

FAIR



VIEWS

THE SHOW PLACE

OF AGRICULTURE

July 2015

Issue 38, Number 2

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President's Message

Summer is here and across the board I know all of you are well along preparing for the upcoming Fair season. In many cases your Community, Spring and Youth Fairs, and Junior Livestock shows are already over and the communities and youth involved have benefitted from the hard work you put in to producing those events. For those with Fair dates in the future the pace is fast and I'm confident the rewards will be significant.

The WSFA quarterly Board meeting was held recently in Pasco and we spent the majority of our time finalizing the details of our upcoming convention. We have incorporated many of the suggestions we received at the Management Team in Moses Lake for improving the event and I'm confident you will see and enjoy a very informative and entertaining convention. Among the changes will be sessions that include information of interest and applicability to smaller Fairs and information on the important animal health issues we are all facing. We will be introducing video showcases for acts that are not able to be presented indoors in a convention setting. Also, we will have an opportunity to meet the new State Veterinarian Dr. Joe Baker, DVM, as well as the new Director of the Washington State Department of Agriculture (WSDA), Derek Sandison. We have invited them to attend the convention and share their views on topics of interest to Fairs across the state. On a related note, I am sad to say that long-time Fair supporter Kelly Frost retired at the beginning of July. Kelly has been the WSDA Fairs Coordinator for a number of years and has been one of our strongest supporters when it comes to the Fair Fund and the Health and Safety Grant program. We wish her well and lots of happiness in her retirement. She will be missed.

We received some great news from our WSFA Lobbyist, Heather Hansen, that the budget signed by Governor Inslee has the Fair Fund fully restored to its \$4 million over the biennium and that there is a \$2 million amount in the Capital Budget for Health and Safety Grants over the same time period. We will be getting a newsletter out to all of you about this and other WSFA items very soon but I wanted to make sure you were all aware of the Fair Fund and to thank everyone for their diligence in keeping our legislators aware of the importance of the Fair Fund to every Fair in Washington. You letters, emails, calls and travel to Olympia for our WSFA Legislative Day was worth all the effort and has paid exactly the dividend we needed and deserved.

Now it's time to say thank-you. Please encourage board members, parents, volunteers, kids, etc. to let your legislators know how much they are appreciated! In addition to sending thank-you notes, many legislators have Facebook pages where notes of thanks can be posted.

I am looking forward to seeing all of you at the convention October 22-24 2015. It's going to be a great event. More on that in the next newsletter as well as information on upcoming Board seat opportunities.

See you in Pasco,



Jodi Buresh, CFE
will be our 2015 WSFA Convention
Keynote Speaker on
Friday, October 23 at 9:30 AM

Jodi Buresh, CFE, Assistant General Manager of the Red River Valley Fair Association in West Fargo, North Dakota, is a creative and successful strategic marketer with a passion for agricultural education. In her Assistant General Manager role, Jodi works with volunteers, sponsors, promotions, and social media ... and can make a great batch of popcorn for all the staff! Jodi absolutely loves cheese curds ... specifically garlic-flavored cheese curds. She is a self-described “slightly obsessive compulsive organizer and cleaner.” Buresh has a Bachelor’s Degree in Facility management from North Dakota State Management and received her Certified Fair Executive recognition in the Spring of 2015. Buresh speaks to numerous non-profit and for-profit organizations annually around the region by helping them find their marketing niche and recharge their agricultural thinking. She truly enjoys the Ag Education Center and strives to educate everyone on where our food comes from ... The Farm!

She will also be doing this workshop after the keynote.
Bacon! Eggs! Milk!

Keep it simple. Let’s focus on how to entertain and educate your Fair visitors by having interactive and fun exhibits. Buresh will inspire your volunteers and staff to create an inexpensive educational atmosphere to drive more families to your event.

