

FAIR



VIEWS

THE SHOW PLACE

OF AGRICULTURE

August 2019

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WSFA Convention The Centennial Hotel, Spokane, WA October 24 – 26, 2019

The WSFA Board of Directors are excited to welcome you to Spokane “The Lilac City” on October 24-26, for the WSFA Annual Convention at The Centennial Hotel. The City of Spokane and the surrounding area has a lot to offer, including a vibrant Downtown.

The Centennial Hotel is located on the edge of Riverfront Park, the home of the 1974 World’s Fair and the historic Loeff Carrousel. The Loeff Carrousel was built in 1909, and is one of America’s most beautiful and well-preserved hand carved wooden carrouseles. So, take a walk across the Park and enjoy a ride on this colorful piece of history.

Continue your exploration of Downtown with a wide variety of restaurants, Auntie’s Bookstore, River Park Square, The Historic Davenport Hotel, and much more.

Be sure to check out Kendall Yards, as this is one of the hottest Downtown neighborhoods with wine tasting rooms, dining, shopping and an amazing view of Downtown Spokane. If you are looking for a grocery store Downtown, check out My Fresh Basket located in Kendall Yards or Main Market Co-op on Main Street.

Downtown Spokane is an easy to navigate city and is very walkable. We hope you find yourself with some free time during the action-packed convention schedule to get out and explore. www.visitspokane.com

Erin Gurtel, WSFA Vice President
Director – Spokane County Fair and Expo Center

Washington State Fairs Association 2019 – Board of Directors Nomination

Washington State Fair Association Board of Directors will have two (2) positions up for election this year.

The Bylaws: A Director must be nominated for a specified position and elected by the voting delegates at the annual meeting.

Position #6 – Currently is held by **Erin Gurtel** from Spokane Interstate Fair. She is eligible to run for this position again having been elected to the position in 2015.
Position #6 is an Eastside Position.

Position #7 – This position is vacant due to the departure of Shannon Olsen.
Position #7 is an Eastside position.

If you are interested or know of someone that would be an effective board member, please let me know. Also, we are asking for a written Letter of Intent to run and a short paragraph of your qualifications is required. If you have any questions, please do not hesitate to contact me or any Board member.

Bill Ogg, CFE WSFA Director,
Position #5
Chair, Nominations Committee

Send a letter of interest to
Bill Ogg, CFE Chair
Walla Walla Fair and Frontier Days
P.O. Box G, Walla Walla, WA 99362.
Email bogg@co.walla-walla.wa.us



President's Message

My how time fly's, Fair season is upon us. Hope everyone is prepared for the Fair season. I would like to thank Bill Ogg for providing the Walla Walla Fair

facilities for the WSFA Super School and management meeting. Also, Thanks to Erin, Vice President of WSFA for her work on the programs presented and congratulations to her as the new Director of the Spokane Interstate Fair. The classes were great, the food was great and the company was great.

Moving on to our Fair season. We are now focusing on this year's convention which will be held in Spokane WA at the Centennial Hotel, October 24 – 26 2019. This year's theme is "Hats Off to Washington Fairs". If there is a particular information class you would like to see please send a note to one of the WSFA board members. Don't forget to bring your hat to convention, also items for live and silent auctions.

The funding remains the same at this time however, the legislature directed finance to collect data on taxes from Fairs. The Washington Department of Agriculture, Fair Improvement grant money stayed the same. More legislative information will be posted as it develops. Thank you to our legislative committee and our lobbyist, Heather Hansen.

So it's "Hats Off" to all our Washington Fairs and hope to see you at our WSFA convention in Spokane. Be sure to watch the website for updates.

Tom Muchoney
WSFA President and Evergreen State Fair Foundation
Board

WSFA BOARD OF DIRECTORS 2019

PRESIDENT

Tom Muchoney 2013 - 2021

Position #2

Evergreen State Fair
13225 S. Machias Rd.,
Snohomish, WA 98290
Phone: (425) 344-3657

Email: tmuchoney@comcast.net

Bill Ogg, CFE 2018 - 2022

Position #5

Walla Walla Fair & Frontier Days
PO Box G

Walla Walla, WA 99362
Phone: 509-527-3247
Cell: 509-520-3247

bogg@co.walla-walla.wa.us

VICE PRESIDENT

Erin Gurtel 2015 - 2019

Position #6

Spokane Interstate Fair
404 N. Havana, Suite 1
Spokane Valley, WA 99202
Work #: 509-477-2785

egurtel@spokanecounty.org

OPEN

Position #7

Roylene Crawford 2017 - 2020

Position #8

Kittitas County Fair
4290 Kittitas Highway
Ellensburg, WA 98926
Phone: 509-929-1782

