

FAIR



VIEWS

THE SHOW PLACE

OF AGRICULTURE

July 2012

Issue 35 | Number 2

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Department of Agriculture Health and Safety Grants Now Available to More Fairs



From left to right WSFA Legislative Liaison Heather Hansen, Governor Chris Gregoire and our own WSFA President Paul Nimmo)

The Governors' signing of House Bill 2356 which established the eligibility of additional Fairs that were previously excluded from applying for Health and Safety Grants.



Mark your Calendar WSFA 2012 Convention

November 1 – 3

Yakima Convention Center

Theme: "The Wizards of Oohs and Ahs"

Celebrating the People that Make the Magic Happen



PRESIDENT'S

MESSAGE



It was just like magic...

With a puff of smoke, the Fair Fund disappeared right before our eyes, only to have it reappear just 5 months later. The 2012 legislative session was indeed a wild ride, worthy of any carnival or amusement park.

Besides our promised budget, several other items came through this Legislative Session.

The passing of HB 2356 established the eligibility of additional Fairs that were previously excluded from applying for Health and Safety Grants. SHB 2299 established the ability for 4-H to have special license plates, thus funding State 4-H programs. As most Fairs have heavy 4-H involvement, financial stability ensures their continued participation.

There is another success I would like to point out. If you ask our membership, "What does the W.S.F.A. do for you?", you may receive a wide variety of answers. However, this year, if you heard an answer similar to; "a well respected organization with a powerful membership representing a vibrant industry", you would be hearing from a Washington State Legislator. The W.S.F.A. emerged from Olympia as an entity representing a livelihood that will not perish. All I can say is thank you to the thousands that took the time to remind our Legislators of their promises and commitments.

With the session under our belts, it is time for Fair Season. Several Fairs have already welcomed the season, while others are in final preparations. Now is the time to welcome our Legislators to our Fairs, and record the stories that we will need once again in the next Legislative Session. Now let us go forth and let the magic happen.

Convention

The W.S.F.A. had been wrestling with an important decision for 3 years, that being the location of future Conventions. A decision was not made without research into as many possibilities as possible. The W.S.F.A. Convention is unique in many ways, considered a small to moderate convention in attendance, it also has special space needs. Several proposals were made, most that would require a substantial increase in fees to our membership. This was not the time to make such a request. After a careful decision process, Pasco Red Lion came out the front runner for our Convention for 2013-2015. Saying goodbye to Yakima was not without sadness. We have felt very much at home and do not leave for any specific reason, it was simply time for a change.

We are also challenged to pack in as much business time as possible, moderated with social interaction time and educational opportunities. Thus, for 2012, we have reinstated the full Saturday opportunity. We hope this will allow time for

2012 Washington State Fairs Association Board of Directors

PRESIDENT
Paul Nimmo 2007 - 2013

Position #3
Pierce County Fair and
Washington State 4-H Fair
5914 Gerlings Drive SW
Lakewood, WA 98499
Phone #: 253-584-3903
Cell #: 253-230-1502
Fax #: 253-572-3139
pauln@piercecountyfair.com

VICE PRESIDENT
Rich Hartzell 2009 - 2012

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

IMMEDIATE PAST PRESIDENT
PRESIDENT

Val Watson 2004 - 2012

Position #7
Adams County Fair
996 East Yeisley Road
Lind, WA 99341
Home: 509-677-3536
Cell #: 509-750-6367
lavatson@lindwa.com

DIRECTORS
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

Debbie Donk 2010 - 2013

Position #2
Evergreen State Fair
14405 179th Avenue SE
Monroe, WA 98272
Work #: 360-805-6705
Cell#: (425) 508-8603
Fax #: 360-794-8027
Debbie.Donk@snoco.org

Kathi Mattinen 2010 - 2013

Position #4
Cowlitz County Fair
1900 7th Avenue, Longview, WA 98632
Phone: 360-577-3121/Cell: 360-560-2109
Fax: 360-577-6254
mattinenk@co.cowlitz.wa.us
kathimattinen@hotmail.com

Terry Atchison 2011 - 2014

Position #5
Walla Walla Fair & Frontier Days
924 University St., Walla Walla, WA 99362
Phone: 509-529-8386
Cell #: 509-520-4276
terryatchison@msn.com

Dick Pulis 2010 - 2013

Position #8
Grant County Fair
4064 Cove West Drive
Moses Lake, WA 98837
Phone #: 509-764-2341
Fax#: 509-764-5213
Cell #: 509-760-2648
rhpulis@yahoo.com

WSFA SERVICE MEMBER DIRECTOR
Penny Nelson 2011 - 2013

Hazel's Diner
3305 Birchfield, Yakima, WA 98901
Phone: 509-961-9107
corndoglady@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 Lobbyist
Heather Hansen

120 Union Ave., Suite 201
Olympia, WA 98501
Day #: 360-705-2040
Fax #: 360-705-2018
heather@wafriends.org

Paul Nimmo
WSFA President
Director Pierce County Fair
Director Washington State 4-H Fair

all to participate in as many fair industry opportunities as we can provide, without the feeling of being rushed. While I have always enjoyed the many workshops presented at convention, I have also found that the hallway interactions (not to mention meals and hospitality suits) just as educational. Something magical happens when we come together.

