
Opening Keynote Speaker – “Pick Up
Your Giddy Up and Go!” Shawna Schuh
10:30 -
11:20 AM SESSION
1: Working with Volunteers –
Shawna Schuh - D
2: Working with the Media, Lori
Lancaster, Benton Franklin Fair - 500
3: New Food Trends, Mike Maher,
Conifer Food Specialties - 600
11:30 –
12:20PM SESSION
1: Educational Displays – Fair Theme,
Yvonne Knuth, Castle Rock Fair – 400
2: Creating a Foundation, Lisa Nathan,
Cowlitz County Fair - 500
2: Speed Dating, Tammie Ryan, WSFA
Director - 600
12:30 PM Lunch – E F G H
Silent Auction
Legislative Report - Heather Hansen
WSFA Lobbyist
WSFA Board Candidates Presentations
Service Member of the Year Award
Best Trade Show Display
Attendance Award
Entertainment Showcases
Emcee
2 -5 PM Trade Show A B C and Lobby
Prize Drawing at 4:45 PM
No Host Social Hour

2:00 – 2:50 PM

- 1: Contest Roundtable, Debbie Donk, WSFA Director/Evergreen State Fair- 400
- 2: L & I Ron Fuller, Chief of Electrical Inspection and Permitting L& I - 500
- 3: Carnival Guild Meeting 600
- A Meeting for Carnival Guild Members

3:00-3:50PM

- 1: Leadership - D
- 2: Legislative Workshop, Heather Hansen, WSFA Lobbyist and Panel - 400
- 3: Attracting Teens and Tweens to the Fair and Keeping them There – 500
- 4: Fair Commission - 600

4:00-4:30PM

WSFA Annual Business Meeting

4:30-6:00PM

Wine Tasting
M & M Catering

5:30-6:30PM

No Host Social Hour in Hallway

6:30 PM

President's Ball
Silent Auction
Entertainment Showcase
Emcee

Saturday, October 22, 2011

DAY 3

9AM-11AM

Trade Show A B C and Lobby
Prize Drawing at 10:45 PM
Refreshments in the Trade Show Area

9AM – 9:50

Session
1: Sponsorship/Alternative Sources of Revenue- 400
2: Off Season Events and Interim Usage of Facilities- 500
3: Privatizing Your Fair – 600

10:00-10:50

Session
1: 2012 Super School Planning Meeting - 400
2: Pros and Cons of Beer Gardens/Wine Tasting at the Fair- 500
3: Rodeo - 600

11:30AM - 2PM

Luncheon – E F G H
Introduction of Past Presidents
Introduction of WSFA Board Officers
Entertainment Showcases
Emcee:
Convention Wrap-up and
Closing Keynote, Randy Dorn,
Superintendent of Public Instruction

LEGISLATIVE UPDATE from Heather Hansen



When the legislature adjourned and the budget was final, it included \$1,750,000 per year for 2012 and 2013 for the Fair Fund. That is a decrease of \$250,000 per year, but considering the cuts made to other programs and the original budget proposals, it is very good news.

Senator Mark Schoesler from Ritzville was a key player in making this happen.

In even better news, the Capital budget included \$1,000,000 for health and safety improvement grants. That is more than double what has been received in the past. Senator Linda Parlette from Wenatchee took the lead on this.

Another bill that will benefit fairs was SB 5633. It exempted agricultural fair premium checks from the unclaimed property act. Under the previous law, if an exhibitor did not cash a premium check, the fair was supposed to turn that sum of money over to the state to be held in the unclaimed property account. Senator Craig Pridemore from Vancouver and Rep. Kathy Haigh from Shelton successfully got the exemption passed.

Once again, the Governor proposed to eliminate the Fairs commission along with multiple other boards and commissions. The Fairs Commission was protected thanks to an amendment by Rep. Kathy Haigh.

PLEASE, take a moment and contact your legislators one more time. Let them know how much you appreciate this outcome. Thank them for their efforts. In addition to those mentioned above, others were working behind the scenes. Legislators from across eastern Washington as well as a few from Gig Harbor and even Bellevue helped out.

