

FAIR



VIEWS

THE SHOW PLACE

OF AGRICULTURE

September 2014

Issue 37 | Number 2

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Make Your Plans Now
to Attend the 2014 WSFA Convention
Pasco Red Lion Hotel
October 23 – 25

2014 WSFA Opening Keynote Speaker will be Norb Bartosik

Norb Bartosik will be our Keynote Speaker on Friday, October 24 at the General Session of Convention.

Norb Bartosik is the recently retired General Manager and CEO of the California Exposition and State Fair (Cal Expo) in Sacramento, California, appointed in 1993, and has the honor of being the longest serving CEO over the past 19 years. The State Fair operating budget had doubled during his tenure from \$16M to more than \$32M; currently operating at approximately \$28M. Bartosik is a graduate of Chicago City College, with an AA in General Business, and Southern Illinois University (SIU), with a BS in Finance. He was born and raised in Chicago, Ill., and graduated from De La Salle High School in 1967.

Bartosik began his career in 1972 at the Du Quoin State Fair, where he was employed for 9 ½ years in several capacities until he became President and General Manager in 1979. In May of 1981, Bartosik was named General Manager of the Antelope Valley Fair in Lancaster, Calif. In October of 1983, Bartosik was named General Manager of the Orange County Fair in Costa Mesa, Calif.

Bartosik is a past Chair of the International Association of Fairs and Expositions (IAFE) and has been active in IAFE since 1977. He became an IAFE Certified Fair Executive (CFE) in 1982. He is a Past President and Honorary Life Member of the Mid-West Fairs Association. Bartosik is also past President of the Western Fairs Association (WFA) and the California Authority of Racing Fairs. He was inducted into the WFA Hall of Fame in 2001. In 2003, he was also inducted into the IAFE Hall of Fame; this is the highest honor bestowed on an individual by the fair industry. The fair business has been his only career. Bartosik is a former member of the Board of Directors of the Sacramento Convention and Visitors Bureau and the Board of Directors of the North Sacramento Chamber of Commerce.

He and his wife, Joan, live in Loomis, California.



PRESIDENT'S



MESSAGE

Where Does The Time Go?

I cannot believe that many of our summer fairs have already come and gone and that fall is almost here. In a very short time fair season will be over and then state convention will be at our doorstep.

I would like to invite all fair members to make plans to attend this year's convention at the Pasco Red Lion Inn. The dates for this year's convention are October 23 – 25, 2014. Your State Board has worked very hard in planning this year's activities and you will find some very interesting topics for discussion which should aid you in planning for next year's fairs.

Who would have ever thought that we would be having discussions about technology and legalities of marijuana? This gives new meaning to the lyrics "the green green grass of home." If your fair hasn't been approached about this subject I would bet it soon will be. We plan on having a representative from the State Liquor Board there to provide us with guidelines in dealing with this new (legally speaking) agricultural product.

Also we will be having timely sessions regarding the latest in livestock and poultry diseases from our acting state Veterinarian, Paul Kohrs. We hope to have him for multiple days to talk on MCF, PED and other contagious and potentially harmful diseases. If the above terms are unfamiliar to you as a fair volunteer or employee, you really need to attend Dr. Kohrs' sessions as he will provide valuable information regarding detection, symptoms, and prevention of potential spread of these diseases.

We will of course, bring everyone up to speed on the latest legislative issues and the stability of our fair funding for the next biennium. Your Board, Legislative Committee, and Lobbyist, even in non-budget years are always present during legislative sessions to make sure fairs are not forgotten.

I wish everyone good weather and safe and successful fairs and let's celebrate these accomplishments at convention in sunny Pasco this October.

