

FAIR

THE SHOW PLACE



VIEWS

OF AGRICULTURE

October 2012

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Inside this issue . . .

**President's
Message**
page 2

**Convention
Showcase**
page 4 - 7

**Convention
Registration
Form**
Page 9

Contest Rules
Page 10 - 11

**Trade Show
Registration
Form**
Page 12

**Search Engines
and Beyond**
page 13

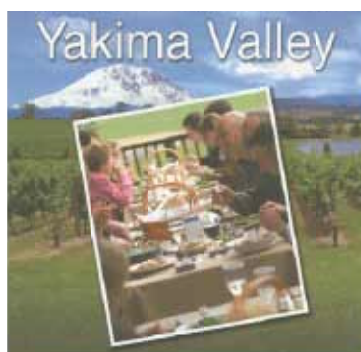
**Convention
Program**
Pages 14 - 15

**Service Member
Message**
page 18

**Proposed
Bylaw Changes**
page 23

See you November 1 – 3

at the 72nd Annual Convention of the Washington State Fairs Association at the



Yakima Convention Center in Yakima Washington



Join us for our Keynote Presenter on Friday, November 2 at the General Session starting at 9:00 AM Chana Mannen, CFE she will present her presentation on **50 Ways To Improve Your Fair and Your Bottom Line!** In just one hour, She'll give us 50 easy and cheap ways to make our fairs not only look better but produce more revenue.

Chana Mannen is a retired Deputy Manager of the San Diego County Fair and Del Mar Fairgrounds with over 30 years in the fairs and exhibitions business. She is currently the Executive Director of the Don Diego Fund, a scholarship program for students associated with the Del Mar Fairgrounds.

Chana has been a member of the fairgrounds staff since 1970 and has held many titles including Home and Hobby Coordinator, Special Events Manager, and Exhibits Manager.

Chana is a Stanford graduate. She has earned a CFE from the IAFE. She is or has been a member of the California State Rules Committee, the WFA Achievement Awards Committee and WFA ProDev Committee, and the IAFE Competitive Exhibits Committee.



PRESIDENT'S MESSAGE



Greetings fellow Wizards and other makers of magic... wouldn't it be nice to pull out our magic wands and just make our Fairs happen? Unfortunately that is not reality. While magic and magical memories do happen at our Fairs, it is only because the paid professionals, unpaid

professionals (volunteers), service providers and Fair goers come together to create and participate and make the magic happen.

The magic dust is settling on this past Fair season. It seems that every time I said to myself that I was "ahead of schedule", someone changed the schedule. Hopefully, you were able to find some of those special stories to tell our legislators this coming budget season.

Following Fair, it is a good time to track how much impact your Fair and premium distributions has had on the community. How many days after distribution did it take to cash 50% of the checks? How much local fuel or other supplies did your vendors purchase in your community?

Did you meet any of your local legislators as well as those running for office? Did you ask their position on Fair Funding? More importantly, did you ask them how they will vote/support funding and are they willing to help search for funding alternatives?

While I am participating at my second Fair of the summer, I do start turning my attention to one of my favorite times of year, Convention. This year, your Board of Directors has worked hard to find something for everyone. With such a diverse membership, we know it is a difficult to come up with topics for everyone. We are challenging our membership to come together at the first set of sessions to share "3 Ideas that Worked and One that Didn't". Being prepared should make this fun to see the successes and less than successful endeavors.

Before I make myself disappear (that would be a challenge for any magician), I would like to thank everyone for being very understanding when a question would be asked, and

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 Veisley 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
cornodoglad@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

I found myself not knowing the answer. I hope I always provided an alternative source or a solution of how we could team together to find the best answer or solution. Yes, there are times that we as an Association, will have differences in opinion. What will make us successful is how we strive to find solutions, learn from our failures and share our successes. That is when the magic happens.

Tidbits on a few of our Workshops . . .

Increasing Bucks and Butts: Exponentially Grow Event Revenue with Online Marketing

The quickest and most economical way for you to reach your event's target audiences is through online marketing. Join Kendra Wright, President of Saffire Events, as she covers all aspects of using online marketing to raise revenues and increase attendance at your event. Topics will include priorities for improving your website, statistics to watch (and what to do about them), latest trends, maximizing mobile, making money with email, best social networking strategies and tools to market your event from your fairgrounds. You'll leave with a 5-Step Action Plan for taking your online efforts to the next level, as well as specific ideas to market your fair online.

Thursday, November 1 in two sessions at 2:00 and 3:00 PM.