croylene@gmail.com

IMMEDIATE PAST PRESIDENT

Terry Atchison 2011 - 2018

Position #5

Walla Walla Fair & Frontier Days

149 Thunder Ridge Drive
Walla Walla, WA 99362
Phone: 509-529-8386
Cell: 509-520-4276

terryatchison@msn.com

WSFA SERVICE MEMBER

DIRECTOR

Penny Nelson 2011 - 2019

Hazel's Diner

3305 W. Birchfield,
Yakima, WA 98901
Phone: 509-961-9107

corndoglad@netscape.com

DIRECTORS

Andrea Thayer 2018 - 2022

Position #1

Washington State Fair
1109th Avenue SW
Puyallup, WA 98371
Phone: 253-841-5008
Fax: 253-841-5390

andreat@thefair.com

WSFA Executive Secretary

Gale Sobolesky, CFE

P.O. Box 945, 18497 Main Street

Conway, WA 98238

WSFA Office: 360-269-9971

wastfair@comcast.net

WSFA Government Affairs

Heather Hansen

120 Union Ave., Suite 204,
Olympia, WA 98501

Day: 360-705-2040

heather@wafriends.org

Tom Gwin 2013 - 2021

Position #3

Washington State 4-H Fair
2606 W. Pioneer
Puyallup, WA 98371

Office Phone: 253-445-4630

Cell: 360-581-0177

tgwin@techline.com

Sue McIntire 2016 - 2020

Position # 4

Jefferson County Fair
PO Box 242,
Port Townsend, WA 98368

Phone: 360-385-5718

Work: 360-385-1013

Cell: 360-301-0747

jeffcofairgrounds@olypen.com



Convention: Why Go?

We are all knee deep in our own respective fairs, counting down the weeks until our gates swing open. Amongst all of the chaos, you are undoubtedly beginning to see e-newsletters (including this one), mailings and countless postings for the convention season. We all ponder if last year's information will suffice to get us through to next year. Will the distance be too far? Can I really justify attending this year? Janel Goebel, Fair Manager of the Palouse Empire Fair, points out, *"As a government department and as an industry that relies heavily on donations and volunteers, the most important aspect to attending conventions is making sure the staff time out of the office and funds expended is justified by the information received and use of knowledge gained."* Janel's observation and your own internal musings give reason to get a better understanding of the role and importance of attending industry related conventions.

The WSFA Convention, and other fair industry conventions, are an invaluable resource for member fairs. It is a one-stop destination where you can network with your fair peers, learn best practices and innovations, shop for much needed services and celebrate your fair's successes. There is a takeaway for all no matter the number of years you have been in the industry or the size of your fair. Through this onsite learning, Shelly Bennett, Pierce County Fair Manager has been able to incorporate *"guidelines for obtaining and retaining sponsors"* at her Fair. After attending just one convention, Bill Monohon, Fair Manager of Pacific County Fair, has been able to incorporate *"display designs and new ideas on so many things."* The best reviews come from your peers, so I took a moment to gather their thoughts on why they attend the WSFA Convention.

"It is the best opportunity to understand what is going on in the fair industry in Washington and there is no better opportunity to network with Fair constituencies and see what's available in entertainment, attractions and many other fair related services."

Kent Hojem, CEO of the Washington State Fair, has over 40 years' experience in the fair industry and has attend 35 plus WSFA conventions.

"Learning is the main reason (to attend the WSFA Convention) and this comes from many sources; sessions, networking (talking with others at convention and gaining contacts for reaching out during the year) and the contests."

Shelly Bennett, Fair Manager of Pierce County Fair, has over 20 years associated with fairs and has attended half a dozen WSFA Conventions.

"3 main reasons: 1. Networking and meeting new fair folks. 2. Education on legislative and state-wide issues affecting fairs. 3. Sharing and learning ideas to enhance fair and year-round operations."

Kady Porterfield, Event Center Director of the Kittitas County Fair, has been in the Fair industry over five years and attended three WSFA Conventions.

"To LEARN everything I could about our fairs in the state, about programs, entertainment, NEW IDEAS and anything else I could find out."

Bill Monohon, Fair Manager of Pacific County Fair, a year as a fair board member and now Fair manager.

"Networking, Hear/Learn about other Fair success stories (and failures), State/Federal Policy updates effecting the industry. Support the Association"

Janel Goebel, Fair Manager of the Palouse Empire Fair, involved with fairs for over 20 years with just under two years as the Palouse Empire Fair Manager.

"To gather new ideas that can be incorporated into our fair to keep it relevant in today's world." In addition, he feels it is important to attend conventions, because *"It is absolutely critical in today's world you have to stay relevant to the attendees, that means always adding something new and different so as to attract the new fairgoer. Could be new food item, new promotion, trends in the industry, challenges by the regulatory agencies and the list goes on."*

Greg Stewart, President and General Manager of the Central Washington State Fair, will lead his 48th Fair this year and has been to just as many WSFA Conventions.

The 2019 WSFA Convention will offer opportunities to learn through workshops, roundtables and excellent keynote speakers. And the learning does not stop with convention itinerary, there is ample opportunity to network with peers and service members which often provides valuable insights in a casual conversation. Kady Porterfield, Event Center Director of the Kittitas County Fair, shares that *"networking with our industry peers and sharing our stories and experiences is the most important aspect to convention to me. I feel people can learn a lot from stories and real life examples."* Hopefully, you will be inspired to join your peers at the 2019 WSFA Convention in Spokane to learn, to network, to share your knowledge and to celebrate Washington fairs.