Respectfully,

Rich Hartzell, President
WSFA

WSFA BOARD OF DIRECTORS 2014

PRESIDENT

Rich Hartzell 2009 - 2015

Position #6

Spokane Interstate Fair
404 N. Havana, Suite 1
Spokane Valley, WA 99202
Work #: 509-477-2770
Cell#: 425-327-7283
Home#: 509-276-1644

rhartzell@spokanecounty.org

VICE PRESIDENT

John Morrison 2011 - 2014

Position #1

Clark County Fair
17402 NE Delfel Road
Ridgefield, WA 98642
Phone: 360-397-6149
Fax: 360-397-6185

john.morrison@clark.wa.gov

IMMEDIATE PAST PRESIDENT

Paul Nimmo 2007 - 2014

Pierce County Fair
5914 Gerlings Drive SW
Lakewood, WA 98499
Phone: 253-230-1502
Fax: 253-572-3139

pauln@piercecounityfair.com

DIRECTORS

Tom Muchoney 2013 - 2017

Position #2

Evergreen State Fair
13225 S. Machias Rd.
Snohomish, WA 98290
Phone: (425) 334-9501

Email: tmuchoney@comcast.net

Tom Gwin 2013 - 2017

Position #3

Washington State 4-H Fair
2606 W. Pioneer, Puyallup, WA 98371
Office Phone: 253-445-4630
Cell: 360-581-0177
Fax: 253-445-4587
tgwin@techline.com

Kathi Mattinen 2010 - 2013

Position #4

Cowlitz County Fair
1900 7th Avenue
Longview, WA 98632
Phone: 360-577-3121
Cell: 360-560-2109
Fax: 360-577-6254

mattinenk@co.cowlitz.wa.us

kathimattinen@hotmail.com

Terry Atchison 2011 - 2014

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

Haley Meredith 2012 - 2015

Position #7

Benton Franklin Fair
300 Douglass Avenue
Richland, WA 99352
Phone: 509-727-5355
MissHaleyDoll@live.com

Jerry Gingrich 2013 - 2017

Position #8

Grant County Fair
3953 Airway Drive NE
Moses Lake, WA 98837
Phone: 509-765-3581 ext. 4613
Fax: 509-766-7940
Cell: 509-237-2672
jgingrich@co.grant.wa.us

WSFA SERVICE MEMBER DIRECTOR

Penny Nelson 2011 - 2013

Hazel's Diner
3305 W Birchfield
Yakima, WA 98901
Phone: 509-961-9107
corndoglad@netscape.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
Fax: 360-740-1478
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

*When You Make Your Plans Now
to Attend the 2014 WSFA Convention
Pasco Red Lion Hotel
October 23 – 25*

*don't forget to mention
Washington State Fairs Association
Block Code - **WASH1002** to get the Convention Rate!*



Washington State Fairs Association

2014 Convention Program

Red Lion Hotel - Pasco WA

DRAFT as of August 25, 2014

Theme: "Taking Our Fairs to a New Frontier"

Thursday, October 23, 2014

Day 1 "Don't Bite off More than You Can Chew"

10:00 AM - Registration Desk Opens - Foyer

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

Location: Foyer

1:00 – 1:50 PM SESSION

1: Fair Staff: John Morrison, WSFA Vice President and Clark County Fair Manager

2: Managers' Meeting: Terry Atchison, WSFA Director and Walla Walla Fair & Frontier Days –

3: Fair Directors and Superintendents Meeting:
Haley Meredith, WSFA Director and Benton-Franklin Fair & Rodeo Director

***** For sessions 1 – 3 each session will use the following starting topic for discussion "What would you like to see at WSFA future convention(s)?"**

4: Convention First Timers Meeting: *Tips on how to get more out of your first Convention*, Paul Nimmo
WSFA Immediate Past President and Pierce County Fair/WA State 4-H Fair

2:00 – 2:50 PM SESSION

1: Animal/Livestock Health Issues Affecting Fairs –
Dr. Paul Kohrs, DVM, Acting Washington State Veterinarian

2: Grants - What's available and how to get them –
Washington State Department of Tourism

3: Alcohol at your Fair – Washington State Liquor Control Board

4. Becoming a WSFA Director – Tom Gwin, Washington State Fair Director & State 4-H Fair –

2:00 – 5:00 PM Grand Opening and Ribbon Cutting for 2014 Trade Show – GOLD/OLYMPIC