2012 WSFA

Annual Convention Auction



“Wizards of oohs and ahs.” Let us ooh and ah our fair managers, board members and volunteers with a live and silent auction that will magically grow awareness of our fairs - while raising the revenue needed to keep our organization strong. The board has set our

auction goal for this year at \$5,000.

Our auction has become a fun way that we can all actively participate, both by gathering items and bidding on our favorite piece. Auction items have increased in numbers with more fairs participating and offering a wide variety of items of varying value. Let’s take advantage of tapping into the communities that all fairs center around and come up with some new and creative ideas.

Although the convention is set for later in the fall it isn’t too early to start thinking about how you would like to participate in this event. A few auction ideas that have surfaced are weekend getaway packages, airline passes to a special destination or two hot air balloon rides at a local balloon festival.

Let’s make this auction our best ever while we come together, meet others within the fair community and show off what makes our communities special.

Terry Atchison

WSFA Director Position #

Walla Walla Fair & Frontier Days Board Member

Showcase Reminder

Hi everyone —

well summer is finally here and convention 2012 is fast approaching. This will be the last article about sending entertainers in to be selected for your entertainment at convention. The due date has been extended to Monday, July 9th and I hope everyone is thinking of sending in their app or finding that special someone who they saw throughout the year.

Please help us to get those final applications in before the due date. I know there is good talent out there for everyone to see so they may hire them for their fair for 2013. So, don’t hesitate, let’s do what we can to have the best 2012 convention that we possibly can.

You may have them or yourself send the application form to Gale Sobolesky at the WSFA office, PO Box 914, Chehalis, WA 98532.

Just so you know, we are having the 2012 Convention continue through Saturday night this year. So, get ready to gear up for a fun three days. We can’t put this Convention on without the help of all of you. By the way, it is all about you!

Val Watson

Showcase Chairman

WSFA Immediate Past President

See Policy and Application in this newsletter on page 5 and 6.

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.”



SHOWCASE 2012

Washington State Fairs Association
Yakima Convention Center
Yakima, Washington, November 1 - 3, 2012

POLICY

The WSFA Directors have established the following policies for the 2012 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 meeting (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 **by Monday, July 9, 2012.**
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 2012 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 2012
Washington State Fairs Association
Yakima Convention Center
Yakima, Washington ~ November 1 - 3, 2012

APPLICATION

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

Name of Act _____

Description of Act _____

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

Represented by: Self Agent

Name of Agency/Contact _____

Address of Act or Agency _____

City _____ State _____ Zip _____

Phone# _____ Fax# _____

Email _____ Website: _____

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 photo, and a write up that can be used in the Fair Views if your act is selected for the 2012 Showcase.**
3. **DVD of Stage Acts**
4. **Stage Plot, sound and technical requirements**
5. **References and Letters of Recommendation**
6. **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, July 9, 2012**

Selected Acts will be notified by the last week of July.

Return application to:
WSFA Showcase 2012
P.O. Box 914
Chehalis, WA 98532

Questions: Phone: 360-269-9971 or Cell Phone: 360-219-6580
Email address: wastfair@comcast.net Website: www.wastatefairs.com



WASHINGTON STATE FAIRS ASSOCIATION Convention

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 again be in **Room ABC**. 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. *NEW this year we will also use the Court Yard Area in Front of the Convention Center for a few booths, such as Concession Trailers, Stages or See below for more information.*

Name: _____

Person to contact: _____

Address: _____

Phone: _____ Product or service: _____

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

- | | |
|---|---|
| <input type="checkbox"/> Single booth - \$100.00
Before Sunday, September 30
Starting Monday, October 1 - \$150.00 | <input type="checkbox"/> Double booth - \$200.00
Advance Price ends Sunday, September 30
Starting Monday, October 1 - \$250.00 |
|---|---|

Plus Washington State Fairs Association Convention Registration

PLEASE NOTE: To participate in TRADE SHOW you must be registered for the Washington State Fairs Association Convention. ADVANCE CONVENTION REGISTRATION is \$245.00
Starting Monday, October 1, 2012 - Convention Registration is \$285.00

NEW FOR 2012

- | | |
|--|---|
| <input type="checkbox"/> COURT YARD BOOTH - \$100.00
10 x 10 approx. size
Before Sunday, September 30
Starting Monday, October 1 - \$150.00 | <input type="checkbox"/> DOUBLE COURT YARD BOOTH - \$200.00
20 x 10 approx. size
Advance Price ends Sunday, September 30
Starting Monday, October 1 - \$250.00 |
|--|---|