Hands-On Lab: Real-Time Marketing from Your Event

Marketing before your event is one thing, but how can you get the best word-of-mouth buzz during your event from your fairgrounds? With your smart phone or iPad! Make sure you've had your coffee, because after we learn about the tools to do on-location marketing, we will put them into action. You'll leave this session not only knowing what you need to do, but you'll have actually started doing it! Note: Please bring your Facebook and Twitter passwords to maximize the value of this session. This workshop will be presented by Kendra Wright, President of Saffire Events.

Saturday, November 3 at 9:00 AM.

Bring your smart phone, I-Pad, tablet or laptop to this workshop.

Fair Firsts - How the Our Way of Life Was and Is Introduced at Fairs. - Did you know that the first example of mass marketing was at fairs in the 19th century? This presentation is part history lesson, part consumer reports and lots of fun. From blue ribbon beer to magic mops, Fairs not only provide fun and entertainment, they also set standards of excellence, introduce new business concepts and celebrate a community's identity. As Fairs face dramatic changes in our society, learn how your Fair can continue to be the vital core of your community. ***This workshop will be presented by our Keynote Speaker Chana Mannen.***

Friday, November 2 at 3:00 PM

~ SAFFIRE EVENTS ~

KENDRA WRIGHT, WILL

PARTICIPATE IN THE 2012 CONVENTION

Kendra Wright has been doing online marketing since 1995, almost since the inception of the Internet, as manager of global Internet strategies at a Fortune 1000 technology company.



Kendra founded her first company, Wright Strategies, in 1998 to deliver successful marketing strategies to companies in a wide variety of industries, including KEEN Footwear, Jeep, Panasonic, Intel, Nike and Chrysler.

In 2009, Kendra got a phone call from the Star of Texas Fair & Rodeo in Austin, Texas that changed the trajectory of her career. Rodeo Austin wanted to build its online presence, and Kendra said she could do it... if she could release the functionality within the festival and fair industries.

Saffire Events' mission is to elevate the festival and fair industry through enhancing its most important virtual front door, its websites. Saffire makes it easy for events to market themselves online, manage their content, integrate social media, mobile and ecommerce into their strategies, and more. Saffire websites have won awards from IAFE (First Place), Advertising Federation (Silver Addy), TAFE (Best Website), W3 (Gold Winner) and Web Marketing Association (Best of Industry).

With comprehensive experience across many industries, Kendra brings big-business savvy to her clients. An established expert in the field, Kendra is often busy with public speaking engagements and interviews about Internet marketing and other entrepreneurial endeavors.

A "serial entrepreneur," Kendra has also launched MailMentum (www.mailmentum.com), an email marketing service and Give Simple (www.givesimple.com), a website offering contemporary women's gifts.

FUN FACTS ABOUT KENDRA

- Kendra lives in Austin, Texas with her fabulously supportive husband and her "as fun as they say" three-year-old son Hudson.
- Kendra's passion is travel; she once spent a year in an RV, and her favorite destinations include Maine, Colorado, Vegas, Italy, Paris, St. Martin and anyplace with a beach (or a swimming pool will do in a pinch).
- Kendra's mom is a prolific artist (www.deewescott.com), and she inherited all the love of art but none of the talent.
- Kendra loves true Texas experiences like chili cook-offs, Willie Nelson, Gruene Hall and Marfa.
- Kendra spent the early 80's in Branson, Missouri, where her dad owned family amusement centers and game rooms; Kendra perpetually held the high score on Pacman.

Convention Showcases

Thursday, November 1, 2012 - Dinner



Zac Groom and UNWOUND,

Pete Schweitzer Entertainment

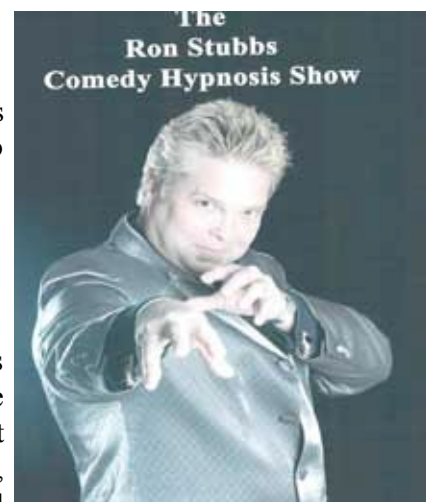
Known for their upbeat, high energy performances and appeal to both country and non country music lovers, UNWOUND features Zac Grooms, Al Hare, Ken Olsen, Nolan Hare and Rob Ertler. Before forming UNWOUND, lead singer Zac Grooms experienced widespread success as a solo artist, which included a trip to the national finals of the Colgate Country Showdown. He also penned a hit single, "If I Had My Way", which reached the top slot on the independent charts in Nashville.

