

# FAIR



# VIEWS

THE SHOW PLACE

OF AGRICULTURE

July 2017

Issue 40, Number 2

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## Washington State Fairs Association

Post Office Box 914 • Chehalis, WA 98532-0914 • 1-360-269-9971 • Email: [wastfair@comcast.net](mailto:wastfair@comcast.net) • Web: [www.wastatefairs.com](http://www.wastatefairs.com)



From the President

Register now to attend the 77<sup>th</sup> Annual Convention! On behalf of the Washington State Fairs Association (WSFA), I'm pleased to invite you to attend the 77<sup>th</sup> Annual WSFA Convention taking place October 19 – 21, 2017 at the Hilton – Vancouver, WA. You'll find the Hilton to be a perfect place for our rowdy bunch, with beautiful room arrangements you've come to expect and centralized watering holes where you can tie up your horse to catch up with old friends while making news ones.

The Board of Directors and Staff are working very hard on the convention and have a lot of great sessions, events and entertainment being planned. The Theme this year is "Spirit and Pride County Wide." With that said, the Board and Staff feel the 77<sup>th</sup> annual convention will enhance your knowledge, widen your network, stimulate your creative self, and expand your vision. We are very excited about this year's convention and look forward to welcoming you to Vancouver, WA in October. The registration information pertaining to the 77<sup>th</sup> Annual Convention is available on our website at [www.wastatefairs.com](http://www.wastatefairs.com).

What's with the Fair Fund! Washington State Legislature was called into a special 30-day session late in April so they could complete writing a two-year state budget and figure out how to fully fund basic education. Lawmakers have already spent five years on this issue. The state Supreme Court ruled in 2012 that the state has not been meeting its constitutional mandate to fully fund basic education. The House is controlled by Democrats while the Senate is run by a conservative coalition of 24 Republicans and one Democrat. So goes the game of special sessions in Olympia while waiting for leaders to come to a deal on a state budget. The public isn't seeing much progress. The last budget year they had three special sessions. The best we can determine at this time is the Fair Funding is in the Senate's Budget, but not in the House Budget. Nevertheless, given the clear partisan divide, members of the legislature must get serious now about reaching a compromise that gets the job done for all of Washington State. July 1, 2017, the state's new two-year budget must be approved to keep the government operating. Now, we sit back and wait!

*Tom R. Atkinson*





## Legislative Update – June 2017

The regular legislative session ended April 21 without fanfare. Legislators went home knowing they would be back for one or more special sessions until an agreement is reached and a budget is passed. The big issue continues to be school funding and how to pay for it.

Both the Fair Fund and health and safety grants for fairgrounds are included in the Senate budget proposal, but not the House version. We won't know the outcome until the budget is final.

The Fair Fund has been \$2 million a year for twenty years. Is it time to ask for an increase? That's a question your board must decide this summer. The law governing how the Fair Fund is allocated was written in 1961. It needs to be updated. If the association chooses to go forward with a request to update the law and ask for an increase in funding, we will need the full support of every fair in Washington State.

For many years, Washington State Fairs Association Board of Directors has visited legislators in January. If we go forward with this proposal, we will need as many people as possible, from every county, to come to Olympia to help legislators understand how important fairs are to your community and to your family.

The legislature has a very difficult job to do. Many people ask for money for many different things. Each year, the legislature funds a myriad of items that would surprise you. Most legislators are good listeners. They want to help their constituents. But if they don't hear from you, they don't know what you want. We have many legislators who participate in fairs and fully understand how junior livestock shows and county fairs are an integral part of the fabric of rural life. But others, especially more urban legislators, may not have any experience with fairs and may not understand their value. We need to reach them all.

Stay tuned, as decisions are made and the details of the proposal develop, more information will be shared. As fair season approaches, make sure all three of your legislators are invited to your fair. If possible, get them actively involved. Ask them to speak at opening ceremonies, ask them to judge a contest. The more involved they are, they more likely then are to support the Fair Fund!