Heather Hansen

WSFA Legislative Liaison



Save the Dates for WSFA Meetings in 2012

Friday, March 16, 2012 (1:00 pm)

WSFA Management Team Meeting

4H Building, Evergreen State Fairgrounds, Monroe, WA

Saturday, March 17, 2012 (All Day – time TBD)

WSFA Statewide Super School

4H Building, Evergreen State Fairgrounds, Monroe, WA

New WSFA Service Member

Louie Foxx

Louie Foxx

P.O. Box 3447, Kent, WA 98089

Phone: 206.669.3928

Email: info@LouieFoxx.com

Website: www.LouieFoxx.com

Louie's One Man Side Show amazes audiences with cutting edge magic tricks, hilarious cowboy stunts and eye popping juggling feats. Louie is a Guinness World Holder and The International Brotherhood of Magicians recently called him "Excellent"! The High energy Family Friendly one man show is not to be missed!

Welcome to WSFA Louie!



Rob Phillips Partner of Smith, Phillips and DiPietro to present a workshop on Stretching your Advertising Dollar on Thursday, October 20th at 2:30 pm

Rob Phillips grew up in the Yakima Valley spending very little time reading and writing and way too much time hunting and fishing. Somehow he still managed to graduate from West Valley High School and Washington State University, with a BA in advertising communications. Rob joined Yakima's oldest advertising and PR firm, Smith, Phillips & DiPietro in 1980 and in 1996 he and partner Bob DiPietro purchased the company from their fathers. In 2009 Rob was honored with the Yakima Advertising's Silver Medal Award, for his contribution to the advertising community in Central Washington.

Along with his copy writing, account management and ownership duties at SPD, Rob writes on various outdoor subjects for a number of different publications. He has had over 750 articles and countless photos published around the Northwest and the U.S. since he started writing professionally in 1986. His column, "The Northwest Sportsman" has appeared for over 20 years in the Yakima Herald-Republic where he keeps readers apprised of what's happening where in the great outdoors.

One of Rob's favorite longtime accounts is the Central Washington State Fair in Yakima. Rob has been working with the management team of the Fair since 1981 and over the years has developed a great aptitude for working closely with all media, creating partnerships that help stretch the Fair's advertising dollars to the fullest.

As a side note, Rob and his wife Terri had their very first date at the Central Washington State Fair in 1972. They have been happily married for 33 years and over that time have had many more Fair dates!

Washington State Fairs Association Vision

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

SERVICE MEMBER OF THE YEAR!

The Service Member of the year Award was a designation created to recognize and salute members of the organization that not only support and promote the mission of Service Members in the Washington State Fair Association but have in some way participated in the Association outside of their specific service. Examples of this might include being on the convention committee, offering a seminar or roundtable discussion during convention, mentoring or assisting other members or fairs, heading up projects or tasks within the general association. The Service Members of The Washington Fair Association is a family unto itself. The presentation of this award is the association's way of saying "thank you for your contribution" and at the same time commemorate their name throughout the award's lifetime. When nominating candidates for the award, one should be prepared to describe what the candidate's specific contributions or participation was and not just nominate a service member because they are your friend or nice. We already know that all Service Members are nice. ☺



Criteria for the Service Member of the Year Award

1. Nominee must be member of WSFA for at least two years prior to nomination.
2. Nominee must be member of WSFA in good standing with regard to annual dues and convention fees
3. Nominee must have contributed to WSFA by way of volunteering i.e. Committee, Convention, Presenter (workshop or seminar), Auction
4. Nominee has upheld the ethics of business and conduct with Fairs and other Service Members
5. Nominee has promoted the mission and goodwill of the Service Members to WSFA

Please submit nomination letters to Tammie Ryan at Tammie@supersciencecompany.com or PO Box 1686; Prineville, OR 97754, by October 1.

Thank You for helping us recognize one of our members, we look forward to seeing who you nominate!

YOUR CHANCE TO MAKE A DIFFERENCE-GET INVOLVED

The Washington State Fairs Association Board of Directors will have two vacant positions at this year's annual convention. Jim Baron, Position 1 and Roylene Crawford, Position 5 have each served two full terms and are not eligible to run for an additional term.

Position 1 is for a west side position and Position 5 is an east side position. The length of each term is three years and a successful candidate is eligible to run for two consecutive terms.