In pursuit of a touring band, Zac looked for players who not only shared a similar passion for musical excellence, but who possessed the talent necessary to stand out among the numerous skilled musicians throughout the region. Many of the area's top session players have shared the stage with Zac; and since UNWOUND'S first tour in 2006, the band has excelled, finding success as one of the premier country bands in the Pacific Northwest. In addition to playing at many of the region's top rated country music venues, UNWOUND has also had the honor of sharing the stage with artists such as Johnny Lee, Stonewall Jackson, Jack Greene, Jeannie Seely, Hal Ketchum, Marc Chestnutt, Danielle Peck, Jeff Bates, Jimmy Wayne, Steve Holy, Eric Church, Chuck Wicks, Sheddaisy, Kelly Pickler, Randy Houser, Rodney Adkins, Terri Clark and Martina McBride. Currently,

UNWOUND is hard at work producing their first full-length studio album, "I'M Into This". The album features ten original songs, all co-written by Zac and his background vocalist/mother Susie Crosby. Many of the tracks are featured on the band's website: www.unwoundcountry.com. UNWOUND maintains a full calendar of live performances across the Pacific Northwest.

The Ron Stubbs Comedy Hypnosis Show

Hypnotist Ron Stubbs is a special entertainer that captivates, mesmerizes, entertains and leaves audiences laughing hysterically night after night. He's been seen in movies, television, on radio and in the press. He has been called the "Rock star of Hypnosis" by Backstage Magazine. The OUTRAGEOUS Comedy Hypnosis Show! www.rockandrollhypnotist.com



Aces Up, *That's Entertainment International*

It has been said that country music belongs in the South, but the Enumclaw, WA based group Aces Up is challenging that notion. With a unique blend of blue collar country and the raw energy of the famous Seattle rock scene, they deliver hard hitting, boot stomping, feel good country music that consistently sells out the Northwest's premier venues. In addition to receiving national airplay, Aces Up has shared the stage with country music artists Gretchen Wilson, Jake Owens, The Band Perry, Uncle Kracker, Jack Ingram, Steve Holy, Big and Rich and many more. With a voice that belies his 24 years, front man Tyler Adams can croon a heartfelt ballad like "One lane road" just as easily as he can growl a blistering barn burner like "Cars, guitars, &



honky tonk bars". Former marine Jason Adams holds down telecaster duties while a solid rhythm section of seasoned veterans comprised of Steve Warren on bass and Robert Perez on drums keeps the dance floor packed and fiddler Amy Daves can make your heart melt with a song like Jesus and Moonshine, or make you want to two step all night when she plays throwback like My New Best Friend.

It is no surprise that Aces Up has quickly become a favorite of even the most discerning country music fans up and down the West Coast, and is a welcome addition to the playlists of committed rockers. With the 2011 release of their Exact Records debut album "Backyard Superstars," look for them on the 2012 tour bringing their authentic and original Northwest blend of country and rock to the rest of the world.

www.acesupcountry.com

Friday, November 2, 2012 – Legislative Lunch

The Gothard Sisters, *Liz Gregory Talent*

The Gothard Sisters –featuring Greta, Willow and Solana Gothard. The three sisters have quickly risen to the ranks of professional Celtic musical recognition with their unique arrangements of traditional Celtic songs as well as their original contributions to the genre.

The group's sixth album, *Story Girl*, also won the top award in the Jigs and Reels category for their original tune "The Three Coins."

Fiddling, dancing and singing sensations the Gothard Sisters provide a highly choreographed, fast paced and polished show appreciated by audiences of all ages.

Watch champion Irish step dancing used in a fascinating variety of intricate showpieces, fast fiddling, lively music on the guitar and Bodh ran raw energy and beautiful ballads. Sit back and be entertained and inspired by these rising stars from the Pacific Northwest.

www.gothardsisters.com



Louie Foxx

The One Man Side Show is performed by professional family entertainer Louie Foxx. Louie started performing as a kid doing magic tricks, but quickly began adding all of his other skills to the show. Each year he performs over 300 shows at Fairs, Festivals, Schools, Comedy Clubs, Casinos, and Special Events across the USA!