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

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

Electricity Needed? Yes No

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

Name as it appears on the credit card: _____

Address: _____

Visa / Mastercard/Discover: _____ Exp Date: _____ V-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 due date for **Photo Contest** entries. Bring **Scrapbook, Poster, T-Shirt & Hat** entries to the Contest Entry Table on Thursday, November 1, 2012 between 11:00 a.m. and 2:00 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 Friday, October 24, 2012

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: Category, Fair, Activity and Photographer. Captions may be added, but not required. Write in pencil on the back of the photo the name of fair and category. (Single Space)

9) All photos must be picked up by 2:00 PM on the last day of the convention. **NONE WILL BE MAILED.**

10) **NO PHOTO COPIES ARE ALLOWED. ALL PHOTOS MUST BE ON PHOTOGRAPHIC PAPER.**

SCRAPBOOK CONTEST – Due Thursday, November 1, 2012 between 11:00 a.m. & 2:00 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	
Publicity	
Posters	
Miscellaneous promotional pieces	

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

TOTAL POINTS POSSIBLE 100

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, November 1, 2012 between 11:00 a.m. & 2:00 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, pre-season 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 AND HAT CONTEST - Due Thursday, November 1, 2012 between 11:00 a.m. & 2:00 p.m.

Awards will be given in each attendance division for "Best Use of Theme". There will be ONE "Best of Show" Hat and ONE "Best of Show" T-Shirt awarded if merited. Service Member Hats will be judged in "Best of Show" category.

***Please note the following:**

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

WEBSITE CONTEST - Must be submitted no more than 30 days and no less than 5 days prior to the start of your fair.

TO ENTER - PLEASE SEND AN E-MAIL TO enter@saffirevents.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 of website
- 2) Overall appearance/impression
- 3) Use of graphics and other effects
- 4) Organization of information
- 5) Website adheres to a consistent theme
- 6) Website shows creativity
- 7) Website shows production excellence



Table Decorations for Convention

If your business or fair would like to provide table decorations for the November WSFA Convention please contact WSFA Director Kathi Mattinen at 360-577-3121 or email her at fair@co.cowlitz.wa.us.



***Theme of Convention
Wizards of Oohs and Ahs***

Remember to Reserve your Hotel Rooms for 2012 WSFA Convention



**November 1 - 3
Yakima Convention Center
Yakima, Washington
Convention Hotel:
Red Lion Hotel Yakima Center
509-248-5900
Howard Johnson Plaza
509-452-6511**

Remember to mention WSFA to get the Convention Rate

LEGISLATIVE UPDATE

LEGISLATIVE UPDATE: FAIR FUNDING IN TACT, FOR NOW

This is truly a time to be thankful for a great effort. A special thank you needs to go to all of those legislators who not only voted to preserve our funding, but actually led the fight and spoke on our behalf during stressful committee hearings and legislative sessions. To Heather Hansen and President Paul Nemo and Greg Stewart and the rest of the WSFA Board who led the cause and provided valuable facts to legislators on the many ways we positively impact our communities. An attaboy to all of you who e-mailed or spoke directly to your representatives for this great cause.

It is safe to say we can no longer sit back and assume state funding will be there on a permanent basis. Even though this is supposed to be a two year budget, as new revenue projections are presented, things can change in a hurry. As was the case this year, a Special Session was called and both Houses were scrambling to balance the budget.

I believe we are now a recognized entity during the legislative sessions. We truly got their attention this year and our name "Fairs", was used more than once in various negotiations. We must have a presence at all future legislative sessions in Olympia, even if our funding appears to be solid.

We may on occasion ask ourselves "What do we get out of our state membership dues?" At least part of that answer was in our reimbursement check.

Rich Hartzell,
VP & Legislative Chair, WSFA



Service Member Message . . .

Hello Guys and Gals,

I'm sure most of you are back on the road, I'm wishing you good weather and crowds. The Washington Fair Board just met

June 7th in Pasco. I'm here to tell you the service members are taken very seriously and we're doing everything to make the trade show an awesome success. We're opening the court yard, and are looking for food vendors and walk around acts. Price will be \$100.00 for a 8x10 spot. Food vendors can give out samples and it's a chance to spread our trade show out and get everyone noticed. Hey service members, please give Gale a break and get your dues in. She has more to do than call or e-mail everyone to remind you. Also don't forget to get your registration in, dead line is Sept. 30th, after October 1st there is a late fee. Convention Registration Forms are contained in this newsletter. So get all registration forms and monies into Gale as soon as possible please. You've often said they don't have workshops for service members, well we're asking for your input on what you would like to see. Let Gale or I know, We Are Working To Make This a Great Convention For All! I'm also asking for raffle items, we have raffles we get the fair into our trade show. Also that trivia game we did what 3 years ago, seemed to be something fun everyone could get into. If someone would like to put that together, I would really appreciate it. If we end up working the same fairs or festivals please come up and say hi, I'll be the one stuck behind the grill. Good fortune to all.