If you are interested or know of someone who would be an effective board member, please contact myself or Gale Sobolesky. A written letter of interest, qualifications, and intent to run must be submitted by each candidate. We would be happy to answer any questions you may have prior to submitting a letter.

The Annual Meeting is only three months away so act now and good luck to all candidates.

Rich Hartzell, WSFA Director, Position 6
Chair, Nominations Committee



WSFA Directors Job Descriptions: **As a whole the WSFA Board of Directors shall:**

- Work on issues of concern to all agricultural fairs
- Plan and conduct the Annual Convention
- Encourage and assist in the planning of Super Schools and Area Meetings
- Maintain the Washington State Fairs Association Website and Fair Dates Brochure
- Work with the Department of Agriculture Fair Commissioners

As an Individual a Director shall:

- Represent the Washington State Fairs Association on Boards and Committees as appointed by the WSFA President.
- Assist all member fairs throughout the state whenever possible.
- Assist in the publishing of the Fairview's Newsletter by contributing articles on a regular basis.
- Continue to build and maintain good public relations with government and private business and tourist groups.
- Be a liaison for district fairs with the legislative representative of the Fairs Association keeping apprised of matters of interest or concern.
- Attend WSFA quarterly business meeting and other meeting that may be called by the WSFA President.

Washington State Fairs Association

Convention Registration Form

Yakima Convention Center

October 20, 21, 22, 2011



Please print legibly your name tag depends on it!

First Time at
Convention

Registration
Till September 30

Registration
October 1 and after

Name of Delegate (As you wish it to appear on the name badge)	1 st	\$215.00	\$255.00	VD Voting Delega te	AVD Alternate Voting Delegate	SP Spouse	Fair Position Held (Do you want this to appear on badge?)

Name of Fair/Business: _____

Contact Name: _____

Address: _____

Telephone: _____

Payment must accompany entry. Amount enclosed: \$ _____

Visa Card / Mastercard # _____ Exp Date: _____

Name as it appears on the credit card: _____

Signature: _____

• Save with advance registration Advance Registration ends Friday, September 30, 2011

• Registration starting Saturday, October 1, 2011 is: \$255.00

• A registration entitles you to a name badge, 4 Meals and a booklet making you eligible for all of the prizes to be given away.

• Individual meals: Thursday evening ~ Friday lunch ~ Friday evening ~ Saturday lunch ~ All individual meals are priced at \$32.50 each.

• Badges will be required at all meetings and convention functions.

• Refund Policy: Requests for a refund must be received by Friday, September 30, 2011. After that date the funds may be transferred to another member, but not refunded.

• Make checks on advance registration payable to WSFA with proper funds.

• Make a copy for your records. Thank you and we will see you in Yakima!

Mail this form to:

WSFA Convention
Washington State Fairs Association
P.O. Box 914
Chehalis, WA 98532

Questions:

Call: 1-360-269-9971

E-Mail: wastfair@comcast.net

Website: www.wastatefairs.com

WSFA Office Use Only:

Check #: _____

Amount: _____

TOTAL _____



2011 Voting Delegate Registration Form

Member Fair _____

Appointed Voting Delegate _____

Appointed Alternate Voting Delegate _____

Authorized by

Fair Representative

Date

Fair Representative

Date

We the Fair Representatives are authorized by our member association in good standing to appoint this Voting Delegate and Alternate Voting Delegate.

This form may be sent with your registration mailing prior to the convention to:

WSFA
PO Box 914
Chehalis, WA 98532-0914

Or you may also bring this letter with you to the Convention and turn it in at the registration desk by 10:00 AM on Friday, October 21, 2011.

WSFA Convention Contests

SCRAPBOOK CONTEST RULES

A scrapbook should tell the story of your fair and its operations. It provides a lasting record of the fair on a yearly basis and is a treasury of all aspects of activities, events and people. Assemble your scrapbook as if every person who looks at it has never attended your fair.

These rules were developed to provide flexibility and allow each fair entering a scrapbook to be creative and innovative in producing their record.

Scrapbooks will compete in the appropriate size division (a) under 9,000 (b) 9,001-35,000 (c) 35,001-65,000 (d) 65,001-100,000 (e) 100,001 and over. Judging score will be based on the judging results for the categories listed below.