WSFA BOARD OF DIRECTORS 2015

PRESIDENT

John Morrison 2011 - 2018

Position #1

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

Cell: 360-921-4346 Fax: 360-397-6185
 JohnM@cceventcenter.org

Kathi Mattinen 2010 - 2017

Position # 4

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

mattinenk@co.cowlitz.wa.us or
 kathimattinen@hotmail.com

VICE 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

Haley Meredith 2012 - 2015

Position #7

Benton Franklin Fair
 300 Douglass Avenue
 Richland, WA 99352
 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@grantcountywa.gov

IMMEDIATE PAST PRESIDENT

Rich Hartzell 2009 - 2015

Position #6

Spokane Interstate Fair
 404 N. Havana, Suite 1
 Spokane Valley, WA 99202
 Work #: 509-477-2786

Cell#: 425-327-7283
 rhartzell@spokanecounty.org or
 skyhartfarms@gmail.com

WSFA SERVICE MEMBER DIRECTOR

Penny Nelson 2011 - 2015

Hazel’s Diner

3305 W. Birchfield
 Yakima, WA 98901

Phone: 509-961-9107
 corndoglady@netscape.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

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

wastfair@comcast.net or
 gale.sobolesky@lewiscountywa.gov

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

WSFA Legislative Lobbyist

Heather Hansen

120 Union Ave., Suite 204
 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.”



Hello Fair Family!

As I write this, I am sitting in our living room. It is 10:44 p.m. and I'm looking at a thermometer that says 76.8 degrees indoors and 67 degrees outdoors. Did we move to Arizona and someone forgot to tell me? Have I gone delirious from the heat? Well, I certainly hope not!

Our fair is less than a few weeks away and each year it seems like it gets more challenging to make it all come together. Up until yesterday I was still without an Open Class Art and Sheep superintendent. I now have volunteers for those positions and can breathe a sigh of relief. Now, if I can only successfully get through the remaining tasks in a timely manner. This is my 17th Fair (yikes!) and you would think I could do it in my sleep. Well, no, it just doesn't happen that way.

I am sharing this because we all have challenges - small and large - and somehow we successfully make it through them. I know for myself - I use you all via the e-mail system to glean information that you are all willing to share. If I have not thanked you for your responses - please allow me to do that now. THANK YOU!!!! It gives me great comfort to be able to use all of your expertise for problem solving.

Your board is diligently working to put together a 2015 WSFA Convention Program that will include informational sessions that include something for everyone. Our tentative schedule is included in this newsletter. (page 11) If you have a suggestion on a topic that we haven't included please let me know and we will try to incorporate your suggestion.

Thanks to each and every one of you who participated in letting your Washington State Legislators that we have a strong voice. We were heard! I am going to quote Roylene Crawford with a comment she made on another topic: "I am so Proud of Us!"

I sincerely hope that all of you have the most successful and gratifying Fair ever. I hope to see some of you this summer - but for sure in Pasco in October!

Sincerely,
Kathi Mattinen, WSFA Director
2015 WSFA Convention Chair



Service Member Message . . .

Hello Service Members,

I hope every ones surviving the weather, I can tell you not sure I want to be over my deep fryer making corndogs if this is a prelude to the rest of the summer. Great to

have John back among us again. And to Elisa for still being a miracle. We've decided the video show cases are a great way to go and in this newsletter Gale will have all the rules and regulations. Also remember to pay your dues, don't make Gale have to call or email you, she also has a lot on her plate. A bit of wonderful news, looks like all our hard work paid off. We got the budget we needed. Thanks for those of you who lent us your voices. Okay kids still need a singer for opening ceremonies, please or I'll have to sing and we don't want that. Everything we discussed last year at our meeting, I feel all our wants and needs have been met. I need 3 names to submit to the board for service member of the year. I have wrote my personal email on our facebook, so it will be more private. I look forward to seeing all of you down the road.

May God Bless each step you make and may your Journeys be fruitful.

Penny
Penny Nelson
WSFA Service Member Director
Hazel's Diner

Now here's a little note from our . . .

2014 Service Member of The Year, Karen Quest



Dear Entertainment Managers, Fair Managers and Fair Boards,

"When your booking your entertainment for your fairs, do you ever check to see if they're a member of the fairs associations?"

Most of us are members of all associations. We're in hopes of making a living in the field we were born to do, Entertaining! So next time you're looking for entertainment, try picking us who diligently pay our dues."

Thank you,
Karen Quest



News from the Department of Agriculture

Inslee announces appointment of Derek Sandison as director of state Department of Agriculture



OLYMPIA – Gov. Jay Inslee today announced he is appointing Derek Sandison as director of the Washington State Department of Agriculture.