Andrea Thayer

WSFA Director, Position # 1
Grounds Entertainment/Competitive Exhibits Manager
Washington State Fair



Legislative Message

The legislature allocated \$2 million to the Washington State Department of Agriculture for grants to improve health, safety and access at fairs. Teresa Norman sent out applications to all fairs on July 1. Applications

are due to Teresa by October 16, 2019. Applications must be in on time.

Projects must be completed by May 31, 2021. Final paperwork must be submitted on time.

During the last biennium, \$30,000 in grant money went unspent and was returned to the state. This happens

when projects come in under budget or fall through. To prevent having to return money in the future, please submit additional applications for small, quick projects such as hand-washing stations, changing stations, benches, etc. If there is money available, WSDA can fill requests like this on short notice.

If you have any questions, please contact Teresa.

Teresa Norman, Fairs Coordinator
Washington State Department of Agriculture
PO Box 42560, Olympia, WA 98504-2560
Tel: (360) 902-2043
E-mail: tnorman@agr.wa.gov

Heather Hansen
Government Affairs, Washington State Fairs Association

theCentennial

WA STATE FAIRS ASSOCIATION

Excellent accommodations allow you to rest easy and prepare for your upcoming event

Share these booking instructions with your guests, for easy reservations and to be sure they get your special group rate of \$115.00

Please have your guests follow one of the steps below to reserve their room reservations:

Call the Centennial at 636.736.4071 and provide them with this group code **WASH1087**

Or, click on this [booking link](#) and it will take your guests to our website where they can book directly.



RATES INCLUDE

Early check-in/Late check-out based on availability
Upgrade to next room category based on availability
Complimentary wi-fi throughout Hotel
Free Fitness Center access

GUEST AMENITIES

Starbucks coffee/espresso/housemade pastries
Centennial Restaurant (Breakfast, Lunch, Dinner 6 AM – Close)
Happy Hour (M-F 3-6 PM)
Meeting Room and Catering Services
Bike Rental
Indoor pool/hot tub all year/ Outdoor pool with slide (seasonal)

AREA ATTRACTIONS

Riverfront (100 acre city park across the foot-bridge)
Centennial Trail (steps from your door)
River Park Square (Apple, Nordstrom, Nike Factory Outlet, Urban Outfitters)
Mobius Science Center
Museum of Arts & Culture (MAC)
Cork District (Regional wine tasting rooms /wineries)
Ale Trail (Northwest Craft beer tasting rooms/breweries)



Washington
State Department of
Agriculture

Greetings from WSDA!

It is my sincere hope that you all are doing well and enjoying a successful fairs season.

New Fairs Commissioner

WSDA Director Derek Sandison appointed Tim Schneider to fill the at-large position on the Washington State Fairs Commission. Tim, who is from Montesano, spent several decades as an Ag teacher and FFA advisor and was on the Grays Harbor County Fair Board from 2014 - 2018. In addition, his kids participated in 4-H and FFA and were involved in fair activities. Tim's breadth of experience and his passion to share the story of Washington agriculture will no doubt serve us all and help us as we move forward working with you as a team.

Capital Improvement Grants

Last year, WSDA received \$2 million to fund capital improvement/health and safety grants at the state's agricultural fairs. We are fortunate to have been able to help fund 51 projects in what was half the normal time allotted for project completion. Unfortunately, we left around \$30,000 on the table in unspent funds, which have gone back into the General Fund.

This year, the Washington State Legislature has provided another \$2 million in grant money for the 19-21 biennium. WSDA recently sent out grant applications, which are due no later than October 16, 2019. Grant applications are also available online at: <https://agr.wa.gov/washington-agriculture/agricultural-fairs/forms>. As before, you may submit more than one application but please prioritize them so we know which projects are more urgent than others. Please be aware of some changes to the grant program. Previously, we established a project completion date of June 30. This next round of grant projects will have a project completion deadline of May 31, 2021. Moving the project completion date will allow more time to submit grant paperwork and process reimbursements

prior to the end of the biennium. It will also allow us time to fund additional, small projects with unspent funds. For example, if a fair receives a grant of up to \$50,000 and the completed project comes in at \$40,000, it leaves \$10,000 in unspent funds on the table. A May 31st project deadline will allow us time to offer additional grant opportunities with those unspent funds.

Other changes have to do with contracts and procurement reform. Applications now require submitters to acknowledge whether or not the owner of the facility has approved the application. The grant agreement template also has changed. It now requires a certification that the person signing the agreement has the authority to do so. Other changes include a certification of the availability of funds to complete the project, project status reports, and a certified project completion report. One of the big changes is that grantees must submit written affirmation by October 30, 2020 that their projects will be completed by May 31, 2021. This will help keep projects on track. And finally, while fairs may continue to seek periodic reimbursements as they complete their work, WSDA will reimburse no more than 75% of the grant amount until all project activities are complete and the grantee has submitted a certified project completion report.