Louie's a Guinness World Record Holder and has won awards for his magic show and recently the International Brotherhood of Magicians called his magic "Incredible!" Louie was just voted "The Best Live Entertainment" by the Parent Map Magazine and your guests may recognize Louie from the nationally syndicated television show *How 'bout That*, Evening Magazine or NBC's *America's Got Talent*! www.louiefoxx.com



Friday, November 2, 2012 - Dinner

The Comedy and Magic of Trevor and Lorena Watters, *Leap Frog Entertainment*

Trevor & Lorena Watters have been performing for over a decade and have won over 20 international awards for comedy magic along the way. They have been featured in corporate events, primetime television, in festivals, fairs and on board luxury cruise ships. Now this magical team is only a phone call away from making your event spectacular.

As an opening act, part of a revue or headlining their own show, Trevor & Lorena take their audiences on a rollercoaster of comedy & magic. Packed with cutting edge illusions, amazing sleight of hand effects & lots of audience participation, their show is right for any event or celebration. Visit us online at www.TrevorWatters.com



J Collins

J Collins is a National Country/Rock Artist, this summer he performed a main stage show with such artists as Alan Jackson, Randy Travis and Jake Owens at the 2012 "Runway country Festival."

He has a single getting airplay "Party Our Hats Off". This year he was again at the CMA Festival signing Autographs for his sponsors, Roper, Bailey Hats and Farm Boy Company.

www.jcollinsmusic.com



Saturday, November 3, 2012

Lunch

Bobby Sox & The JukeBox, *DH Events and Entertainment, Inc.*

Bobby Sox and the Jukebox is a truly unique entertainment value. An “outrageously fun project” with special emphasis on popular songs that are rarely covered in live performances by other groups. Playing hits from the 50’s to the 80’s, the nostalgia is heartwarming, the energy is infectious, and the presentation reminds us that it’s never too late to feel young at heart. This project is the perfect entertainment for any event where good clean fun is a priority.

Motown Magic features smooth, classic R&B hits complete with uptown, formal costuming. From “My Guy” to “Mustang Sally” this set definitely covers ‘cool’.

Doo-Wop opens with the iconic “American Bandstand Boogie”. Costumed with Poodle skirts, letterman jackets, bow ties and T-shirts, you’ll love this set if you like the street-corner vocal harmonies of the Marcells, Dion and the Belmonts, and tunes like the “Shoop Shoop Song”.

The British Explosion presents unforgettable pop hits and driving rock tunes imported from across the Atlantic. It features songs from the Beatles, Petula Clark, Herman’s Hermits, The Rolling Stones and more.

American Top 40 highlights music produced by the original “American Idols”: the Beach Boys, Sam the Sham, Elvis, Jay and the Americans, the Kingsmen, the Everly Brothers and female artists like the Shirelles and Dusty Springfield.

Our 70’s & 80’s Disco/Funk set is complete with authentic costuming, vocal harmonies and instrumentation from this era of extraordinary dance music. You’ll hear “I Will Survive”, “YMCA”, “Lady Marmalade”, “Billy Jean” and “Superfreak”. The Commodores, Earth, Wind & Fire, and Donna Summer are all covered in this show that is guaranteed to get your feet movin’ and your groove thing groovin’! www.funaddictsband.com/50'sand60'sshow.cfm



Dogtown Theatre Company Western Style Melodrama

DogTown Theatre Company performs classic, crowd pleasing Western melodramas that are fun for the whole family. They deliver a complete, professionally produced stage play featuring a lot of laughs, a dastardly villain, a stalwart hero, a maiden in distress, live music, high jinks, a sing along and opportunities to boo, cheer and otherwise participate in a rootin’ tootin’ good time. Perfect for county fairs, each show runs about forty minutes, sets up easily on an outdoor stage and is suitable for all ages. For 2012, the show is the classic tale of “The Widow’s Might,” in

which Harriet Highgrade battles the odious Rock Bottom and his beautiful accomplice for a fortune in gold. For 2013, the show will be the hilarious “Double Take at Beatrice’s Boardin’ House,” in which a virtuous young woman must match wits with a loathsome cad who wants to steal her property. www.dogtowntheatre.com

Saturday, November 3, 2012

President Banquet

Steve the Pretty Good

The Steve the Pretty Good comedy magic show is refreshing and fun for the whole family. His hilarious, award winning performances have won rave reviews from audiences all over the world! Family friendly shows with lots of audience participation. Grand illusion stage shows. Strolling with the amazing flying carpet. Magic shows on the go—no stage required!