“Our Department of Agriculture helps support a multi-billion industry and works closely with growers, workers, tribes and communities around the state,” Inslee said. “Derek has a successful record of leading on incredibly complex and large-scale projects and brings a commitment to innovation, transparency and collaboration that is exactly what we need to maintain and grow Washington’s world-class agriculture industry.”

Sandison is familiar to many in the agriculture industry through his current work as director of the Wenatchee-based Office of Columbia River in the Washington State Department of Ecology. As OCR director he oversees numerous water supply development projects and related efforts along the Columbia River Basin that are important to farmers and ranchers in the region. He was also a principal architect of the Yakima River Basin Integrated Water Resource Management Plan and has played a key role in other hallmark water supply projects such as the Odessa Ground Water Replacement Project.

Sandison has also been regional director for the Department of Ecology’s Central Region. Based out of Yakima, this region covers seven counties stretching from the Canadian border to Klickitat and Benton counties. Prior to working at Ecology, he co-founded a consulting firm and worked in water supply and waste programs at Tacoma-Pierce County Health Department.

As Director of the state Department of Agriculture, Sandison will oversee an agency with a budget of about \$158 million and a staff of 750 that can grow by 200 during the busy harvest season.

With a focus on supporting Washington’s robust and diverse agriculture industry, the agency has a broad range of responsibilities that include protecting plants and livestock from pests and disease, ensuring the movement of agriculture products, managing the use and registration of pesticides, and ensuring the safety of the state’s food supply.

Sandison is replacing Bud Hover who announced his resignation in March. Sandison began his new cabinet-level role on June 15.



Washington State Fairs Association Vision

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

Washington State Fairs Association

Convention Registration Form

Red Lion Hotel - Pasco

October 22 -24, 2015 . . . *“Super Heroes Make Super Fairs”*



Please print legibly your CORRECT name tag depends on it!

First Time at Convention

Registration
Till September 30

Registration
October 1 and after

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

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 Wednesday, September 30, 2015 Only \$285.00
- Registration Fee starting Thursday, October 1, 2015 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 21, 2015. Starting Tuesday September 22, 2015 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.waststatefairs.com

WSFA Office Use Only:

Date: _____

Check #: _____

Amount: _____

Other: _____



SHOWCASE 2015

Washington State Fairs Association

Pasco Red Lion Hotel

October 22 – 24, 2015

POLICY

The WSFA Directors have established the following policies for the 2015 Showcase:

SELECTION: The WSFA Showcase committee has sole authority in the selection and development of the showcase schedules. Selection of acts will be based on the originality and talent of the act, capability of production at the showcase facility, and appropriateness of fair audiences.

ELIGIBILITY: Agents/Acts must be a member of the WSFA. If selected, Agent/Act must be registered for the WSFA Convention.

CANCELLATIONS: If an act is unable to appear, no substitutions by Act or Agency will be permitted for showcase performances. A list of alternates will be established by the Showcase Committee and in the event of a cancellation; the first act on the list will be notified.

PRODUCTION/EQUIPMENT/PERFORMANCES

STAGE ACTS:

1. Each stage act in the showcases shall have a maximum of **20** minutes to perform.
2. Each showcase will have an Emcee provided by WSFA.
3. Stage and production equipment are the responsibility and control of the WSFA Production crew. The house sound system will be provided by the WSFA and will be scaled to the venue used and reasonable requirements of the attractions. The WSFA Showcase Chairperson will have absolute control over this system, including overall volume levels (both stage and house).
4. A schedule for sound check will be provided to each act prior to the Convention. The WSFA Showcase Chairperson will conduct daily meetings (usually mornings) with the attraction or its representative required to be present.
5. All attractions will perform under standard stage lighting provided by the WSFA Showcase Committees unless a representative of the attraction is present to operate/call lighting cues.
6. All instruments, instrument amplifiers, drum kits; equipment and/or special lighting effects are the sole responsibility of the entertainer.
7. The WSFA Showcase Committee assumes no responsibility for any expenses, transportation, meals or rooms, of any attraction.
8. All members and support staff of the showcasing acts will be given Showcase Act credentials. This badge will entitle them to be at the convention on the date of their showcase only.
9. Meals for the entertainers and their family and friends are available at the WSFA Convention Meal Rate. Please contact WSFA for arrangements

STROLLING ACTS:

The WSFA Showcase Chairperson will set the schedule of performance for Strolling Host Performers. Each act will be notified in advance of the Convention. In addition, each act will receive an

advance schedule of Convention events and programs along with a layout of the Convention site. Every effort is made to ensure that all performances coincide with high traffic areas and events throughout the Convention schedule.