Creativity	Total of 30 points
Use of Theme	5 points
Use of Color	5 points
Originality	5 points
Readability	5 points
Overall appeal	10 points

Introduction	Total of 5 points
Preface (name of fair, name of city, fair dates, fair attendance, category and person(s) doing book	

Table of contents (WITH PAGE NUMBERS INDICATED)

Map	Total of 10 POINTS
Fair Board Activities	
Staff	
Preparations for Fair	

Fair Time	Total of 40 POINTS
Entertainment	
Fair Activities	
Fair Departments	

Promotions	Total of 15 POINTS
Advertising	
Publicity	
Posters	
Miscellaneous promotional pieces	

Off Season (Optional)	NO POINTS
Interim events and activities	
Construction (capital and preparation)	
Ticket samples, etc.	

TOTAL POINTS POSSIBLE 100 POINTS

General rules and instructions

Example: First section of Scrapbook

First Page (Introduction) is a tabbed page.

Page 2 – back of Introduction page is blank – as are all other tabbed pages

Page 3 – Title page/Preface – Must include name of fair, city, dates, fair attendance, category, theme, and person(s) doing the scrapbook

Page 4 – Table of contents – with page numbers included

Page 5 – Map of fairgrounds

Required

Use both sides of pages (except tabbed pages)

Incorporate theme throughout scrapbook

Label (caption) ALL pictures clearly

All pages must have page numbers

Premium/Exhibitor guides MAY be included (many are now on-line, so this is optional)

Scrapbook judge will be independent of WSFA. Scores will be tallied and the judge(s) will give awards based on above scores.

The judge(s) will determine the winners in each size division. A “Judges Choice” will be awarded to one entry only. Score sheets will be provided for all scrapbooks.

T-SHIRT AND HAT CONTEST

Awards will be given for “Best Use of Theme” and to the Hat & T-Shirt that best showcases its Fair in all five categories. There will be ONE Best of Show Hat and ONE Best of Show T-Shirt awarded if merited. Service Member Hats will be judged in “Best of Show” category. *Please note the following:

T-Shirt and Hats will not be returned unless requested upon entering the contest. Only One T-Shirt and One Hat can be entered per fair. Only One Hat can be entered by a service member.

NEW FOR 2011

Please bring all entries (Scrapbook, Poster, T-Shirts & Hats) to the Contest Entry Table NO later than 1 PM on Thursday, October 20, 2011. THIS IS IMPORTANT SO ITEMS CAN BE JUDGED. Late entries will be accepted for display only.

WEBSITE CONTEST

This contest is designed to encourage Fairs to develop their advertising and marketing through internet technology.

Entries will be judged in two classes:

1. Professionally Designed or
2. Designed by Amateur.

The Categories are:

- Category A Fairs under 9,000
- Category B Fairs 9,001- 35,000
- Category C Fairs 35,001 –65,000
- Category D Fairs 65,001-100,000
- Category E 100,001 and over

To Enter, send an e-mail to Roylene Crawford, fairsupers@gmail.com. To be entered in the website contest make sure to send your email to Roylene Crawford by **September 1, 2011**.

PHOTO CONTEST

Guidelines for Photo Contest

All entries will be judged by a professional photographer. In addition to judging the categories listed below, the judges will be asked to select an overall winner. This will be the Grand Sweepstakes winner.

- A) Carnivals
- B) Contests & Games
- C) Animals
- D) Kids
- E) Senior Citizen
- F) Entertainment
- G) Rodeo
- H) General Interest

Ribbon stickers will be used and put on ALL winning entries on the FIRST day of the convention. Ribbons for winners will be available on request. On the second day of the convention, at the Awards Luncheon, a list of winners will be displayed on all tables. All fairs that entered should also be listed. An announcement will be made recognizing all winners. An announcement and ribbon recognition will be made for the GRAND SWEEPSTAKES ONLY at the Awards Luncheon. Category winners will be listed in the Fairviews following the convention. Photos must be mailed to: Betty Backstrom, 30106 8th Avenue South, Roy, WA. 98580 to be received no later than Friday, October 7, 2011.