Prize Drawing at 4:55 PM/ No Host Social Hour

3:00 – 3:50 PM SESSION

MEET YOUR WSFA FAIR DIRECTORS:

Eastside Directors – Richard Hartzell; Terry Atchison; Haley Meredith; Jerry Gingrich

Westside Directors – John Morrison; Paul Nimmo; Kathi Mattinen; Tom Gwin; Tom Muchoney

4:00 – 4:50 PM SESSION

1: Marijuana at your Fair – Washington State Liquor Control Board

2: Producing Your Own Off-Season Shows: The How and the Advantages – Heidi O'Hara, Director of Sales & Entertainment, Clark County Fair

3: Meet your Fairs Commissioners – Washington State Fairs

4: Sponsorship –Determining Sponsorship Values –
Chelsea Hajny, Marketing Manager, Central Washington State Fair

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

6:15 PM Doors Open for Dinner

BRONZE/SILVER

Presidents Welcome – "The Lone Ranger" Rich Hartzell, WSFA President

Silent Auction

Dinner

"Competitive Contest" to be announced – Haley Meredith, WSFA Director and Benton Franklin Fair & Rodeo Director

Emcee

Entertainment Showcases:

WSFA Hospitality Room

Friday, October 24, 2014

DAY 2 "Ridin' Ahead of the Herd!"

8:00 AM Registration Desk Opens

9:00 AM Opening Session of the WSFA Convention

– BRONZE/SILVER

Welcome – "The Lone Ranger" Rich Hartzell, WSFA President

Color Guard

National Anthem

Invocation

Introduction of WSFA Directors

Committee Reports

Opening Keynote Speaker –Norb Bartosik, Retired General Manager and CEO of the California Exposition and State Fair and Past Chair of IAFE

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."

10:30 AM Service Members Meeting:

Penny Nelson, WSFA Service Director – **Trade Show**

10:30 - 11:45 AM SESSION

1: **2015 Eastside Super School Planning Meeting**, Eastside Rotation – Eastside Directors, Jerry Gingrich and Val Watson, Grant County Fair

2: **Poultry Issues** - Dr. Paul Kohrs, DVM. Acting Washington State Veterinarian

3: **Legislative “201”** – Heather Hansen, WSFA Legislative Lobbyist; Rich Hartzell, WSFA President; John Morrison WSFA Vice President; Terry Atchison, WSFA Director and Walla Walla Fair & Frontier Days

Noon – 2:00 PM Legislative Lunch – BRONZE/SILVER

Legislative Chairman and WSFA President - Rich Hartzell
Legislative Overview from 2014 – Heather Hansen, WSFA Legislative Lobbyist

Introductions of Legislators

Introductions of WA Department of Agriculture

Introductions of WA State Fairs Commissioners

Candidates’ Speeches (WSFA Board of Directors)

Silent Auction

Emcee: to be determined

Entertainment Showcases:

To be determined

2:30 - 5:30 PM Trade Show – GOLD/OLYMPIC

Prize Drawing at 5:15 PM

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

3:30 - 4:30 PM **Designing a Building/Barn display;**

Tom Gwin, WSFA Director & State 4-H Fair

5:30 - 6:00 PM

No Host Social in Hallway

6:00 PM Dinner - BRONZE/SILVER

Costume Contest – Frontier Theme

Service Member of the Year Award – Penny Nelson,

WSFA Service Director

Silent Auction

Live Auction

Emcee: to be determined

Entertainment Showcases:

To be determined

WSFA Hospitality Room – Room to be determined

Saturday, October 25, 2014

DAY 3 “The Jig is Up”

8:00 AM Registration Desk Opens

9:00 – 9:50 AM SESSION

1: **Dealing with Signature Gatherers & Free Speech Advocates**

2: **Just Say No, thank you!** – Deni Hermann, WSFA Service Member – How to let entertainers down easily-