APPLICATION PROCEDURES

APPLICATION FORMS/SUPPORT MATERIALS

1. Completed applications must be returned with the following required material:
 - d. Application Fee, per act (non-refundable)
 - e. Audio CD - sufficient selections to depict talent, originality, style, versatility, etc.- Musical and variety stage act that incorporate musical performance. Important: **Label whether the Disc is a CD or a DVD.**
 - f. DVD (A quality video, 10 to 12 minutes in length, may significantly help your chances of being selected.)
 - g. References and/or Letters of Recommendation from Fairs.
 - h. Diagram of stage plot including list of stage props, technical requirements (Stage acts Only)
 - i. Promotional packet to include 8"x 10" black and white photo suitable for publication. A digital file can be emailed to wastfair@comcast.net. Please make mention in your packet that this was emailed and the day it was sent.
2. Applications and required materials must be received by WSFA office on or before **Monday, August 31, 2015.**
3. Agencies may submit unlimited number of applications.
4. Sound checks need to be scheduled with the Sound Company. Sound Company contact phone number will be provide to applicant when they are informed of their selection to showcase.

APPLICATION FEES: (All Fees Payable in US Funds)

All application fees are administrative processing fees and are non-refundable. Fees will be used for the Sound System for the Showcasing.

WSFA MEMBER APPLICATION FEE: \$25 per act

NON-MEMBER APPLICATION FEE: \$35 plus \$125.00 Membership Dues with Application for Membership.

SHOWCASE FEE: (All Fees payable in US Funds)

The Showcasing Fee is \$100.00 per act selected for showcasing. If your act is selected to showcase, upon notification of your acceptance as a showcase act for the 2014 WSFA Convention, you will be billed \$100.00 as a showcase fee. This fee will be used to insure each act has optimum sound and lighting for their showcase. Individuals who are showcasing, as emcees will not be billed this fee.



SHOWCASE 2015
Washington State Fairs Association
Red Lion Hotel
October 22 – 24, 2015
Pasco, WA

Application

- Showcase Stage - Musical
 Showcase Stage - Variety
 Strolling Acts
 Emcee

Name of Act _____

Description of Act _____

Number of People in Act _____ Performance Fee \$ _____ per day.

Represented by: Self Agent

Name of Agency _____

Address of Act or Agency _____

City _____ State _____ Zip _____

Phone# _____ Fax# _____

Name and Phone # of person who can answer technical questions for act:

Name _____ Phone# _____

This application has been submitted by _____

How long have you been members of Washington State Fairs Association? _____

THIS APPLICATION MUST BE SUBMITTED WITH:

1. Nonrefundable application fee ~ \$25.00 (WSFA Member) or \$35.00 (Non WSFA member)
2. Promotion Packet including 8 x 10 black and white or color digital photo, and a write up that can be used in the Fair Views if your act is selected for the 2015 Showcase. This can be emailed to wastfair@comcast.net
3. CD or clip or link can be emailed to wastfair@comcast.net (for Musical Acts)
4. DVD or clip or link can be emailed to wastfair@comcast.net (for Stage Acts)
5. Stage Plot, sound and technical requirements (*this is mandatory*)
6. References and Letters of Recommendation
7. Please email a digital photo to the WSFA Office at wastfair@comcast.net. This will be used in our newsletter and on our website if your act is selected to showcase.

Application must be received in the WSFA Office by **Monday, August 31, 2015**

Selected Acts will be notified by September 15, 2015

Return application to:

WSFA Showcase

P.O. Box 914

Chehalis, WA 98532

or email to wastfair@comcast.net

Questions: Phone: 360-269-9971

Email address: wastfair@comcast.net Website: www.wastatefairs.com

WSFA Convention Contests

Bring **Scrapbook, Poster, T-Shirt entries** to the Contest Entry Table on Thursday, October 22, 2015 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 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.