Fairs Convention and Fairs Commission Special Meeting

I look forward to seeing you all at the Washington State Fairs Association convention in October. The Fairs Commission will be meeting during our time in Spokane to conduct commission business and to make recommendations on which capital improvement grant projects to fund. As always, commission meetings are open to the public.

Respectfully,

Teresa Norman

Fairs Commission Chair

Washington Department of Agriculture



Service Member Message . . .

Dear Family and Friends,

As always the year seems to fly by and never enough time to chat with friends. The convention is going to be awesome this year. Great

place The Centennial in Spokane. We had a meeting in June and things are on schedule. Remember to get all you stuff into Gale and reservations into the hotel. I need everyone to start thinking about show person of the year, I will have a ballot box set at convention soooooo, please get me some names. I know I was honored last year so let someone else feel the joy I did. I need a singer for opening ceremony which is Thursday, October 24 at 1pm, We've had some great singers in the past, Cale Moon, Joe Stoddard were awesome!!!! I heard Eric Haines sings good (HINT HINT) !

This is an election year, I love being your service director but the door is always open for someone to throw their hat in. The showcases are now 12 mins instead of 20 and they're going to be more diligent about making them do it.

The trade show hours have been changed from 2pm till 2:30 that way we won't conflict with later lunches. The theme is Hat's off to Washington Fairs, so use your imagination and come dressed in your most stylish hat. For this year the Jam session will be in a room over looking the river I think this is the best spot for our entertainers in awhile.

I look forward to seeing all of you at convention, stay safe and God Bless.

Penny Nelson
WSFA Service Member Director
Hazel's Diner

Convention Activity The Costume Contest Friday, October 25th

Hats off to Washington Fairs

We're tipping our hats to all the fabulous Washington fairs at the Friday dinner. Don your tallest top hat or your wildest western headwear and enter this festive hat competition. Any hat will do, just showcase the fair theme in your own wacky or fashionable way.

Judging categories:

Tallest/Widest

Most pieces

Best use of theme: FAIR

Judging will occur during the pre-dinner social and our participants will be showcased with winners announced during dinner.

New for Our WSFA 2019 Convention

Our Convention will Kick-off with a Keynote Address from Marla Calico, President/CEO of the International Association of Fairs and Expositions at 1:00 PM on Thursday, October 24th.

Make sure to get to Spokane early and enjoy this inspiring session.

LIFE IS FULL OF "IFS"

On Marla's wall at her office, right where she can see it every day is a comic strip of Pickles" by Brian Crane. The question asked in this strip is "Did you ever stop and think that in the middle of the word 'life' is the word if? And the statement is "That means that life is full of 'ifs'." In reality, many of us are afraid of the "if". We don't really want to ask the "what if"? We prefer the routine, the expected rather than the "ifs" that come along. In this message you will be challenged to think about the world of possibilities and opportunities for our fairs to thrive and create a sustainable base for the next generation, if we just will embrace the "ifs".



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 Department of
Agriculture

Office of the Washington State Veterinarian

RABBIT HEMORRHAGIC DISEASE AND 2019 WASHINGTON STATE ANIMAL EXHIBITIONS

Background

A case of rabbit hemorrhagic disease (RHD) was diagnosed in a pet rabbit in San Juan County (Orcas Island) earlier this July. Since then, a second owner of domestic rabbits on Orcas Island reported several deaths; samples from this premise have been shipped to the Washington Animal Disease Diagnostic Laboratory in Pullman and results are pending.

RHD in the U.S.

In the U.S., RHD is considered a foreign animal disease. Cases in the U.S. are sporadic, rare, and very limited in geographic distribution. There are three major subtypes of the RHD virus: the classical form (RHDV), its variant (RHDVa), and a recent mutation (RHDV2). The latter is the type was identified as the causal agent in the death of the first Orcas Island domestic rabbit. RHDV2 is much less deadly than RHDV. However, it affects all ages of rabbits while RHDV does not seem to affect young rabbits. All RHD viruses are highly contagious.

Signs of RHD

Signs of illness can include rapid death without prior signs of illness. Others may display depression, poor appetite, congested eye tissues, limpness, and lethargy secondary to fever. They may show respiratory and/or nervous system signs as well, such as difficulty breathing, wobbliness, prostration, paddling, and bloody nasal discharge. Animals surviving past this stage may demonstrate signs of liver disease that include persistent lethargy, jaundice, progressive weight loss, and death.