Penny Nelson
WSFA Service Member Director
Owner Hazel's Diner

Washington State Fairs Association Vision

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

WASHINGTON STATE FAIR ASSOCIATION DIRECTORS



For

Position # 6 - EASTSIDE

Currently held by Rich Hartzell
(Eligible for re-election)

Position # 7 - EASTSIDE

Currently held by Val Watson
(Not eligible for re-election)

Election will be at the 2012 State Convention
Both are 3 year terms.

Send a letter of interest or for more information to:

Dick Pulis, Chairman
Nominating Committee
4064 Cove West Drive
Moses Lake, WA 98837
rhpulis@yahoo.com
Fax 509 764 5213

New WSFA Service Member

Island Productions

Ron Stubbs

176 North Henning Drive
Camano Island, WA 98282

Phone: 360-387-1197

Fax: 360-387-6303

Email: islandproductions@camano.net

Website: RockandRollhypnotist.com

Ron Stubbs Rock and Roll Comedy Hypnosis
Show performing 250 plus shows world
wide every year. Experienced, safe, laughs
guaranteed!

WASHINGTON STATE FAIRS ASSOCIATION



Directors Job Descriptions:

As a whole the WSFA Board of Directors shall:

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

As an Individual a Director shall:

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

WASHINGTON AGRICULTURAL COMMODITY COMMISSIONS

<p>Alfalfa Seed Commission (RCW 15.65) Shane Johnson, Executive Director 100 N. Fruitland, Suite B Kennewick, WA 99336 Phone: (509) 585-5460 Fax: (509) 585-2671 Email: agmgt@agmgt.com</p>	<p>Dairy Products Commission (RCW 15.44) Steve Matzen, General Manager 4201 198th Street SW, #101 Lynnwood, WA 98036 Phone: (425) 672-0687 Fax: (425) 672-0674 Email: smatzen@havemilk.com Web: www.havemilk.com</p>	<p>Seed Potato Commission (RCW 15.66) Gloria Lagerwey, Manager 400 Fifth Street Lynden, WA 98264 Phone: (360) 354-5545 Fax: (360) 354-1951 Email: gloria@telgenhoffandoetgen.com Web: www.waseedpotato.com</p>
<p>Apple Commission (RCW 15.24) Todd Fryhover, President P. O. Box 18 Wenatchee, WA 98807 Phone: (509) 663-9600 Fax: (509) 662-5824 Email: Danelle.trovato@waapple.org Web: www.bestapples.com</p>	<p>Dry Pea & Lentil Commission (RCW 15.65) Tim McGreevy, Administrator 2780 W. Pullman Road Moscow, ID 83843 Phone: (208) 882-3023 Fax: (208) 882-6406 Email: mcgreevy@pea-lentil.com Web: www.pea-lentil.com</p>	<p>Strawberry Commission (RCW 15.65) Walter Swenson, Manager P. O. Box 2423 Olympia, WA 98507-2423 Phone: (360) 352-1236 Email: walterswenson@msn.com</p>
<p>Asparagus Commission (RCW 15.65) Alan Schreiber, Administrator 2621 Ringold Road Eltopia, WA 99330 Phone: (509) 266-4303 Fax: (509) 266-4317 Email: aschreib@centurytel.net Web: www.washingtonasparagus.com</p>	<p>Fruit Commission (RCW 15.28) B. J. Thurlby, President 105 S. 18th Street, #205 Yakima, WA 98901 Phone: (509) 453-4837 Fax: (509) 453-4880 Email: bj@wastatefruit.com Web: www.nwcherries.com</p>	<p>Tree Fruit Research (RCW 15.26) Jim McFerson, Manager 1719 Springwater Avenue Wenatchee, WA 98801 Phone: (509) 665-8271 Fax: (509) 663-5827 Email: mcferson@treefruitresearch.com Web: www.treefruitresearch.com</p>
<p>Beef Commission (RCW 16.67) Patti Brumbach, Executive Director 14240 Interurban Avenue S., #224 Seattle, WA 98168 Phone: (206) 444-2902 Fax: (206) 444-2910 Email: pbrumbach@wabeeff.org Web: www.wabeeff.org</p>	<p>Grain Commission (RCW 15.115) Tom Mick, CEO 2702 W. Sunset Blvd., Suite A Spokane, WA 99224-1112 Phone: (509) 456-2481 Fax: (509) 456-2812 Email: tmick@wagrains.com Web: www.washingtongrainalliance.com</p>	<p>Turfgrass Seed Commission (RCW 15.65) Dan Ollero, Administrator P. O. Box 2022 Pasco, WA 99302 Phone: (509) 783-4676 Fax: (509) 783-4674 Email: dan@maurergroup.com</p>
<p>Beer Commission (RCW 15.89) Eric Radovich, Executive Director 14803 15th Ave NE, Suite 200 Shoreline, WA 98155 Phone: (206) 795-5072 Email: Eric@washingtonbeer.com</p>	<p>Hop Commission (RCW 15.65) Ann George, Administrator P. O. Box 1207 Moxee, WA 98936 Phone: (509) 453-4749 Fax: (509) 457-8561 Email: ageorge@wahops.org</p>	<p>Wine Commission (RCW 15.88) Steve Warner, Executive Director 1201 Western Avenue, Suite 450 Seattle, WA 98101-3402 Phone: (206) 326-5759 Cell: (206) 351-9652 Email: swarner@washingtonwine.org Web: www.washingtonwine.org</p>
<p>Blueberry Commission (RCW 15.65) Alan Schreiber, Sec./Treasurer 2621 Ringold Road Eltopia, WA 99330 Phone: (509) 266-4303 Fax: (509) 266-4317 Email: aschreib@centurytel.net Web: www.wablueberrycomm.org</p>	<p>Mint Commission (RCW 15.65) Rod Christensen, Executive Director 100 N. Fruitland, Ste. B Kennewick, WA 99336 Phone: (509) 585-5460 Fax: (509) 585-2671 Email: agmgt@agmgt.com</p>	
<p>Bulb Commission (RCW 15.66) Mike Shelby, Manager 2017 Continental Place, #6 Mt. Vernon, WA 98273 Phone: (360) 424-7327 Fax: (360) 424-9343 Email: mshelby@westag.org</p>	<p>Potato Commission (RCW 15.66) Chris Voigt, Executive Director 108 Interlake Road Moses Lake, WA 98837 Phone: (509) 765-8845 Fax: (509) 765-4853 Email: cvoigt@potatoes.com Web: www.potatoes.com</p>	
<p>Canola Commission (RCW 15.65) Dan Ollero, Administrator P. O. Box 2128 Pasco, WA 99302 Phone: (509) 783-4676 Fax: (509) 783-4674 Email: dan@maurergroup.com</p>	<p>Puget Sound Salmon Commission (RCW 15.65) David Harsila, Chair 1900 W. Nickerson Street, #116 PMB 210 Seattle, WA 98119 Phone: (206) 595-8734 Fax: (206) 542-3930 Email: Soundcatch@seanet.com</p>	
<p>Cranberry Commission (RCW 15.65) Karla Kelley, Chair 1151 Gould Road Grayland, WA 98547 Email: sandhillfarms@comcast.net</p>	<p>Red Raspberry Commission (RCW 15.65) Henry Bierlink, Executive Director 1796 Front Street Lynden, WA 98264 Phone: (360) 354-8767 Fax: (360) 354-0948 Email: info@red-raspberry.org Web: www.red-raspberry.org</p>	<p>Department of Agriculture Commodity Commission Program Kelly Frost, Coordinator P. O. Box 42560 Olympia, WA 98504-2560 Phone: (360) 902-1802 Fax: (360) 902-2092 Email: kfrost@agr.wa.gov Web: www.agr.wa.gov</p>