CATEGORIES:

BLACK AND WHITE (includes digital and film prints, judged as the same)

- A) Carnivals
- B) Contests & Games
- C) Animals
- D) Kids
- E) Senior Citizens
- F) Entertainment
- G) Rodeo
- H) General Interest

COLOR (includes digital and film prints, judged as the same)

- A) Carnivals
- B) Contests & Games
- C) Animals
- D) Kids
- E) Senior Citizens
- F) Entertainment
- G) Rodeo
- H) General Interest

1) Only 8 X 10" or 8 X 12" Black & White or Color prints accepted. Each will be judged separately.

- 2) Photos must depict Fair related activity
- 3) Photos taken by your Newspaper are acceptable, Name photographer and newspaper.
- 4) Judges have the right to change categories as they see fit; i.e., a photo showing a child and an animal may be general interest.
- 5) There will be three places awarded in each of 8 categories.
- 6) A Grand Sweepstakes winner for best photo will be chosen by the judges.
- 7) All categories may be entered by your fair, Only three entries per category.

- 8) Type on a 3 X 5 card: Category, Fair, Activity and Photographer. Captions may be added, but not required. Write in pencil on the back of the photo the name of fair and category. (Single Space)
- 9) All photos must be picked up by 2:00 PM on the last day of the convention. NONE WILL BE MAILED.
- 10) NO PHOTO COPIES ARE ALLOWED. ALL PHOTOS MUST BE ON PHOTOGRAPHIC PAPER.

POSTER CONTEST

Posters in two divisions:

1) Artistic

Poster to present an Artistic presentation of the fair. Optional... may feature one special event or feature but not required.

2) Informational

Poster to present clearly information about the fair (i.e. date, time, special events, cost, preseason ticket purchase location, etc.)

Both divisions will compete in the appropriate of five categories as determined by attendance. See categories listing below.

WSFA Board of Directors will award "Fair Board Judging Choice" in both divisions if there are qualified entries. The winner in each category will be decided by the Judge.

JUDGING FOR POSTER

Criteria	Artistic Points	Informational Points
Design	30	20
Use of White Space	0	20
Overall Impact	30	20
Originality	35	10
Information/Content	5	30
TOTAL	100	100

We ask for regular quality promotion and advertising posters. The idea is to share the wide variety of ways fairs market their event with the use of posters. We encourage each fair to bring a poster to be entered in the Poster Contest.

WSFA 2011 CONVENTION YAKIMA CONVENTION CENTER

October 20, 21, 22, 2011

Thursday - Saturday

FOR ROOM RESERVATIONS

CALL:

Red Lion Yakima Center Hotel

607 East Yakima Avenue, Yakima, WA 98901
(509) 248-5900

The Red Lion Yakima Center is next door to the
Yakima Convention Center

Howard Johnson

9 North 9th Street, Yakima, WA 98901 at (509) 452-6511
The Howard Johnson is 1 Block away from Convention Center

**Remember to mention Washington State Fairs
Association to get the Convention Rate!**

WSFA Convention

October 20, 21, and 22, 2011



Trade Show Registration Form

Two sizes of commercial booths are available at the WSFA Convention. This year our trade show area will again be in Room ABC and Lobby. A draped table, fabric dividers, and chair will be furnished. The exhibit hall booths are approximately 8 feet deep and 10 feet wide. Please see the enclosed map and choose your first, second and third choices. **Please return this form as soon as possible, space is limited.**

There will be hospitality times plus coffee and doughnut breaks in the trade show area.

Name: _____

Person to contact: _____

Address: _____

Phone: _____ Product or service: _____

Booth costs: \$100.00 or \$200.00 **plus convention registration** depending on the size of booth. Payment for commercial booth must accompany this form.

☐ **Single booth - \$100.00**
Before Friday, September 30
Starting October 1 - \$150.00

☐ **Double booth - \$200.00**
Advance Price ends Friday, September 30
Starting October 1 - \$250.00

Plus Washington State Fairs Association Convention Registration

PLEASE NOTE: To participate in TRADE SHOW you must be registered for the Washington State Fairs Association Convention. ADVANCE CONVENTION REGISTRATION is \$215.00
Starting Saturday, October 1, 2011 - Convention Registration is \$265.00

One Table is included with Booth - Please indicate size: ☐ 4 foot ☐ 6 Foot ☐ 8 Foot

Extra Table _____ at \$25.00 Please Indicate Size: ☐ 4 foot ☐ 6 Foot ☐ 8 Foot

Electricity Needed? ☐ Yes ☐ No

You may use a Visa or Master card for payment.