3: **Malignant Catarrhal Fever** - Dr. Paul Kohrs, DVM. Acting Washington State Veterinarian

10:00 – 10:50 AM SESSION

1: **It’s Just a Stage You’re Going Through – Grounds Entertainment** – Karen Quest WSFA Service Member

2: **ADA – Meeting the Federal Requirements on your grounds** - Paul Nimmo, WSFA Past President & Pierce County Fair

3: **Maximizing Your Media Partnerships** – Matt Ferris, Director of Marketing, Clark County Fair

11:00 – 11:50 AM SESSION

1: **How to Showcase STEM (science, technology, engineering, mathematics)** – Tom Gwin, WSFA Director & State 4-H Fair

2: **Superintendents and Volunteers – How to Keep Them, How to Let them Go** – Cindy Warner, Office Manager, Spokane Interstate Fair

3: **Premium Payouts and How to Handle Them** -

Noon – 2:00 PM Awards Luncheon – BRONZE/SILVER

Introduction of Past WSFA Presidents

Contest Awards (Attendance, T-Shirt, Poster, Scrapbook, and Photos). *Please pick up your items before 2:00pm today.*

Emcee: to be determined

Entertainment Showcases:

To be determined

2:00 – 2:50 PM SESSION

1: **The Future of WSFA Convention Contests– Should the rules be updated?** – Tom Gwin, WSFA Director and State 4-H Fair

2: **Contesting That Draws People to Your Fair: The Logistics and Marketing** – Matt Ferris, Director of Marketing, Clark County Fair

3: **Finding Commercial Vendors in our Changing World** – Panel Discussion

2:00 - 5:00 PM Trade Show – GOLD/OLYMPIC

Prize Drawing at 4:55 PM

3:30 – 4:30 PM

WSFA Annual Business Meeting – *(All voting delegates are required to attend)*

5:30 – 6:00 PM No Host Social in Hallway

6:00 PM

Doors Open for President’s Banquet -

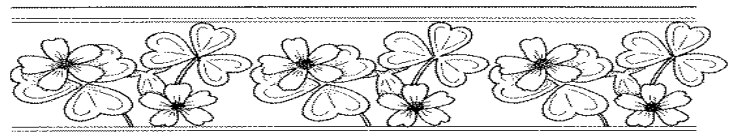
BRONZE/SILVER

Emcee: To be determined

Entertainment Showcases:

To be determined

WSFA Hospitality Room



Washington State Fairs Association

Convention Registration Form

Red Lion Hotel - Pasco

October 23 - 25, 2014 ... *Taking Our Fairs To A New Frontier*



Please print legibly your CORRECT name tag depends on it!

Registration
Till September 30
October 1 and after

First Time at
Convention

Name of Delegate (As you wish it to appear on the name badge)	1 st	Early Bird \$285.00	\$325.00	VD Voting Delegate	AVD Alternate Voting Delegate	SP Spouse	Fair Position Held (Do you want this to appear on badge?)

Name of Fair/Business: _____

Contact Name: _____

Address: _____

Street or P.O. Box _____ City _____ State _____ Zip _____

Email: _____ Telephone: _____

Payment must accompany entry. Amount enclosed: \$ _____

Visa Card/MasterCard/Discover # _____ Exp Date: _____

Security Code _____ last 3 digit number on the back of the card located at the end of the signature line.

Name as it appears on the credit card: _____

Signature: _____

- Save with Early Bird Registration till Tuesday, September 30, 2014 Only \$285.00
- Registration Fee starting Wednesday, October 1, 2014 is \$325.00.
- A registration entitles you to a name badge, 5 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 - Saturday evening - All individual meals are priced at \$35.00 each.
- Badges will be required at all meetings and convention functions.
- Refund Policy: Requests for a refund must be received by Monday, September 22, 2014. Starting Tuesday September 23, 2014 the funds may be transferred to another member, but not refunded.
- Make checks on all registration payable to WSFA with proper funds.
- Make a copy for your records. Thank you and we will see you in Pasco!
- To have a Trade Show Booth you must also be registered for the Convention.