2012 Event Dates

MARCH

North Central WA Jr Livestock Show March 30 – 31

APRIL

Whatcom County Youth Show April 6 – 7
 Puyallup Spring Fair April 19 – 22
 FFA Spring Fair April 19 – 22
 Spring WA Jr Poultry Expo April 19 – 22
 NW Jr Livestock Show April 19 - 22
 St John Community Fair April 26 – 29
 Colton Uniontown Fair April 27
 Asotin County Fair April 27 – 29
 Horse Events April 20 – 22
 Central WA Jr Livestock Show April 29-May 2

MAY

Jr Livestock Show of Spokane May 1 - 6
 Lewis County Spring Youth Fair May 4 - 6
 Enumclaw Jr Dairy Show May 18 – 19
 Puget Sound Jr Livestock Show May 31 – June 2

JUNE

Waitsburg Jr Livestock Show June 9 – 10

JULY

Castle Rock Fair July 19 – 21
 Kalama Community Fair July 19 – 21
 NW Junior Sheep Expo July 20 – 21
 West Valley Community Fair July 24 - 28
 Horse, Dog & Cat Show July 21
 Cowlitz County Fair July 26 – 29
 Mason County Fair July 27 – 29
 Silvana Community Fair July 28

AUGUST

Thurston County Fair August 1 – 5
 King County Fair at Enumclaw August 2 - 5
 Stanwood Camano Fair August 3 - 5
 Clark County Fair August 3 – 12
 Grays Harbor Fair August 8 – 12
 Skagit County Fair August 8 – 11
 Yakima Valley Fair & Rodeo August 8 – 11
 Pierce County Fair August 9 - 12
 Jefferson County Fair August 10 - 12
 WA State Jr. Horse Show August 10 - 12
 Valley Community Fair August 11
 Northwest Washington Fair August 13 – 18
 Grant County Fair August 14 – 18
 Southwest Washington Fair August 14 – 19