*Heather Hansen*  
WSFA Government Affairs

## WSFA BOARD OF DIRECTORS 2017

### 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](mailto:terryatchison@msn.com)

#### Erin Gurtel 2015 - 2019

Position #6  
Spokane Interstate Fair  
404 N. Havana, Suite 1  
Spokane Valley, WA 99202  
Work #: 509-477-2785  
Cell:  
[egurtel@spokanecounty.org](mailto:egurtel@spokanecounty.org)

### VICE PRESIDENT

#### Tom Muchoney 2013 - 2017

Position #2  
Evergreen State Fair  
13225 S. Machias Rd.  
Snohomish, WA 98290  
Phone: (425) 334-3657  
Email: [tmuchoney@comcast.net](mailto:tmuchoney@comcast.net)

#### Mickey Webb 2015 - 2019

Position #7  
Grant County Fair  
3953 Airway Drive NE  
Moses Lake, WA 98837  
Phone: 509-765-3581 ext 4613  
Fax: 509-766-7940  
[mwwebb@grantcountywa.gov](mailto:mwwebb@grantcountywa.gov)

### IMMEDIATE PAST 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](mailto:JohnM@cceventcenter.org)

#### Roylene Crawford 2017

Position #8  
Kittitas County Fair  
4290 Kittitas Highway  
Ellensburg, WA 98926  
Phone: 509-929-1782  
[croylene@gmail.com](mailto:croylene@gmail.com)

### WSFA SERVICE MEMBER DIRECTOR

#### Penny Nelson 2011 - 2017

Hazel's Diner  
3305 W. Birchfield  
Yakima, WA 98901  
Phone: 509-961-9107  
[cornodoglad@netscape.com](mailto:cornodoglad@netscape.com)

### DIRECTORS

#### 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  
[tgwin@techline.com](mailto:tgwin@techline.com)

### WSFA Executive Secretary Gale Sobolesky, CFE

P.O. Box 945, 18497 Main St  
Conway, WA 98238  
WSFA Office: 360-269-9971  
[wastfair@comcast.net](mailto:wastfair@comcast.net)

#### 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](mailto:jeffcofairgrounds@olypen.com)

### WSFA Government Affairs Heather Hansen

120 Union Ave., Suite 204,  
Olympia, WA 98501  
Day: 360-705-2040  
[heather@wafriends.org](mailto:heather@wafriends.org)



# Washington State Fairs Association

Convention Registration Form

Hilton Vancouver, WA

October 19 – 21, 2017 . . . “Spirit and Pride County Wide”



Please print legibly your CORRECT name tag depends on it! Registration at First Time at Convention Registration Starting Wed. Sept 12 Till Tues. Sept 13

Name of Delegate (As you wish it to appear on the name badge)	1 <sup>st</sup>	Early Bird \$297.00	\$340.00	VD Voting Delegate	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 12, 2017 Only \$297.00.
- Registration Fee starting Wednesday, September 13, 2017 is \$340.00.
- A registration entitles you to a name badge, entrance to all convention activities, 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 \$40.00 each.
- Badges will be required at all meetings and convention functions.
- Refund Policy: Requests for a refund must be received by Monday, September 18, 2017. Starting Tuesday September 19, 2017 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 Vancouver, WA
- To have a Trade Show Booth you must also be registered for the Convention, with this form.

WSFA Office Use Only:

Date: \_\_\_\_\_

Check #: \_\_\_\_\_

Amount: \_\_\_\_\_

Questions: Call: 1-360-269-9971

E-Mail: [wastfair@comcast.net](mailto:wastfair@comcast.net)

Website: [www.wastatefairs.com](http://www.wastatefairs.com)

Mail this form to: WSFA Convention

Washington State Fairs Association

P.O. Box 945, Conway, WA 98238

# WSFA Convention Contests

Bring **Scrapbook, Poster, T-Shirt** entries to the Contest Entry Table on Thursday, October 19, 2017 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.