Transmission

The virus is shed in the feces, urine, and nasal and oral discharges of infected rabbits. This means the virus can enter a new host by direct contact with an infected rabbit or indirectly through surfaces or equipment contaminated by the excretions of infected rabbits. The virus can move from one place to another through contaminated hands, feet, feed, water, feeding and watering equipment, bedding, grooming tools, nest boxes, etc. Flies, birds, and rodents are believed to play a significant role in the spread of the RHD virus, passively picking up the virus from feces, infected rabbits, or contaminated surfaces and transferring it to new areas and new hosts. Rabbits allowed to free range are at even more risk: scavengers can eat the carcasses of rabbits that have died from RHD and move the virus to new locations by shedding it in their feces.

Prevention through Biosecurity

RHD risk to domestic rabbits can be reduced by biosecurity practices. Preventing contact with wild rabbits and their habitat is critical; keeping pet or farmed rabbits indoors will reduce risk significantly. Other recommended practices include:

- On a regular basis, clean equipment, cages, feeders, and waterers thoroughly with soap and water and apply an effective disinfectant for the recommended contact time.
- When possible, maintain a closed colony.
- Isolate or cull sick animals promptly.
- Care for healthy animals first, then sick animals.
- Wash hands, launder clothing, and disinfect footwear after handling sick animals.
- Wash hands before and after handling rabbits and between groups of rabbits.

- Clean and disinfect footwear before entering and after leaving rabbit housing areas; have designated farm and non-farm footwear.
- Control insects, birds (including poultry), and rodents in the rabbit area.
- Do not allow visitors or insist they wear protective footwear and do not contact your rabbits.
- Quarantine any new or returning rabbits well away from the main colony for at least 30 days.
- No vaccine is currently available for use in the U.S.

RHD and 2019 Animal Exhibitions in Washington State

Exhibitors should realize and appreciate risks are always involved when one chooses to enter animals in an exhibition. Some exhibitors decide to only show animals at terminal shows to prevent bringing disease agents home. Other animal owners are not willing to expose their animals to the risk of disease and stay home. Those who choose to take breeding animals or pets to any gathering of animals must understand the inherent disease exposure risk involved. The common saying of "Don't take anything to a fair you aren't willing to lose" is one to consider seriously.

Currently, RHD has only been diagnosed on Orcas Island and not the Washington mainland. It is impossible to predict if the virus will spread beyond this limited location. People need to be vigilant and observant and report any concerns about domestic or wild rabbit deaths to a local or state veterinarian promptly. Having thousands of pairs of eyes in each county is the best way to identify any new disease of concern and speed response.

Should Washington fairs cancel their rabbit shows this year?

That decision should be made locally based on the amount of risk decision makers think RHD poses in their location. Likewise, exhibitors can choose to accept or avoid increased disease risk by leaving their animals home. Justifiably, San Juan County has decided to cancel the rabbit show at its county fair in 2019. So far, the virus has not surfaced elsewhere, so the risk is the same as always for this sporadic, unpredictable, and highly contagious disease. Rabbits are susceptible to several, more common diseases that can be spread at fairs.

Rabbit Hemorrhagic Disease
is not a human health concern.

Additional Resources

For more information, very good fact sheets are available from the Center for Food Safety and Public Health at Iowa State University at www.cfsph.iastate.edu/Factsheets/pdfs/rabbit_hemorrhagic_disease.pdf and the World Organization for Animal Health at www.oie.int/fileadmin/Home/eng/Animal_Health_in_the_World/docs/pdf/Disease_cards/RHD.pdf.

WSDA BLOGS AND NEWS RELEASES

<https://agr.wa.gov/about-wsda/news-and-media-relations/news-releases?article=26243> <https://wastatedeptag.blogspot.com/>

Follow WSDA: [AgBriefs Blog](#) • [Facebook](#) • [Instagram](#) • [Twitter](#) • [YouTube](#)

Amber

Amber J Iltle VMD, MS

Interim Washington State Veterinarian

(until Dr. Joseph returns <https://wastatedeptag.blogspot.com/2019/02/state-vet-on-mission-to-make-difference.html>)

360-961-4129

aitle@agr.wa.gov



October 24-26, 2019 ♦ “Hats Off to Washington Fairs”

NAME OF DELEGATE
(as you wish it to appear on badge)

IF MORE ROOM IS NEEDED: USE BACK OF PAGE

Website: www.wastatefairs.com

- REFUND POLICY:** Refund requests must be received by Monday, September 23, 2019. Starting Tuesday, September 24, 2019, the funds may be transferred to another member but not refunded. Thank you, and we will see you in Spokane, WA!

Date _____

Check # _____

Amount _____

Credit Card _____

Includes _____

Other _____



Washington State Fairs Association

The Centennial Spokane, WA

Trade Show Registration Form

(Convention Registration Form also required for booth set-up)

CONVENTION: October 24-26 TRADE SHOW: October 25 & 26

"Hats Off to Washington Fairs"

- ◆ We are excited to offer the amenities of the new Centennial Spokane to our Trade Show participants.
- ◆ A draped table, fabric dividers and chair are standard, and additional tables may be pre-ordered.
- ◆ Booths are approximately 8 feet wide by 8 feet deep.
- ◆ Hospitality hours, coffee and snack breaks will be scheduled in the trade show exhibit hall.