AUGUST continued

San Juan County Fair August 15 – 18
 Skamania County Fair August 15 – 19
 Wahkiakum County Fair August 16 – 18
 Clallam County Fair August 16 - 19
 Pend Oreille County Fair August 16 – 19
 Whidbey Island Area Fair August 16 – 19
 Hunter Community & 4-H Fair August 18
 Benton Franklin Fair August 21 – 25
 Pacific County Fair August 22 – 25
 Kitsap County Fair & Stampede August 22 – 26
 Lincoln County Fair August 23 – 25
 Klickitat County Fair August 23 – 26
 Northeast Washington Fair August 23 – 26
 North Central WA District Fair August 23 – 26
 Evergreen State Fair August 23 – Sept. 3
 Clayton Community Fair August 24 - 26
 Lacamas Community Fair August 25 – 26
 Walla Walla Fair & Frontier Days August 29 – Sept 2
 Wheatland Communities' Fair August 30 – Sept 2
 Kittitas County Fair August 30 – Sept 3
 Ferry County Fair August 31 – Sept 2

SEPTEMBER

Columbia Basin Jr Livestock Show September 6 - 8
 Chelan County Fair September 6 - 9
 Okanogan County Fair September 6 – 9
 Palouse Empire Fair September 6 - 9
 Columbia County Fair September 7 - 9
 Spokane Interstate Fair September 7 - 16
 Western Washington Fair September 7 - 23
 Washington State 4H Fair September 7 - 23
 Washington State FFA Exhibition September 7 – 23
 Adams County Fair September 12 - 15
 Garfield County Fair September 14 - 16
 Washington Jr Poultry Expo September 20 - 23
 SE Spokane County Fair September 21 - 23
 Central Washington State Fair September 21 - 30



Questions - Gale Sobolesky, WSFA Executive Secretary at
 360-269-9971 or email at wastfair@comcast.net.

ADDITIONAL SCRAPBOOK INFORMATION

Questions? –

contact information for both superintendents:

Beth Sartain – 360-453-7993 gmasartain@comcast.net

Ann Shipley – 350-791-6086 avshipley@comcast.net

- 1) BE SURE TO read deadline information in Fair Views before coming to the convention to avoid being late for entry.
- 2) Where can you get the scrapbook? – Information on FFA website and price for book and pages
 - a. www.ffa.org
 - b. Click on “Shop”
 - c. 1” binder with 36 pages - \$29
 - d. 2” binder with 36 pages - \$39
 - e. Extra pages (36) - \$19

You are NOT required to use the FFA scrapbook, but gives the least size restrictions for including large newspaper articles, posters, etc.

- 3) There will be a prize for best cover at the 2012 convention.
- 4) Get started early – we start as soon as the fair is over collecting “off season” stuff for the following year, determining color scheme, etc. And, even though it isn’t judged, carry the fair’s theme through the off-season section as well.
- 5) Be selective with the pictures you include – you only need one or two of cows – not a herd.
- 6) Cropping is FINE and often beneficial
- 7) Background of each page should not overwhelm the book
- 8) Use conventional tabs – smaller and easier to use than “home made” ones.

- 9) What is publicity and what is advertising?
 - a. Publicity is free coverage of the fair. Advertising is anything you pay for.
 - b. Don’t mix them together. Put all publicity in chronological order and then all advertising in similar chronological order
- 10) Newspapers
 - a. Don’t layer. If double sided, copy the back side, or just tape down one side so it can be flipped over to see the other side.
 - b. Reduce on copy machine so they will fit.
- 11) Headers for departments – easier if you put them in alpha order – i.e. agriculture, beef, floral, horses. Makes it easier to find them. Also put in headers in generally so we know what we’re looking at – fair board, fair staff, fair preparations, etc.
- 12) Carry fair theme throughout the book.
- 13) Don’t be afraid to use stickers and stamps. Can get stickers on sale quite often. Find out who in your fair family has access to either.
- 14) Ribbons – DON’T put the real ribbons in – take a picture, cut it out, and put that in. Do this for buttons, and other bulky items as well. Also works if you have oversize ribbons, or trophies to take pictures that reduce the size.
- 15) Put all fair passes, ticket samples, etc. at the end. Also the exhibitor guide if you have one.
- 16) NO PAPER CLIPS holding stuff. Come off easily, rust, and create bulk.