## PHOTO CONTEST – Due Monday, October 9, 2017 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 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 19, 2017

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 19, 2017 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
<b>TOTAL POSSIBLE POINTS</b>	<b>100</b>	<b>100</b>

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

## T-SHIRT CONTEST - Due Thursday, October 19, 2017 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: [wastfair@comcast.net](mailto:wastfair@comcast.net)**

**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) and

***New this year***

***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:

- 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



Book your Rooms at the Hilton Vancouver, today. To get the Convention Rate they must be booked before September 18. Mention WSFA (Washington State Fairs Association) to get the Convention Rate

**360-993-4500 or 1-800-HILTONS**  
Use WSFA Block Code of S17

**Our Convention Room rate is:**  
Single and Double Occupancy of \$115.00 per night  
Triple Occupancy of \$125.00 per night and  
Quad Occupancy of \$135.00 per night

*We have a limited amount of rooms reserved in our Block so make sure to make your reservations today*

*Our cutoff date for these Rates is September 18, 2017.  
After September 18<sup>th</sup> the rate goes up.*

***Dates of Convention October 19 – 21, 2017  
Thursday - Saturday***

### Washington State Fairs Association Vision

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

# Washington State Fairs Association

2017 – Board of Directors Nomination

**Washington State Fair Association** Board of Directors will have three (3) 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 #2** – Currently is held by **Tom Muchoney** from Evergreen State Fair. He is eligible to run for this position again having been elected to the position in 2013. **Position #2 is a Westside Position.**

**Position #3** – Currently is held by **Tom Gwin** from Washington State 4-H Fair Puyallup, WA. He is eligible to run for this position again having been elected to the position in 2013. **Position #3 is a Westside position.**

**Position #8** – On January 5<sup>th</sup> the Board appointed Roylene Crawford from Kittitas County Fair to fill the seat vacated by Brenda Adame until the 2017 Convention. She is eligible to run for this position as defined in the By-Laws. **Position #8 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.

Erin Gurtel, WSFA Director, Position #6  
Chair, Nominations Committee

Send a letter of interest to Erin Gurtel, Chair – 404 N. Havana, Suite 1, Spokane Valley, WA 99202 or [egurtel@spokanecounty.org](mailto:egurtel@spokanecounty.org)



## REMEMBER THE CONVENTION AUCTION

Convention is just months away and we are beginning to round up items for our ever-popular auctions.

At our Super School Auction in March we made over \$1,100.00. It was a very successful auction with lots of fun items to bid on. I think there were several bidding wars going on with many items having much interest by multiple participants.

WSFA Vice President and Auction Chair Tom Muchoney, is asking that everyone start planning now for our Annual Auction. We would like to see Fair Packages - featuring happenings at your 2018 Fair, Weekend Getaways, and items that tell the story about your special corner of the state. Quilts, Coffee, Gardening Items, Outdoor Items, Plants, Food Baskets, Kids Items, Fall and Christmas Items are always popular.

Items for the Auction can be brought to the Registration Desk on Thursday, October 19 starting at 10:00 AM. We have a donation form on our website ([wastatefairs.com](http://wastatefairs.com)), it can be filled out and brought with you or you can send to the WSFA office at [wastfair@comcast.net](mailto:wastfair@comcast.net) or PO Box 945, Conway, WA 98238.

If you have questions about the auction give Tom Muchoney a call at 425-344-3657 or Gale a call at 360-269-9971

*Thank you for your support and we look forward to seeing all your 2017 Treasures.*



*If you would like to help at the  
2017 WSFA Convention  
give Gale a call at 360-269-9971  
or email her at  
[wastfair@comcast.net](mailto:wastfair@comcast.net).*

### Washington State Fairs Association Mission

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



# WASHINGTON STATE FAIRS ASSOCIATION CONVENTION at HILTON – VANCOUVER

Convention: October 19 – 21, 2017 Trade Show: October 20 and 21.

Convention Theme: "Spirit and Pride County Wide".

## Trade Show Registration Form

This year our **Trade Show Area** will be in **Heritage DCA**. A draped table, fabric dividers, and chair will be furnished. The exhibit hall booths are approximately 8 feet wide by 8 feet deep. **Please return this form as soon as possible, space is limited.** There will be hospitality times plus coffee and snack 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.**

☐ **Single booth - \$160.00**

**Early Bird Registration Price Prior to September 13**

**Starting September 13 - \$200.00**

☐ **Double booth - \$300.00**

**Early Bird Registration Price Prior to September 13**

**Starting September 13 - \$350.00**

**Plus Washington State Fairs Association Convention Registration \$297.00 till  
September 12. \$340.00 starting September 13, 2017**

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

Do you need WIFI? ☐ Yes ☐ No

There may be a charge for WIFI, we will work to get this sponsored.