Category Sizes have changed for 2015

PHOTO CONTEST – Due Wednesday, October 14, 2015 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 22, 2015

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 22, 2015 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 22, 2015 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@saffirevents.com

Be sure to include your attendance category (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).

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

**2015 WSFA
Annual Convention Auction
Silent and Live Auction**

The Washington State Fairs Association is right around the corner and we are asking for your support for our WSFA Convention Auction by donating something to the silent and/or live auction to be held throughout the WSFA Convention at the Pasco Red Lion Hotel in Pasco, 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.



WASHINGTON STATE FAIRS ASSOCIATION
2015 CONVENTION
PASCO RED LION HOTEL
October 22 - 24, 2015
THURSDAY - SATURDAY
For room reservations call:
Red Lion Hotel - Pasco, WA 509-547-0701 or 1-800-RED-LION
Remember to mention Washington State Fairs Association and use our Block Code to get the WSFA Convention Rate!
BLOCK CODE: WASH1021

**2015 WSFA
Convention
Theme**





WASHINGTON STATE FAIRS ASSOCIATION

Convention – Red Lion Hotel – Pasco

Convention Theme: "Super Heroes Make Super Fairs"

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. **You must also submit a convention registration form with the trade show registration form to have a trade show booth.**

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, 2015 - 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, 2015 - 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

<i>WSFA Office Use Only</i>	
Check #	_____
Date Rec'd:	_____
Amount:	_____
Other:	_____



2015 Video Showcase Program Application

In 2015 The Washington State Fairs Association is launching a pilot program to test the success of a video showcase program, to complement the Live Showcase program during the 2015 Convention in Pasco, Washington, Oct 22nd - 24th 2015. This program will give service members who's act can not be showcased on stage at the convention the opportunity to present a short video to Convention delegates alongside traditional live showcase acts.

Rules

- A copy of the video to be showcased must accompany the video showcase application.
- Videos Must be a maximum of 3 minutes. Any application accompanied by a video over three minutes will automatically be rejected.
- Video must be submitted on DVD, or via a functional link to a downloadable copy of the video file (dropbox or other similar services will allow us to download a copy of the video. YouTube will NOT). The file must be in a .avi, ,MPG, or .MOV format. Minimum screen resolution of 720 x 480 is required.
- Only acts which can not be featured as live acts will be selected as video showcases. The objective is to present more options to convention delegate, than would fit on the showcase stage. Suitable acts include Hypnotists, Large Animal acts, Monster Trucks, and other acts that would not fit the showcase stage
- At each Meal featuring a showcase, there will be an emcee to introduce live acts, who will also direct the audiences attention to your video . Video showcases will be presented to the convention delegates between live acts, allowing stage technicians time to reset the stage for the next live act.
- To submit a video, you must be a member in good standing of the WSFA , or join the WSFA on acceptance of your video
- Videos Showcase applications will be reviewed by the showcase committee, who will select the successful applicants. After selection, service members may not change which video they are to display, without prior approval from the showcase committee.
- The application fee on \$25.00 must be submitted with your application. If selected by the showcase committee, an additional video Showcase fee of \$100 must be paid before Oct 1st, or you will forfeit your spot

Application must be received in the WSFA Office by *Monday, August 31, 2015*

Contact Name: _____

Company Name: _____

Phone: _____

Address: _____

Email: _____

Link to Video: _____

Description of act to be showcased:

**Preliminary
Washington State Fairs Assn.
2015 Convention Program
Red Lion Hotel - Pasco WA**

Theme: Super Heroes make Super Fairs!