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:

Date: _____

Check #: _____

Amount: _____

Other: _____



WASHINGTON STATE FAIRS ASSOCIATION

Convention – Red Lion Hotel – Pasco

"Taking Our Fairs To A New Frontier"

Trade Show Registration Form

Two sizes of commercial booths are available at the WSFA Convention in the Trade Show Area. This year our **Trade Show Area** will be in **GOLD/OLYMPIC ROOMS**. A draped table, fabric dividers, and chair will be furnished. The exhibit hall booths are approximately 8 feet deep and 8 feet wide. **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. Again this year there will be Winetasting offered during the Trade Show.

Name: _____

Person to contact: _____

Address: _____

Phone: _____ Product or service: _____

Booth costs: Booth Fee **plus convention registration** depending on the size of booth. Payment for commercial booth must accompany this form.

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. Early Bird CONVENTION REGISTRATION is \$285.00 Starting October 1, 2014 - Convention Registration is \$325.00

☐ **Single booth - \$150.00**
Early Bird Trade Show Booth
Registration until September 30
Starting October 1 - \$200.00

☐ **Double booth - \$300.00**
Early Bird Trade Show Booth
Registration until September 30
Starting October 1 - \$350.00

Plus Washington State Fairs Association Convention Registration \$285.00

Starting October 1, 2014 - Convention Registration is \$325.00

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

Extra Table _____ at \$30.00 Please Indicate Size: ☐ 4 foot ☐ 6 Foot ☐ 8 Foot

Electricity Needed? ☐ Yes ☐ No

You may use a Visa/Master or Discover card for payment.

Name as it appears on the credit card: _____

Address: _____

Visa / Mastercard/Discover: _____ Exp Date: _____ Security Code: _____

Signature: _____ Email: _____

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

WSFA Office Use Only

Check # _____

Date Rec'd: _____

Amount: _____

Other: _____

WSFA Convention Contests

Please note the new scrapbook, poster and t-shirt entry times and the due date for Photo Contest entries.

Bring Scrapbook, Poster, T-Shirt entries to the Contest Entry Table on Thursday, October 23, 2014 between 10:00 a.m. and 3:00 p.m.

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 9,000; B - Fairs 9,001- 35,000; C - Fairs 35,001 –65,000; D - Fairs 65,001-100,000; and E - 100,001 and over.

PHOTO CONTEST – Due Wednesday, October 15, 2014

Photos must be mailed to:

Betty Backstrom, 30106 8th Avenue South, Roy, WA 98580

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 the 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

- 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: include 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 are allowed.
- 8) 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 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.

SCRAPBOOK CONTEST – Due Thursday, October 23, 2014 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 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, 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 23, 2014 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:

1) Artistic

The poster should be an Artistic presentation of the fair.

A special event or feature may be included, but not required.

2) 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

WSFA Board of Directors will award "Fair Board's Choice" in both categories if there are qualified entries.

T-SHIRT CONTEST - Due Thursday, October 23, 2014 between 10:00 a.m. & 3:00 p.m.

Awards will be given in each attendance division for "Best Use of Theme".

There will be "Best of Show" T-Shirt awarded if merited.

***Please note the following:**

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

WEBSITE CONTEST

TO ENTER - PLEASE SEND AN E-MAIL TO info@saffireevents.com

Be sure to include your attendance category (the Fair attendance categories are: A -

Fairs under 9,000; B - Fairs 9,001- 35,000; C - Fairs 35,001 -65,000;

D - Fairs 65,001-100,000; and E - 100,001 and over).

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:

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



News From IAFE

Dear Washington Fairs -

We're in full throttle mode here at the IAFE office as we head toward the 2014 Convention, Dec. 7-11. We had a great early-early promotion, offering a "Buy 3, get 1 at half-price" registration deal. Now we're pushing for the Early Bird registration deadline (October 1) and all the various scholarships offered. And, we want to be sure to remind all those fairs who (a) are not members or (b) have never attended Convention that there is a free delegate registration waiting for them! Will you help us get the word out?