Electricity Needed? ☐ Yes ☐ No

**Electricity Charge at \$ 105.00 (includes both days)** \_\_\_\_\_

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 945  
Conway WA 98238  
360-269-9971, if you have questions, please call or  
email: wastfair@comcast.net

*WSFA Office Use Only*

Check # \_\_\_\_\_

Credit Card \_\_\_\_\_

Date Rec'd: \_\_\_\_\_

Amount: \_\_\_\_\_

Other: \_\_\_\_\_

*WSFA Office Use Only*

**Electricity** \_\_\_\_\_

**WIFI** \_\_\_\_\_





## ***Service Member Message . . .***

Hello Guys and Gals,  
With Summer fast approaching,  
well someday, the board has been  
busy already trying to make this a  
great year.

Last year convention was one of  
the best we've had in a long time and it was from a lot of  
hard work from the board and Gale keeping us running  
right.

This year we've already been talking about the trade  
show and ways to get them to come see us. We had a  
discussion of putting small carnival games in back and  
maybe spinning a wheel to get the door prizes. Games  
would of course give out small prizes as well. It would  
be great to get some in put from you as well.

I'm also speaking to the fairs in hope I see more of you  
turn out for Speed Dating. It's the Service Members  
way of introducing themselves and telling you about  
themselves. So make a note to drop by and talk to us.

I hope to see many of you this summer. My prayers are  
with all of you and may the season be bright.

*Penny Nelson*

WSFA Service Member Director  
Hazel's Diner



## **New WSFA Service Members**

### **Malicious Monster Truck Tour**

**Bill or Lorna Payne**

2220 Erlands Point Road

Bremerton, WA 98312

Phone: 360-265-1030

Email: [Straightupracing@hotmail.com](mailto:Straightupracing@hotmail.com)

Website: [www.straightupracing.com](http://www.straightupracing.com)

Northwest Based production team bringing quality  
entertainment at an affordable price to speedways, fairs and  
stand-alone events.

### **Whirley Drink-Works!**

**Charlie Conarro**

2008 Scowers Court

El Dorado Hills, CA 95762

Phone: 916-296-4698 - Fax: 814-406-7280

Email: [cconarro@whirley.com](mailto:cconarro@whirley.com)

Website: [www.whirleydrinkworks.com](http://www.whirleydrinkworks.com)

Custom and Stock refillable souvenir food and beverage  
containers for the fair industry to drive revenue and repeat  
traffic with a discounted refill.

## **WSFA Bylaws**

The Clark County Fair proposes the following changes to the  
WSFA Bylaws for consideration by the membership at the  
2017 Annual Meeting.

### **ARTICLE IV – DIRECTORS**

Section 2. Change the sentence that presently reads: “A  
member in good standing per Article III, Section 1 may not  
have more than one (1) representative at any time” to read “A  
member in good standing per Article III, Section 1 may not  
have more than one (1) voting representative at any time”.

Rationale: The intent of the original language is to ensure that  
any one member Fair not have more than one vote on matters  
of business of the Association. Given that the Immediate Past  
President does not have a voting membership on the Board of  
Director's, if left the way it is, the member Fair from which he/  
she comes is ineligible to have a voting member of the Board  
until his/her term as Immediate Past President has passed.  
This all assumes that the Immediate Past President's term  
as an elected officer has expired at the time he/she becomes  
Immediate Past President. Otherwise it is moot and that Fair  
still has one voting member. This change just covers the case  
where the term has expired at the time the President also  
becomes Immediate Past President. It will happen in 2018.  
When Terry Atchison becomes Immediate Past President, his  
term on the Board will be over. With the current wording, the  
Walla Walla Fair would not be eligible to have a WSFA Board  
member for up to two years.

### **ARTICLE IV – DIRECTORS**

Section 3. Add the following wording to the last sentence of  
Section 3: “where an election will be held to fill the unexpired  
term of the ineligible Director.”