Thursday, October 22, 2015

DAY 1

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:** Kathi Mattinen, WSFA Director and Cowlitz County Fair Coordinator – Oak

2: **Managers' Meeting:** Jerry Gingrich, WSFA Director and Grant County Fair Manager - Design

3: **Fair Directors and Superintendents Meeting:**
Tom Muchoney, WSFA Director and Evergreen State Fair - Project

***** For sessions 1 – 3 each session will use the following starting topic for discussion "What was the biggest success and challenge during your 2015 Fair?"**

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

2:00 – 2:50 PM SESSION

1: **Doing your best to prevent/monitor Animal/Livestock Health Issues at your Fair** – Dr. Joe Baker, DVM, Washington State Veterinarian - Design

2: **How to Market "Small" Fairs** - Terry Atchison, WSFA Vice President; Scott Ingalls, Oregon Festival and Events Association – Pine

3: **Alcohol Sales at your Fair** – Jerry Gingrich, WSFA Director and Manager, Grant County Fair; Carroll Unruh, Oregon Beverage Services- Oak

3:00 – 3:50 PM SESSION

1. MEET YOUR WSFA FAIR DIRECTORS:

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

2. Westside Directors – John Morrison; Kathi Mattinen; Tom Gwin; Tom Muchoney - Project

4:00 – 4:50 PM SESSION

1: **Managing Marijuana at your Fair** – Terry Atchison, WSFA Vice President and Walla Walla Fair & Frontier Days; Bob Reynolds, Spokane Liquor Enforcement Lieutenant –Oak

2: **Recruiting Off-Season Events** - Heidi O'Hara, Director of Sales & Entertainment, Clark Co. Fair –Project

3: **Volunteers – How to get them/how to (gently) get rid of them:** Tom Gwin, WSFA Director and Washington

State 4-H Fair, Kathy Underwood, Benton Franklin Fair & Rodeo - Design

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

6:15 PM Doors Open for Dinner

BRONZE/SILVER

Presidents Welcome – John Morrison, 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 – Room 1314

Sponsored by Carroll Unruh and Oregon Beverage Services

Friday, October 23, 2015

DAY 2

8:00 AM Registration Desk Opens

9:00 AM Opening Session of the WSFA

Convention – BRONZE/SILVER

Welcome – John Morrison, WSFA President

Color Guard

National Anthem

Invocation – Paul Nimmo, Pierce County Fair

Introduction of WSFA Directors

Committee Reports

Opening Keynote Speaker – Jodi Buresh, CFE Assistant General Manager, Red River Valley Fair
Crayons! Lipstick! Beer! Everything Your Fair Should Have!

This Keynote address will discuss the importance of a well-rounded agricultural educational message at your Fairgrounds that connects the general public with agriculture in your region.

10:30 AM Service Members Meeting:

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

10:30 - 11:45 AM SESSION

1: **Bacon! Eggs! Milk** - Jodi Buresh, CFE Assistant General Manager, Red River Valley Fair

Bronze/Silver

2: **Meet your Washington State Fair Commissioners** - Oak

3: **Consumer Protection** – Jerry Gingrich, WSFA Director and Grant County Fair Manager - Design

4. **How to Create Cost Effective**

Sponsorships/Marketing - Matt Ferris, Director of Marketing, Clark County Fair - Pine

Noon – 2:00 PM Legislative Lunch –

BRONZE/SILVER

Legislative Chairman and WSFA President – John Morrison
Legislative Overview from 2015 – Heather Hansen,
WSFA Legislative Lobbyist

Introductions of Legislators Introductions of WA
Department of Agriculture Director Derek Sandison
Introductions of WA State Fairs Commissioners
Candidates' Speeches (WSFA Board of Directors)
Silent Auction
Emcee:
Entertainment Showcases:

**2:00 – 5:00 PM Grand Opening and Ribbon
Cutting for 2015 Trade Show –
GOLD/OLYMPIC**

Prize Drawing at 4:45 PM/ No Host Social Hour

3:00 PM

**Carnival Guild Meeting - A Meeting for Carnival Guild
Members - - location to be determined - Harvest**

3:30 - 4:30 PM

**Designing Brochures and Posters – Jill Andrews, Sales
Representative, Certified Folder Displays and Design
Services - Design**

5:45 - 6:15 PM

No Host Social in Hallway

6:15 PM Dinner - BRONZE/SILVER

**Costume Contest – Super Heroes Make Super
Fairs!**

WSFA Service Director
Silent Auction
Live Auction – George Magnochi
Emcee:
Entertainment Showcases:

WSFA Hospitality Room –Room 1314
**Sponsored by Carroll Unruh and Oregon Beverage
Services**

“Jam” session – Bin 20 Restaurant 9:00 p.m. to ???