BUSINESS NAME _____ PRODUCT OR SERVICE _____

NAME OF CONTACT PERSON _____

ADDRESS _____

PHONE _____ LANDLINE _____ CELL _____ FAX _____

Payment of Booth Fee PLUS Convention Registration must accompany this form.

☐ **SINGLE BOOTH - \$160.00**
One table is included with booth.
Extra table(s) **\$30.00** EACH. HOW MANY? # _____

☐ **DOUBLE BOOTH - \$300.00**
DO YOU NEED WIFI? ☐ YES ☐ NO
ELECTRICITY NEEDED? ☐ YES ☐ NO Electricity charge of **\$75.00** includes both trade show days

TOTAL FEES FOR TRADE SHOW REGISTRATION ITEMS ABOVE = \$ _____

PLUS

☐ **EARLY BIRD REGISTRATION - \$297.00** (prior to September 30, 2019) \$ _____

☐ **REGISTRATION - \$340.00** (starting October 1, 2019) \$ _____

TOTAL REMITTED = \$ _____

ONE OR
THE OTHER

If paying by credit card,
NAME AS IT APPEARS ON CREDIT CARD _____

ADDRESS _____

Visa/MasterCard/Discover # _____ Exp Date _____ Security Code _____

SIGNATURE _____ Email _____

MAIL THIS FORM TO: Washington State Fairs Association
P.O. Box 945
Conway, WA 98238
If you have questions, please call 360.269-9971
or e-mail wastfair@comcast.net

WSFA Office Use Only

CK # _____
Credit Card _____
Date received _____
Date cc processed _____
Amount _____
Other _____

WSFA Office Use Only

ELECTRICITY _____ **WIFI** _____



WSFA Convention 2019 Voting Delegate REGISTRATION FORM

Member Fair _____

Appointed Voting Delegate _____

Appointed Alternate Voting Delegate _____

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

AUTHORIZED BY:

FAIR REPRESENTATIVE

DATE

FAIR REPRESENTATIVE

DATE

Please mail this form with your registration prior to the convention to:

**WSFA
PO Box 945
Conway, WA 98238-0945**

Or, bring this form with you to the Convention and turn it in at the registration desk by 10:00 a.m. on Saturday, October 26, 2019.

Washington State Fairs Association Vision
“Leading Washington Fairs in successfully meeting the changes
and challenges of the 21st Century.”



2019 WSFA Annual Convention

Thursday, October 24 thru Saturday, October 26, 2019

SILENT AND LIVE AUCTION DONATIONS

The Washington State Fairs Association Convention is right around the corner and we are asking for your support by donating something to the silent and/or live auctions to be held throughout the WSFA Convention at The Centennial in Spokane, 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. Proceeds generated by the auctions help WSFA minimize registration fees, provide amenities and sponsor motivational speakers to keep our organization viable and vibrant.

Please fill out this form and bring it with your auction item to the Washington State Fairs Association Convention registration area at The Centennial, Spokane. We will also use this information on the bidding sheets during the live auction, so if more detail needs to be provided, feel free to add it to the back. Remember to drop your items off on Thursday, October 24. Should you have questions, please call the WSFA office at 360.269-9971.

Thank you in advance for your donation. We will put it to good use!

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

WSFA Convention Contests

Bring **Scrapbook, Poster, T-Shirt entries** to the Contest Entry Table on Thursday, October 24, 2019 between 10:00 a.m. and 3:00 p.m.

For **Photo** and **Website** entries, see rules section below for due dates.

ONLY THOSE ENTRIES SUBMITTED BY THAT DATE AND TIME WILL BE JUDGED

(late entries will be accepted for display only).

The Fair attendance categories are: (A) Fairs under 8,000 and youth shows; (B) Fairs 8,001-22,000; (C) Fairs 22,001-40,000; (D) Fairs 40,001-100,000; and (E) 100,001 and over.

PHOTO CONTEST – Due Thursday, October 10, 2019

Photos must be MAILED to:

Tom Gwin, WA State 4-H Fair, 2606 W. Pioneer, Puyallup, WA 98371

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 Citizens
- 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. During one of the meals at the convention, a list of winners will be displayed on all tables. All fairs that entered should also be listed. An announcement and ribbon recognition will be made for the GRAND SWEEPSTAKES. Category winners will be listed in Fair Views following the convention.

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

RULES

1. **Unmounted photos only; photos not to be matted or mounted. If they are, they will not be judged**
2. Only 8 X 10" or 8 X 12" Black & White or Color prints accepted. Each will be judged separately.
3. Photos must depict Fair-related activity.
4. Photos taken by your newspaper are acceptable; include name of photographer and newspaper.
5. 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.
6. There will be three places awarded in each of eight categories.
7. A Grand Sweepstakes winner for best photo will be chosen by the judges.
8. All categories may be entered by your fair. Only three entries per category are allowed.
9. Type on a 3 X 5 card. Leave ½ inch space at the top. Use single spacing. Captions may be added, but not required. **Write in pencil on the back of the photo: the name of the fair and category.** (single space)
10. All photos must be picked up by 2:00 p.m. on the last day of the convention. **NONE WILL BE MAILED.**
11. **NO PHOTOCOPIES ARE ALLOWED—ALL PHOTOS MUST BE ON PHOTOGRAPHIC PAPER.**

SCRAPBOOK CONTEST – Due Thursday, October 24, 2019 between 10:00 a.m. & 3:00 p.m.