Rationale: The present wording, although sufficient, is not  
clear that appointed Director's must stand for election at the  
next annual membership meeting if they so desire, along with  
any other candidates, for Board positions that become vacant.  
The wording also needs to be clearer that any vacancy so  
filled is for only the unexpired term of the vacant position so  
that the rotation of two Directors off the Board each year is  
maintained. Otherwise depending on the circumstances and  
timing, there could be three of the eight Directors leaving the  
Board at the same time and possibly from the same side of  
the State. A key advantage of the four-year term was that it  
allowed us to ensure that a maximum of only two Directors  
will rotate off each year.

### **ARTICLE V – OFFICERS**

Section 8. Add the following sentence after the end of the first  
sentence of Section 8: “It will be the responsibility of the Board  
to fill the office of Executive Secretary, if so created, and to  
prepare and present an annual evaluation of the incumbent.”

Rationale: The present Bylaws were not clear as to the  
responsibility for filling the office of Executive Secretary and  
there was no provision for evaluation of the incumbent, nor the  
desired frequency of an evaluation. Given that the Executive  
Secretary works directly with the Board on a regular basis, it is  
logical that the Board would hire and evaluate that individual.



# Preliminary WSFA Convention Program

Here are some of the topics we are working on for the WSFA Convention in October. More descriptions, workshops and presenters will follow as we get closer to the Convention. There will also be *Meals, Showcases, Video Showcases, Auctions, Hospitality Rooms* and *Jam Session*.

***Thursday, October 19, 2017***

## **10:00 AM Registration Open**

## **1:00 – 1:50 PM Convention Kickoff**

### **Round Table Sessions**

- 1: **Reaching out to Your Chamber of Commerce/VIC**
- 2: **Phone Apps for Your Fair**
- 3: **How to be a Rock Star at Your First WSFA Convention**
- 4: **Introducing “The League” of Agricultural and Equine Centers (LAEC)**
- 5: **West-Side Super School Planning Meeting**
- 6: **Wildcard** - This space is saved for the “*Hot Topic*” after the 2017 Fair Season
- 7: **Animal Service/Companions** – What can we ask or not ask
- 8: **Event Pro - Management Software**

## **2:00 – 2:50 PM SESSION**

- 1: **Maximizing your Year-Around Facility Rental Program**, Debbie Baker, Washington State Fair
- 2: **How to Work with Your County Commissioners**, This will be a panel discussion with 3 - 4 County Commissioners participating
- 3: **Marketing Social Media**, Mary Kae Repp, Learn more about organic and paid campaigns. This session will focus on how to best utilize all social media platforms using the newest trends. Additionally, this session will give you information on the core demographics utilizing each social media platform.

## **3:00 – 3:50 PM SESSION**

- 1: **Booking Entertainment**
- 2: **Liability Issues for Fairgrounds**, Marnye Langer, Langer Equestrian Group Insurance Solutions (LEGIS), Burbank, CA

Be aware of some frequent issues pertaining to liability exposure at your fairgrounds, including internal operational considerations and best practices for working with renters and promoters at your facility. This fun, engaging discussion is presented in plain English and will give you some good tips and considerations for your fairgrounds, your staff, and your board or municipality you may be part of.

## **4:00 – 4:50 PM SESSION**

- 1: **Motivating the Millennials**, Mary Kay Repp  
Motivating the Millennials through creating a heliotropic engaging culture in your work place. Mary Kae has experience being an executive coach, helping companies and Managers best lead their teams. The session will give guidance on leading in a Heliotropic manner and teaching your team to Be The Sun, Not the Salt.
- 2: **State Vet** Get up to speed with Current Animal Health Trends
- 3: **Legislative** – Heather Hansen, WSFA Government Affairs

***Friday, October 20, 2017***

## **9:00 AM Opening Session**

**IAFE Keynote Speaker** – TBA

## **10:30 - 11:45 AM SESSION**

- 1: **Keynote Speaker** – Topic to be determined
- 2: **WA State Fair Commission**
- 3: **Speed Dating with WSFA Services Members and Washington Fairs** - Great opportunity to meet your Fair Contacts and WSFA Service Members

**2:00 – 5:00 PM Grand Opening and Ribbon Cutting for 2017 Trade Show**

**3:00 PM - Young Professionals Meeting**

***Saturday, October 21, 2017***

## **9:00 – 9:50 AM SESSION**

- 1: **Instabags vs. Videosnaps: How & When to Use Both**, Cassie Roberts Dispenza, Saffire  
Social Networks, especially Instagram & Snapchat have taken a turn for the similar—it seems like everything you can do on one you can do on the other. So, when should you use Instagram and when should you use

Snapchat? What are the differentiators that make it worth having both or should you just pick one? Join us to answer these questions and strategize on how to most efficiently put these Millennial and Generation Z-focused apps to work for you!