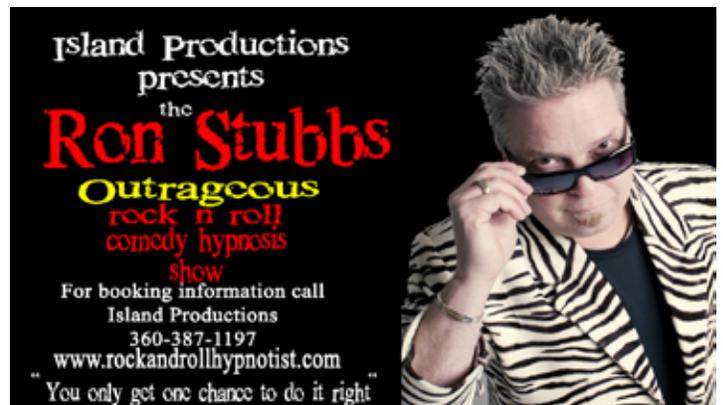
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The advertisement features a photograph of Brad Byers looking upwards, holding a yo-yo in his mouth. The background is a light green color.



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The advertisement features a photograph of Ron Stubbs wearing a black and white striped jacket and sunglasses. The background is black.



Washington State Fairs Association Service Member Application

Please create your membership listing for the 2013 Washington State Fairs Association Membership Roster and Website on this membership application. Please mail this form with your dues to the address listed below.

Date: _____ Referred by: _____

Company Name: _____

Contact Person: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone: (_____) _____ Fax: (_____) _____

Email: _____ Website: _____

Please Describe Your Service or Products:

ADVERTISING:

NEW IN 2012:

- ONLINE ADVERTISING: _____ \$25.00 (per year) Website Ad Static Business Card Size Ad no Link
- _____ \$50.00 (per year) Website Link Ad Linkable - Link Business Card Size Ad (link from WSFA website to Advertiser's Website)
- _____ \$100.00 (Per year) Fairviews Ad . Fairviews Newsletter is published 4 times per year and is distributed to all fairs and service members. Please send a digital copy of your ARTWORK to wastfair@comcast.net.

Please mark the advertising you wish to purchase and enclose payment with this form.

Washington State Fairs Association

2013 Service Members Membership

P.O. Box 914

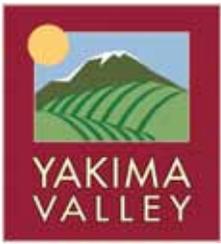
Chehalis, WA 98532

wastfair@comcast.net

QUESTIONS:

Phone: 360-269-9971

Dues:	\$125.00	_____
Advertising:	total from above	_____
Total Amount Enclosed:		_____



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F: 509-575-6252
T: 800-221-0751
www.visityakimavalley.org

Welcome to attendees of the 2012 WSFA Annual Convention!

On behalf of the Yakima Valley Visitors & Convention Bureau, we would like to extend a warm invitation for you to attend this year's WSFA Annual Convention! We also want to extend our thanks and gratitude to WSFA for choosing the Yakima Valley again this year. Please plan to explore the Valley to see what we have to offer.

Enjoy the relaxing pace of the Yakima Valley and find one of the world's top agricultural growing regions with award-winning wines and large varieties of fresh produce.

Shop our revitalized Downtown Yakima for today's fashion or yesterday's antiques. Pamper yourself at Yakima's very own Ummelina's International Day Spa, and then enjoy our wine tasting rooms and restaurants with a variety of cuisine. Take in a show or concert at the Seasons Performance Hall, the Capitol Theatre, or our newest 4th Street Theatre.

The Yakima Valley Museum offers a look into our rich history and culture, along with feature exhibits that are fun and interesting. The Yakama Nation Cultural Center and the Central Washington Agricultural Museum are wonderful exhibits and offer a glimpse of our Valley, today and yesterday.

To ensure you have the best experience in Yakima, stop by the Yakima Valley Visitor Information Center before visiting the Yakima Valley. They are your first stop to an enjoyable visit in Washington Wine Country, do some shopping with their unique gifts, Yakima Valley products, and a large selection of Yakima Valley wine for tasting and sale. Staff members will assist you in selecting your ideal travel itinerary, and can plot directions on maps to send you on your way for a pleasant stay in Yakima.

We hope you come see us and have a wonderful conference in Yakima!



Sun Central! That's the Yakima Valley . . . your sunshine is waiting!

2012 WSFA Convention Workshops and Presentations

The workshops we are planning to offer at the November Convention are listed below. They are subject to change. We will have a complete schedule in our September Newsletter and on the Website later this summer.