Here are the details on the two different options, both of which are provided courtesy of Coca-Cola Refreshments:

1. NEW MEMBER FAIRS: Any fair joining the IAFE this year automatically receives one complimentary delegate registration. Also, any fair joining now will also receive membership benefits for all of 2015! Any fairs which joined earlier this year (part of the "100 free" promotion or paid) have already received information from our office about how to register their free delegate.

2. SMALL FAIRS, ALREADY MEMBERS - BUT HAVE NEVER ATTENDED: Any fair with less than 100,000 in attendance (already a member) which has never sent a delegate to Convention (or at least since 2002 when our records start) is eligible to apply for a free delegate scholarship. That's it - they just have to fill out the form (at link below) and send it to us by September 19!
<https://www.fairsandexpos.com/eweb/DynamicPage.aspx?Site=IAFE&WebCode=ConventionCompReg>

We have testimonials from small fairs who attended for their first time - maybe their words will help convince others. The testimonials are at this link:

<https://www.fairsandexpos.com/eweb/DynamicPage.aspx?Site=IAFE&WebCode=ConventionTestimonials>

We believe that if a small fair will try us, they'll like us!

Thanks much,

Marla J. Calico, CFE
Chief Operating Officer
International Association of Fairs & Expositions
www.fairsandexpos.com
marlac@fairsandexpos.com
800-516-0313



2014 WSFA Annual Convention Auction Silent and Live Auction Thursday, October 23 – 25, 2014

The Washington State Fairs Association is right around the corner and we are asking for your support for our 2014 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 23rd. 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***



Service Member Message . . .

Hope your season started out with a bang and weather has been with you. The board has been working hard getting the convention ready to go, and a big thanks go to our convention chair Kathi and Gale for keeping us together. The theme is New Frontier and I expect to see some unique costumes from you. I myself am going to dress up this year. Every year at the General assembly they ask for a service member to sing the National Anthem. Last year Brady Goss did an awesome job and again I thank him for doing it. So if any of you entertainers would do me the honor of singing the Anthem I would so appreciate it, it's like a mini show case for you. Please email me or call anytime if you're interested. This year we almost lost one of our family, Elisa please know my thoughts and prayers are with you and your family. Hope to see you soon. I was thinking maybe a few of our service members might like to go together and do a center piece for one of the meals, it is an easy way to get your name out there. If you are interested please contact Haley (missshaleydoll@live.com). Remember to get your service dues and convention registrations in to Gale. I can't wait to see all of you down the road. Stay safe and many prayers for a great season.

Penny Nelson

WSFA Service Member Director



New Service Members

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Washington State Fairs Association Vision

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



WHAT ARE YOUR 2015 AND 2016 FAIR DATES?

To help us prepare for the creation of the 2015 Washington State Fair Dates Sheet, our website and our 2014 WSFA Convention, we would like to gather your 2015 and 2016 Fair Dates. We want to have this posted on our website as soon as possible. Please help us obtain this information by filling in your information and returning this form **TODAY!** We will distribute this information at our Convention in October. Please fill out the form below and return to WSFA 2015 Fair Dates, P.O. Box 914, Chehalis, WA 98532 or email to wastfair@comcast.net . **Thanks for your help!**

We have included a 2015 and 2016 Calendar to help you fill out this sheet!

Name of Fair:

Dates of your 2015 Fair:

Dates of your 2016 Fair:

City/Town your Fair is located in:

Email Address:

Website:

Contact phone number you want listed in the Fair Dates Brochure:

Name of person filling out this form _____

Thank you for your prompt Reply!

To Book your Room for the WSFA Convention call the

PASCO RED LION HOTEL

at 509-547-0701 or 1-800-RED-LION

Remember to mention Washington State Fairs Association and use our convention block code of

"WASH1002" to get the Convention Rate!