Saturday, October 24, 2015

DAY 3

8:00 AM Registration Desk Opens

9:00 – 9:50 AM SESSION

- 1: **Making your Event “Internationally” Friendly –
Catering to your Diverse Population - Pine**
- 2: **Fair Entertainment – “How To” primer – Jerry
Gingrich, WSFA Director and Grant County Fair Manager;
Karen Quest, WSFA Service Member- Design**
- 3: **ADA – Current and Updated laws - (ADA Center) -
Project**
4. **Raffles and Games- How to conduct successfully
while staying Within the Law – Oak**

10:00 – 10:50 AM SESSION

- 1: **MONEY – The Elephant in the Room! Issues Facing us
All. How to make more – how to spend less? - Pine**
- 2: **Reducing Potential Liability - Project**
- 3: **West-Side Super School Planning Meeting - Sunny
Saunders, Kitsap County Fair - Oak**
4. **Determining Commercial and Food Booth Space
Pricing – What works for your event? Also to include a
discussion on Profit vs. Non-profit food vendors. Jerry
Gingrich, WSFA Director and Grant County Fair Manager;
Penny Nelson, WSFA Director and Service Member; Terry
Atchison, WSFA Vice President and Walla Walla Frontier
Days; Sue McIntyre, Jefferson County Fair - Design**

11:00 – 11:50 AM SESSION

- 1: **Security at your Fair - Project**
- 2: **Wine Entries – Terry Atchison, Walla Walla Frontier
Days - Design**
3. **How to Prevent Burnout & Manage Stress in a HOT &
Stressful environment, Oak**
4. – **Presentation by Saffire Events – Pine**
Topic to be announced

**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 2:00 pm
today.*

Service Member of the Year Award – Penny Nelson,
Emcee:
Entertainment Showcases:

2:00 – 2:50 PM SESSION

- 1: **Making your Fair Greener - Oak**
2. **“Hey, I have got an idea” – Alan Bruess, WSFA Service
Member - Project**
3. **Grants & Other Funding/Revenue Sources -Design**

2:00 - 5:00 PM Trade Show – GOLD/OLYMPIC
Prize Drawing at 4:45 PM

3:30 – 4:30 PM

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

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

6:00 PM

**Doors Open for President’s Banquet -
BRONZE/SILVER**

Emcee:
Entertainment Showcases:
WSFA Hospitality Room – Room 1314
**Sponsored by Carroll Unruh and Oregon Beverage
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(This Program is developing – subject to some change - please check our website in late
September for the Final WSFA Convention Program)

www.wastatefairs.com

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**Showcase and
Video Showcase
Applications**

are due

Monday, August 31, 2015

Please send to the

WSFA Showcase Apps

PO Box 914

Chehalis, WA 98532

wastfair@comcast.net

Applications are in this newsletter pages 10 and 11.

**Trade Show Hours
for WSFA Convention**

Friday, October 23, 2015

2:00 – 5:00 PM

Saturday, October 24, 2015

2:00 – 5:00 PM

New this year the Trade Show will be Friday and Saturday ONLY. Thursday will be used for the Trade Show set-up by Vendors. This was a suggestion we received from our Service Members during last year's Convention.

Thank you Service Members for your input.



2016

Mark your Calendars for the . . .

2016 WSFA Convention
October 27 – 29, 2016

WSFA Board Nominations for 2015

It is time to be thinking.



Theme: "Super Heroes make Super Fairs" - But, before we can have Super Fairs we need those Super Heroes. Superman (John Morrison – President) has declared a need to have new members in the Legion of Super Heroes. Therefore we need your help to fulfill our mission. Washington State Fair Association Board of Directors will have two (2) Eastside 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". Saturday 3:30 – 4:30 PM

Position #6 – Rich Hartzell, from the Spokane Interstate Fair, has successfully served two full terms and is ineligible to run for this position again. Position #6 is an Eastside Position.

Position #7 – Currently is held by Haley Meredith from the Benton-Franklin County Fair. She is eligible to run for this position again having been elected in 2012. 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 either myself or any Board member here at the convention. Thank You...

Jerry Gingrich
Director, Position #8
Nominating Committee Chair



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