Name as it appears on the credit card: _____

Address: _____

Visa / Mastercard: _____ Exp Date: _____

Signature: _____

Mail this form to: Washington State Fair Association – Convention
P.O. Box 914
Chehalis, WA 98532
360-269-9971 - questions? Please call or email
wastfair@comcast.net

WSFA Office Use Only

Check # _____

Date Rec'd: _____

Amount: _____

2011 WSFA Annual Convention Auction

Silent and Live Auction

Thursday, October 20, - Saturday, October 22, 2011

The Washington State Fairs Association is right around the corner and we are asking for your support for our 2011 Convention Auction by donating something to the silent and/or live auction to be held throughout the WSFA Convention at the Yakima Convention Center in Yakima, Washington. Every fair and service member is urged to bring an item for the auction. Auction items can be fair memorabilia, something special from your local vicinity, a service, or anything you feel someone else could use.

Please fill out this form and bring it with your auction item to the Washington State Fairs Association registration area at the Yakima Convention Center. We will use this information on the bidding sheets and also during the live auction. Remember to drop your items off on Thursday, October 20th. If you have any questions please call the WSFA office at 360-269-9971. Thank you in advance for your donation.

Item to Be Donated

Item: _____

Description: _____

Estimated Value: _____

Please use a separate sheet for each item donated!

Donated By: _____


Fair or Business: _____

Phone: _____

The WSFA Board of Directors Thanks you for your donations!
Washington State Fairs Association



Michael Mezmer
Comedy Hypnotist
(951) 315-1942



Pat & Geraldine Davis
(503) 631-3093
Shop (541) 483-2247

A TRUE NORTHWEST
CARNIVAL EXPERIENCE
P.O. BOX 1670 • CLACKAMAS, OR 97015




Hazel's Diner
3305 W. Birchfield Rd.
Yakima, Wa. 98901
Ph: 509-457-6425



P.O. BOX 1585
CLACKAMAS, OREGON, 97015
PHONE: (503) 807-2154
888-201-9304
www.davisamusement.com

Mike & Cathy Davis

CARICATURES
TOM "HUF" HOFSTEDT



FASTEST PEN in the WORLD!

2819 Claremont Dr. N., Tacoma, WA 98407
(253) 752-8389 E-mail: tomhuf@tomhuf.com

Cascade Amusements

A Full Service Carnival
"Your Commitment to Excellence"

1521 N. Jantzen Ave., #413
Portland, OR 97217
Phone: 503-927-4657
cascadeamusements@comcast.net

FUNTASTIC



RON BURBACK
President
Traveling Shows
Just possibly...The world's finest Carnival.

3407 S.E. 108th Ave.
Portland, OR 97266
(503) 761-0989 7:00a.m. - 3:45 p.m. daily

MAURICE A. HAWORTH



HAWORTH FAMILY SHOWS

3104 NE Glisan St.
Portland, OR 97232 (503) 522-6055
Email: hfscarnival@aol.com Cell: (360) 253-0343

RENTALS • BIG TOPS • CANOPIES • DECORATING

Rowan FULL SERVICE
Event Services FAIR DECORATING SPECIALISTS



www.rowanevents.com
3637 Thorndyke Ave W Phone (206) 367-1800
Seattle, Washington 98119 Fax (206) 367-1890

Brads' WORLD REPTILES
Brad Tylman
Educational exhibits
Assembly presentations
Producer of high quality Pythons, Boas, King snakes, and more



6700 NW Hwy 99W Corvallis, OR 97330
TEL 541-745-7626 FAX 800-541-8229 OMSI 888-674-6674
www.bradsworldreptiles.com
service@bradsworldreptiles.com

MOTOROLA RADIO RENTALS

From two to hundreds of units.
Matched to your frequencies or ours.
EVENT RENTAL COMMUNICATIONS, INC.