WSFA 2014 Convention Theme

"Taking Our Fairs to a New Frontier"

Photo Contest

Photos are due Wednesday, October 15, 2014

Please mail to Betty Backstrom

30106 8th Avenue South

Roy, WA 98580

See rules on page 7 & 8 of this newsletter.



UPCOMING IAFE DEADLINES

Contact the IAFE at 800-516-0313
with questions about any of the
following deadlines:

Sept. 17

Institute of Fair Management Summit Early
Registration Pricing Ends (Oct 17-19 in Dallas, Texas)

Sept. 19

First-Timer Convention Scholarship Applications Due

Oct. 1

Early Bird Convention Registration Pricing Ends

Oct. 3

Agriculture, Competitive Exhibit, Communications,
and Sponsorship Contest Entries Due

Oct. 10

Errol McKoy Institute of Fair Management
Scholarship Applications Due
Bob Williams Zone 4 Institute of Fair Management
Scholarship Applications Due

Oct. 29

IAFE CyberSeminar: Human Resources I

Nov. 5

Advanced Pricing and Convention Off-site
Registration Ends

Nov. 12

IAFE CyberSeminar: Human Resources II



VOLUNTEERS NEEDED!

The IAFE seeks volunteers for the
upcoming IAFE Convention in Las Vegas.

A small commitment of time from volunteers benefits
the experience of all Convention attendees. Here are
a few ways in which the IAFE is asking attendees to
volunteer:

- Mentors for first time attendees ensure that the
Convention is as inclusive as possible.
- Round table moderators help diversify the
educational opportunities at the Convention.
- A wide variety of areas depend on volunteers
including the Information Booth, the Education
Center, Introduction Supervisors, and more.

Find more information about how you can volunteer
at the following link: <https://www.fairsandexpos.com/eweb/DynamicPage.aspx?Site=IAFE&WebCode=ConventionVolunteers>.

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2014 Voting Delegate Registration Form WSFA Convention

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 Saturday, October 25, 2014.

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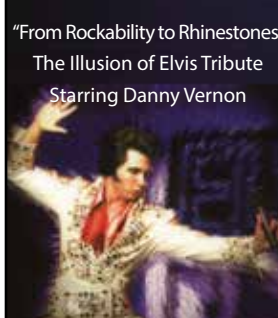
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Hello Fair Family!!!!

I simply cannot believe that Autumn is nearly here. The summers fly by way too quickly. There are still a handful of Washington fairs left this season – if you haven't gotten one or two of them in now is your chance!

The 2014 Cowlitz County Fair has come and gone and is now in the history books. Our fair went very well: we had a downpour on opening day but by 2:00 p.m. sun and blue sky appeared and lasted the remainder of our fair. Our bottom line revenue was up about 5% over 2013 and we are VERY pleased with that. I hope all of your fairs have been/will be a great success.

It is now less than 2 months until our 2014 WSFA convention begins in Pasco, Washington. Your WSFA board is working on finalizing the seminars and presenters, entertainment schedule and meals. If you have not yet registered for convention now is the time! The Pasco Red Lion has provided us with a convention block code of "WASH1002" and asked us to have our guests use this block code when making their reservation. If you have any difficulty registering at all – you may call Sara Davis, our Sales Coordinator directly at 598-544-3911.

I am pleased to share that the Pasco Red Lion has agreed to allow us use of the Bin 20 restaurant during convention for a nightly jam session on Thursday, Friday and Saturday beginning at approximately 9:00 p.m. each night. A no-host bar will be available. This arrangement will allow us to showcase our entertainers at no real cost to the organization or the entertainers, as well as provide an appropriate and comfortable place for everyone to gather. There is a stage type setting already in place.

That's all for now. I am truly looking forward to seeing each and every one of you when "Taking Our Fairs to a New Frontier" in Pasco, Washington October 23 through 25, 2014!



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