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 8,000 and youth shows; (b) 8,001-22,000; (c) 22,001-40,000; (d) 40,001-100,000; (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, THEME, CATEGORY AND PERSON(S) DOING BOOK)
Table of contents (WITH PAGE NUMBERS INDICATED)
Map

PREPARATIONS 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 (anything you paid for)
Publicity
Posters
Miscellaneous promotional pieces (TV coverage, library exhibits, etc.)

OFF SEASON (Optional)..... NO POINTS

Interim events and activities
Construction (capital and preparation)
Ticket samples, etc.

TOTAL POINTS POSSIBLE 100

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.

**POSTER CONTEST - Due Thursday, October 24, 2019
between 10:00 a.m. & 3:00 p.m.**

The purpose of this contest is to share the wide variety of the ways fairs market their event with the use of posters.

Posters will be judged in two categories:

- Artistic**
The poster should be an Artistic presentation of the fair.
A special event or feature may be included, but not required.
- Informational**
Poster is to clearly present information about the fair (i.e. date, time, special events, cost, preseason ticket purchase location, etc.). Both categories will compete in the appropriate division as determined by fair attendance. The judging criteria are listed below:

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 POSSIBLE POINTS	100	100

**T-SHIRT CONTEST - Due Thursday, October 24, 2019
between 10:00 a.m. & 3:00 p.m.**

Awards will be given in each attendance division for "Best Use of Theme."
"Best of Show" T-Shirt will be awarded if merited.

***Please note the following:**

All t-shirts must be picked up by 2:00 p.m. on the last day of the convention.
NONE WILL BE MAILED.

WEBSITE CONTEST - Entry Due Tuesday, October 1, 2019

TO ENTER - PLEASE SEND AN E-MAIL TO: wastfair@comcast.net

Be sure to include your attendance category:

- (A) - Fairs under 8,000 and youth shows; (B) Fairs 8,001-22,000;
(C) Fairs 22,001-40,000; (D) Fairs 40,001-100,000; (E) 100,001 and over;
and (F) Service Member Website

RULES

The site must be active. All sites will be judged using a 1 to 10-point scale with 1 being the lowest score and 10 being the highest score. The score will be based on the following criteria:

- Navigability/organization of website
- Overall appearance/impression, including creativity and graphics
- Use of graphics and other effects
- Website adheres to a consistent theme
- Website shows production excellence



WSFA Trade Show Hours

No Trade Show

Thursday, October 24, 2019 - Time for set-up.

Friday, October 25, 2018 ~ 2:30 PM – 5:00 PM

Grand Opening and Ribbon Cutting

Prize Drawing 4:45 PM

Refreshment in the Trade Show Area

Saturday, October 26, 2017

3:00 PM – 5:00 PM

Prize Drawing 4:45 PM

Refreshments in the Trade Show Area

Washington State Fairs Association 2019 Convention Program Centennial Hotel – Spokane, WA ***"Hats off to Washington State Fairs"***

Thursday, October 24, 2019

DAY 1

10:00 AM - Registration Desk Opens

10:00 AM – 2:00 PM Turn in your Contest Entries

1:00 PM Opening Session of the WSFA

Convention -

Welcome – Tom Muchoney WSFA President

Color Guard (ROTC High School)

National Anthem

Invocation – Paul Nimmo

Committee Reports

Opening Speaker

***Life is Full of "IFS", Marla Calico, CFE President and
CEO, IAFE***

2:30 – 3:20 PM SESSION

1: CBC Weed

**2: Media Tips and Tricks, Jared Webley, Spokane County
Public Information Officer**

**3: Convention First Timers, how to get the most out of your
Time at Convention, Terry Atchison, WSFA Immediate Past
President**