1024 NE Davis Street
Portland, OR 97232
1-503-232-9031



Marsalee's Thai Foods
Serving Great Food at Fairs & Festivals Since 1979

Marvin Marion & Family
P.O. Box 560 360 / 484-7702
Naselle, WA 98638-0560 Fax 360 / 484-3753
Email: mmarion@wwest.net Mobile 503 / 791-7601

ABBEY PARTY RENTS A Decoration & Service Contractor For Fairs, Festivals & Special Events

Tents • Canopies • Flags & Bunting
• Fabric Booths • Electrical

Adam Puente
Phone: (206) 362-3222
1310 North 131st Street (800) 89 Abbey
Seattle, WA 98133 Fax: (206) 362-1322
Email: adamp@abbeypartyrents.com



PARADISE AMUSEMENTS
IT'S FUNBELIEVABLE

Sherry McKay
P.O. Box 1149
Coeur d'Alene, ID 83816
(888) 699-7433 • (208) 687-3635



COSMO THE BALLOON WIZARD
(360) 735-7186
www.cosmo.balloonhq.com
cosmo@balloonhq.com
World Class Balloon Entertainment
KID TESTED - PENTAGON APPROVED!

DAY
WIRELESS SYSTEMS

Zack Krupp
RENTAL COORDINATOR

206.624.6332 ext. 213
206.682.0211 (FAX)
206.510.2181 (CELLULAR)
zkrupp@daywireless.com

430 Dexter Avenue North
Seattle, WA 98109-4703
www.daywireless.com

THE HOT SHOT TAP DANCERS

Carl
Lloyd
Kyle

503-364-3447
tapslap@hotmail.com
www.hotshotdancers.com

Young professionals providing great entertainment for your event!

Joe Black
Magician and Hypnotist

(425) 516-1391
JosephBlack1@hotmail.com
Myspace.com/josephblackentertainment

John Thompson
Singer / Guitarist

Leanne Thompson
P.O. Box 1616
Langley, WA 98260
(360) 341-4410
epossum@whidbey.com
www.johnthompsoncountry.com

**PRO WEST
SCOREBOARDS**

**PORTABLE LED MATRIX SCOREBOARDS
FULL SPORTS TIMING PACKAGE
RODEO, RACING, SPORTS, MESSAGING**

Randy Fery
Phone 503-851-9301
Fax 503-769-7558

PO Box 65
Stayton, OR 97383
www.prowestscoreboards.com
prowest@speedpal.com

The CUTEST Show on Earth!

**Let's Pretend
Entertainment**

ELISA HAYS
Managing Director
elisa@cutestshow.com
(253) 278-6410

www.cutestshow.com
2720 23rd Avenue SE • Puyallup, WA 98372

**HAAS & WILKERSON
INSURANCE**

Insuring Your Success

800.821.7703 or 913.432.4400
www.hwins.com

Harlan's

HARLAN FAIRBANKS CO. LLC
Concession Equipment and Supplies
Terry Stewart

20119 59th Place S. #102
Kent, Washington 98032
email: terry@harlanfairbanks.com

Tel. (253) 872-4941
1-800-848-0150
Fax (253) 872-4926

NW GOLF CARTS, INC.
Sales - Service - Rentals

Phone: 360-757-2233
Fax: 360-424-7649
info@NWgolfcarts.com
www.NWgolfcarts.com

4128 Cedardale Road, Suite 101
Mount Vernon, WA 98274

RUSS PEAK
COMEDY HYPNOTIST
& MAGICIAN

800.381.5858
www.HypnotizeMe.com

811

Know what's below.
Call before you dig.

**John
Dunnigan**

P.O. Box 1353
Whitefish, MT 59937
(406) 862-0809
music@johndunigan.com
www.johndunigan.com

ACTUAL SIZE

"From Rockability to Rhinestones"
The Illusion of Elvis Tribute
Starring Danny Vernon

P.O. Box 197
Milton, WA 98354-0197
Phone: 253.691.5450
www.dannyvernon.com
dannyvernon@hotmail.com