1. Starting a 501c3 "Forming a Nonprofit"
2. Creating a Mobile Application Taking Advantage of Advances
3. E-Ticketing
4. Capturing the Media's Attention
5. Contracts (Interim and Fairtime)
6. Alternative Funding Sources
7. Volunteer Help/Job Fair Recruitment
8. Kid's Zones at the Fair
9. Vendor/Concessionaire Packets
(what should go in the vendors packet)
10. Legislative
11. Theme Days at your Fair
12. Carnival Challenges
13. Super School – Eastside Rotation for Spring 2013 (a planning session)
14. Beer and Wine Gardens
15. ADA Topic to be determined
16. Sponsorships
17. Department Agriculture - The Fair Report
18. Building A Feature Exhibit
19. Signage
20. EntryFees/Judges Pay
21. Entertainment
22. Department of Revenue
23. Working With Commodity Commission to Showcase Agriculture at Your Fair
24. Voting Delegates
25. First Timers Meeting
26. Managers' Meeting Opening Discussion to include: – "3 Ideas that worked and one that didn't"
27. Staff Meeting Opening Discussion to include: – "3 Ideas that worked and one that didn't"
28. Director's/Fairboard Meeting
Opening Discussion to include: –
"3 Ideas that worked and one that didn't"
29. Service Members Meeting

This is the Tentative List of Workshops for our November WSFA Convention – if you have additional suggestions or have a topic you would like to present – please let us know. Email your suggestions to Gale at wastfair@comcast.net or call the WSFA Office at 360-269-9971.

Ideas for your Auction Donation

(Here are some ideas that might make round up your donations this year a little easier)

Antiques and Collectibles

Art

Bed and Breakfast Gift Certificates

Fair Package for the 2013 Fair Season

Rodeo Package for the 2013 Fair Season

Behind the Scenes Tour of . . . an area or a facility of interest

Celebrity Autograph or Pictures

Get one during your fair and donate it to the 2012 Convention Auction

Day Cruises or Tours

San Juan Islands, Lake Washington, West Port

Experiences

Sailing, Fishing, airplane/Helicopter Rides, Picnics, Guest Symphony Director, Back stage Passes, Concert Tickets, Golf, Skiing, Rafting, Hiking, Poker Night

Power Tools

Blowers, weed eaters, edges, pressure washers, table saw, and cordless tools.

Sports Events

Tickets (College or Pro), Clinics, Lessons, Equipment, Memorabilia

Theme Baskets

Food, Wine, County Fair, Magical, a Basket of Ooh and Ahs, Picnic, Relaxation, Martini, Game

Vacations/Get-Aways

Condos & Cabins, Las Vegas, Wine Tours, Ocean Shores, Victoria

Decorations for the Holidays

Christmas, Thanksgiving, New Years, Valentines, etc...



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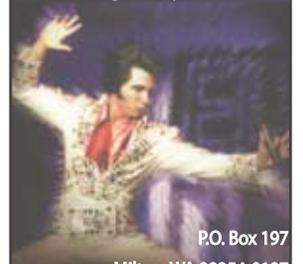


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Please support these Service Members!

WESTSIDE

John Morrison Position 1

Camas-Washougal Community Fair*
Clark County Fair
Island County Fair
Lewis County Youth Fair
Mason County Fair
Southwest Washington Fair
Thurston County Fair
Washington Junior Poultry Expo
Western Washington Fair

Debbie Donk Position 2

Enumclaw Jr. Dairy Show
Evergreen State Fair
Northwest Washington Fair
Puget Sound Junior Livestock Show
San Juan County Fair
Silvana Community Fair
Skagit County Fair
Stanwood ~ Camano Community Fair
Whatcom County Youth Show

Paul Nimmo Position 3

Castle Rock Fair
King County Fair
Lacamas Community Fair
Northwest Junior Livestock Show
Pacific County Fair
Pierce County Fair
Puyallup Spring Fair

Rose Valley Community Fair*
Washington State 4-H Fair
Washington State FFA Exhibition
Washington State FFA Spring Fair

Kathi Mattinen Position 4

Clallam County Fair
Cowlitz County Fair
Grays Harbor County Fair
Jefferson County Fair
Kalama Community Fair
Kitsap County Fair
Skamania County Fair
Wahkiakum County Fair

EASTSIDE

Terry Atchison Position 5

Chelan County Fair
Ferry County Fair
Grant County Fair
Kittitas County Fair
North Central Washington District Fair
N Central Washington Junior Livestock Show
Northwest Junior Sheep Exposition
Northeast Washington Fair
Okanogan County Fair

Rich Hartzell Position 6

Clayton Community Fair
Ferry County Fair

Garfield County Fair
Hunters Community & 4-H Fair
Palouse Empire Fair
Pend Oreille County Fair
Southeast Spokane County Fair
St. John Community Fair
Spokane Interstate Fair
Spokane Junior Livestock Show
Valley Community Fair
West Plains Community Fair

Val Watson Position 7

Adams County Fair
Asotin County Fair
Central Washington State Fair
Colton Community Fair
Columbia County Fair
Klickitat County Fair
Lincoln County Fair
Wheatland Communities Fair

Dick Pulis Position 8

Benton-Franklin Fair & Rodeo
Central Washington Junior Livestock Show
Central Washington State Fair
Columbia Basin Junior Livestock Show
Kittitas County Fair
Waitsburg Junior Livestock Show
Walla Walla Frontier Days
West Valley Community Fair
Yakima Valley Fair & Rodeo

*currently not holding a fair event



Washington State Fairs Newsletter
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