3:30 – 4:20 PM SESSION

**1: Working with Social Media Influencers,
, Mary Kae Repp, Owner, Genesis Marketing**

2: Nancy Deringer, State 4-H Program Leader

**3: Superintendent Leadership, Jessica McLaughlin, Fair
Coordinator Spokane County Fair**

4:30 – 5:20 PM SESSION

**1: Washington Fair Commission, Teresa Norman and Fair
Commissioners**

2: Washington State Vet Session

**3: Passing the Reins/Volunteers: Plans, Pitfalls & Best
Practices, Marla Calico, CFE President and CEO IAFE**

Service Members Meeting - Trade Show Hall

5:30 PM Young Professionals -

Social Hour/meeting

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

6:15 PM Doors Open for Dinner

Presidents Welcome – Tom Muchoney, WSFA President

Introduction of WSFA Directors

Silent Auction

Dinner

Video Showcase
Entertainment Showcases

9:00 PM
WSFA President's Reception

Friday, October 25, 2019
DAY 2

8:00 AM Registration Desk Opens

8:45 – 9:30 AM
Round Table Sessions

- 1: **First Timers**, *Terry Atchison, WSFA Immediate Past President*
- 2: **Effective Grassroots Lobbying**, *Heather Hansen, WSFA Government Affairs*
- 3: **What I Learned at Fair**
- 4: **Food for Thought, Concessionaires**, *Penny Nelson, WSFA Service Director and Hazel's Diner*
- 5: **Targeting Youth/Millennials through Social Media**
Learn how to best connect with youth/millennials through marketing and what are the best ways to reach them.
- 6: **Fair Manager's Session**
- 7: **Generations VPI**, *Kady Porterfield, Director Kittitas Valley Event Center*
- 8: **Premiums, Issues Surrounding**, *Kristi Pimentel, Entries Superintendent, Jefferson County Fair*

9:35 – 10:20 AM
Round Table Sessions

- 1: **Food for Thought, Concessionaire** *Penny Nelson, WSFA Service Director and Hazel's Diner*
- 2: **Effective Grassroots Lobbying**, *Heather Hansen, WSFA Government Affairs*
- 3: **What I Learned at Fair**
- 4: **Entertainment, New Stage Ideas**
- 5: **Generations VPI**, *Kady Porterfield, Director Kittitas Valley Event Center*
- 6: **Targeting Youth/Millennials through Social Media**
Learn how to best connect with youth/millennials through marketing and what are the best ways to reach them.
- 7: **Supporting Volunteers**, *Kathi Johnson, Home Arts Superintendent, Jefferson County Fair*
- 8: **What it Takes to be a WSFA Director**

10:30 - 11:45 AM SESSION

IAFE Keynote Speaker

Marla Calico, CFE President and CEO IAFE
Session will focus on her presentation to the Washington Legislature in January 2019

Noon – 2:00 PM Legislative Lunch

WSFA President Tom Muchoney
WSFA Past President and Legislative Chair, John Morrison
WSFA and Olympia – Heather Hansen, WSFA Government Affairs
Introductions of Legislators
Introduction of Derek Sandison, Director Dept. of Ag.
Introductions of WA State Fairs Commissioners
Candidates' Speeches (WSFA Board of Directors)

Silent Auction
Video Showcases:
Entertainment Showcases:

2:30 – 5:00 PM Grand Opening and Ribbon Cutting for 2019 Trade Show –
Prize Drawing at 4:45 PM/ No Host Social Hour

3:00 PM
Carnival Guild Meeting –
A Meeting for Carnival Guild Members

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

6:15 PM Dinner -
Costume Contest – “Hats off to Washington Fairs”
Silent Auction

Video Showcase
Entertainment Showcases:
Live Auction

Hospitality Rooms Open
10:00 PM “Jam” Session

Saturday, October 26, 2019
DAY 3

8:00 AM Registration Desk Opens

9:00 – 9:50 AM SESSION

- 1: **Quality Assurance and Animal Care Youth Education Program**, Paul S. Kuber, Ph. D North East Regional Livestock Extension Specialist Washington State University
- 2: **Livestock Auctions**
- 3: **ADA**

10:00 – 10:50 AM SESSION

- 1: **Non-Fair Usage of Fairgrounds**
- 2: **Grant Writing**, Holly Ball, Washington State Fair
- 3: **ADA**

11:00 – 11:50 AM SESSION

- 1: **Sponsorship Panel**, *Mary Kae Repp, Owner, Genesis Marketing and Brittany Teverbaugh, Marketing Manager, North Idaho Fair*
Hear from Seasoned sponsorship program managers on their successful sponsorship programs and get some new and inspiring ideas.
- 2: **Role of the Fair Board and Management in the Show Ring**, Paul S. Kuber, Ph. D North East Regional Livestock Extension Specialist Washington State University
- 3: **ADA**

Noon – 2:00 PM Awards Luncheon –

Introduction of WSFA Past Presidents
Contest Awards (Attendance, T-Shirt, Poster, Scrapbook, and Photos). *Please pick up your items before 3:00 pm today.*
Service Member of the Year Award – Presented by Penny Nelson, WSFA Director and Hazel's Diner
Candidates' Speeches (WSFA Board of Directors)
Silent Auction
Video Showcase:
Entertainment Showcases:

2:15 – 3:15 PM SPEAKER

Speaker
Rob Curley, Editor Spokane Review

3:00 - 5:00 PM Trade Show –
Prize Drawing at 4:45 PM

3:30 – 4:00 PM
WSFA Annual Business Meeting

6 – 6:30 PM No Host Social in Hallway

6:30 PM
Doors Open for President's Banquet -
Video Showcase:
Entertainment Showcases:

Hospitality Rooms Open
10:00 PM - “Jam” Session

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