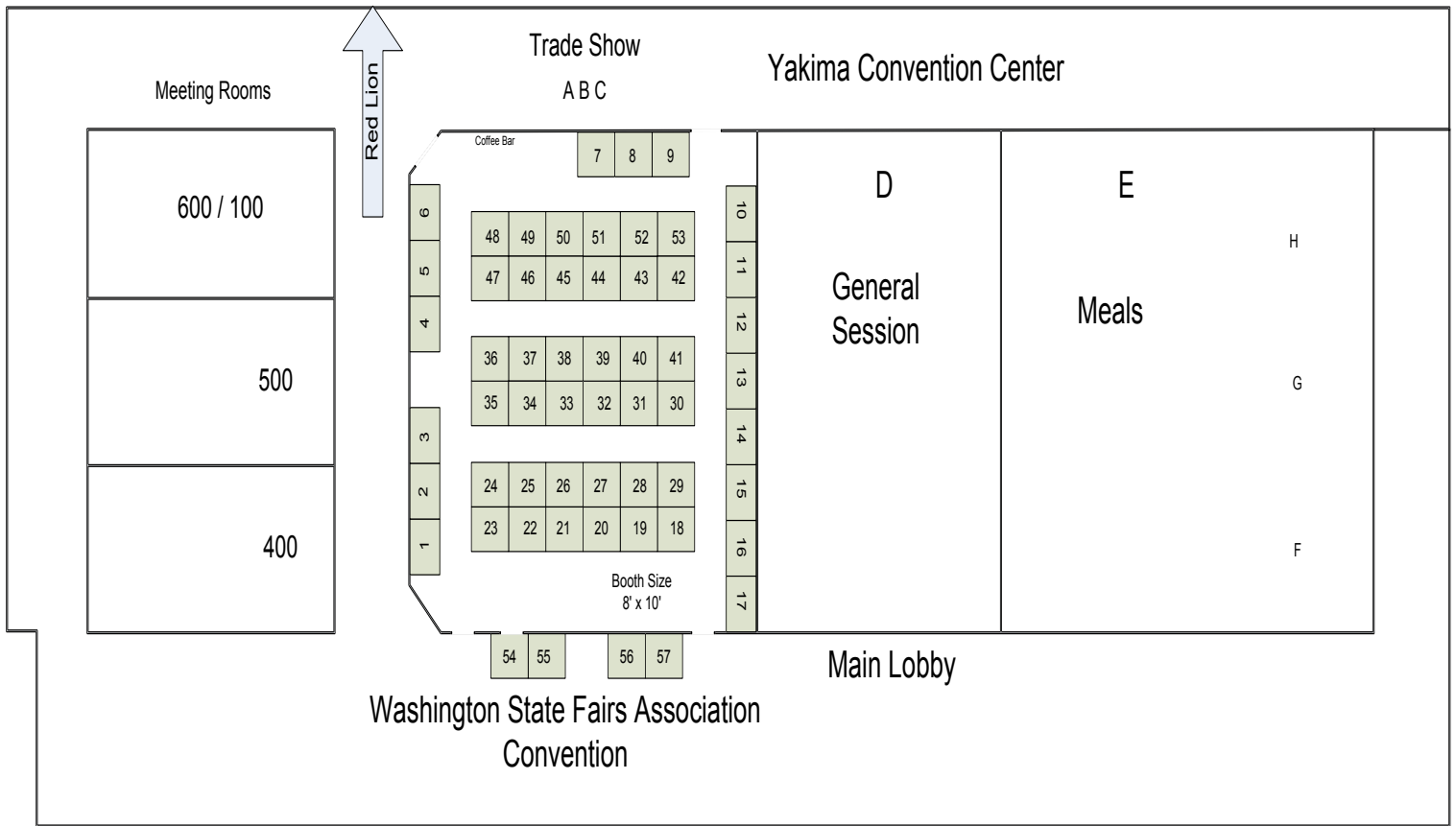
The Amazing World of Brad Byers

NBC's America's Got Talent
Guinness World Record Holder
Ripley's Believe It or Not

**EXTREME SIDE SHOW, CIRCUS ACTS,
SKILL TOYS: YO-YO "GRANDMASTER"**

Moscow, Idaho
(208) 596-5011
bradbyers@bradbyers.com
www.bradbyers.com

Please support these Service Members!



Washington State Fairs Newsletter
P.O. Box 914
Chehalis, WA 98532