- 2: **Regulatory and Requirements Issues of Operating Drones at your Fair**, Deputy Jim Payne, Clark County Sheriff's Office
- 3: **Let's Talk Rodeo**, Jessica McLaughlin, Spokane Interstate County Fair

### **10:00 – 10:50 AM SESSION**

- 1: **Hispanics, and Asians, and Gays, oh my!**  
*Luis Valdivia*, Multicultural Marketing Specialist, San Diego County Fair, California  
The San Diego County Fair is a trendsetter in terms of multicultural marketing: its Hispanic marketing program - the longest-running in the Fair industry, and the 1997 WFA Merrill Award recipient - reached its 20th anniversary in 2017. The Fair's groundbreaking "Out at the Fair" - also a WFA and IAFE award winner - is the only official LGBTQ outreach program in the Fair industry. The WFA award-winning Asian Festival has also made great strides in three short years. We would like to share these success stories, tips on getting started, and how reaching out to untapped multicultural groups can increase Fair attendance each year.
- 2: **Youth for the Quality care of Animals**, Paul S Kuber, Ph.D., Washington State University Extension, Youth for the Quality Care of Animals (YQCA) is a new, industry supported quality assurance program for youth producers ages 8-21 years old. YQCA will provide a common framework for youth food animal quality assurance programs that will enhance the educational experience of youth, improve the care of food animals and provide a higher level of food safety to consumers. YQCA includes information for youth showing the following food animals; Pigs, Beef Cattle, Dairy Cattle, Sheep, Goats, Market Rabbits and Poultry. This program launched in March 2017.
- 3: **The Benefits of Entertainment Routing with other Fairs or Events**,

### **11:00 – 11:50 AM SESSION**

- 1: **What you can Expect from your Sheriff's Department in an Active Shooter Situation**, Sgt. Fred Nieman, Clark County Sheriff Office Spokesman
- 2: **Utilizing Service Members Better at your Fair**, Alan Bruess, Fast Track Entertainment
- 3: **Eyesore to Eyecandy: Elevate Your Brand NOW!**  
Jeremy Emerson, Saffire, When we think about branding ourselves or our organizations, we can find ourselves intimidated by amount of work in front of us. Where should we start? Do we need a professional brand book or guideline? What if we have no idea what a Pantone color is? We know we hate Comic Sans and Papyrus, but what makes a good font choice, and do we even need one? Never fear! Jeremy Emerson, one of Saffire's partners and Creative Director is going to show us how to go from "drab to fab" or "eyesore to eyecandy" with two components: a logo, and killer photography. Wait, don't have either? Not to worry, we'll discuss ways of utilizing what we've got to work with, and tips for sourcing and generating awesome photographic resources that will help our websites, Facebook timelines, Twitter feeds and Instagram pages looking tip-top, portraying our brands in the best possible light!

### **2:00 – 2:50 PM SESSION**

- 1: **Ins and Outs of the Master Planning Process**, Tom Beckwith, Beckwith Consulting Group, LaConner, WA
- 2: **Theme and Creative Displays**, Choosing your theme and incorporating the theme throughout your fair. Where to find themes ideas and decoration and ideas on how to display your exhibits.
- 3: **Types of Alcohol Permits for your Fair and Events**, Carroll Unruh, Oregon Beverage Services

### **2:00 – 5:00 PM Trade Show**

### **3:30 – 4:30 PM**

### **WSFA Annual Business Meeting**

### **6:30 PM President's Banquet**



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***Fairs and Service Members Welcome!!***

We look forward to including you in our 2017  
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## FAIR VIEWS

Washington State Fairs Newsletter  
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And

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