Steve Hamilton has been performing around the world for 20 years. Audiences from Shanghai, China to Valparaiso, Indiana have been delighted with Steve’s spontaneous humor and original routines. Steve was a paramedic and firefighter. He plays the banjo and lives in Sumner, Washington with his wife Arleen, rabbit, Mr. Pellets, and Gill the goldfish. www.prettygoodmagic.com



Norma McKnight, Leap Frog Entertainment

Norma McKnight is one of the top female comedic-ventriloquists of her generation. A Vancouver, British Columbia resident, Norma pairs mind boggling vocal techniques with hilarious puppet characters. She has astounded audiences worldwide, aboard cruise ships, at festivals casinos, theatres, comedy clubs, corporate special events and fairs.

Norma was privileged to be a writer and principal puppeteer on the late Shari Lewis' Emmy award winning TV show – Lamb Chop's Play-Along. TV credentials also included guest starring roles on the Collector, The Jim Byres Show and Elvira Kurts's adventures in Comedy.

Norma's Flexibility as an entertainer allows her to customize shows for adults, children or family audiences. www.leapfrog-entertainment.com



**Hotel California,
Harmony Artists, Inc.
A Salute to the Eagles
With Over 200 Performances
Each Year!**

For more than two decades, the original Hotel California has touched the hearts of fans all over the world in a fully produced show by faithfully and accurately reproducing the Grammy award winning sounds of the Eagles. All live and using no backing tracks, this spirited blend of originality and the pursuit of excellence have taken HOTEL CALIFORNIA to a level of international recognition normally reserved only for gold and platinum recording artists.

This dynamic, highly acclaimed multimedia show incorporates their own world renowned vocal harmony, and authentic instrumentation, including all specialty instruments in a stage spectacle that is both modern and exciting. There is no other fully produced concert like Hotel California . . . A Salute to the Eagles. Each concert presents an exciting, showcase of The Eagles megahits such as "Take it Easy" "Heartache Tonight" and of Course "Hotel California" as well as selected titles from solo works of Don Henley, Glen Frey and Joe Walsh. www.hotelcal.com

***Please Donate
to the WSFA Annual Auction***

REMINDER! I'm writing to request your assistance in making Washington State Fairs Association annual event a success. The convention is scheduled for November this year and again we will hold the Live and Silent Auction. We would like to stress how important it is for all of us to contribute some good items for our auction. All of the funds raised from this event will be used to support the work of the Washington State Fairs Association. So start thinking about how you can support this event and help make the auction the best ever. Thank you. I look forward to seeing everyone and bidding on all the great items received.

Terry Atchison

WSFA Director and Auction Chair

Future WSFA Convention Dates

Mark your Calendars

2013 are October 17 – 19, 2013

2014 are October 23 – 25, 2014

2015 are October 22 – 24, 2015

Red Lion Hotel Pasco, WA



WSFA 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.

ATTENTION - SERVICE MEMBERS

2013 Dues and Fairviews Ads

It's time to pay your 2013 WSFA dues, or fairviews ad please do so today. Please send \$125.00 for your dues and \$100.00 for your fairviews ad (if you have one, to WSFA, P.O. Box 914, Chehalis, WA 98532. (If you have questions call Gale at 360-269-9971. Thanks for your support of WSFA.

ATTENTION - FAIR

Please send us your Fair Dates for 2013

To help us prepare for the creation of the 2013 Washington State Fair Dates brochure, our website and our 2012 WSFA Convention, we would like to gather your 2013 and 2014 Fair Dates. We want to have this posted on our website as soon as possible.

Please help us obtain this information by emailing your information to wastfair@comcast.net or send to WSFA 2013 Fair Dates, P.O. Box 914, Chehalis, WA 98532. Thank you for your attention to this important detail. We would also like to thank the fairs that have already taken the time to send your dates to us. We appreciate the help and support.

WANTED! WE WANT YOU! YOUR CHANCE TO MAKE A DIFFERENCE - GET INVOLVED

The Washington State Fairs Association Board of Directors will have two positions up for election at this year's annual convention. Val Watson, Position #7 has served two full terms and is not eligible to run for an additional term. Position # 7 is an east side position. Position # 6 is currently held by Rich Hartzell from the Spokane Interstate Fair. He is eligible to run for this position again having been elected to it in 2009.

The length of each term is three years and a successful candidate is eligible to run for two consecutive terms. If you are interested or know of someone who would be an effective board member, please contact myself or Gale Sobolesky. A written letter of interest, qualifications, and intent to run must be submitted by each candidate. We would be happy to answer any questions you may have prior to submitting a letter.

The Annual Meeting is only two months away so act now and good luck to all candidates.

Dick Pulis, WSFA Director, Position #8

Chair, Nominations Committee

Send a letter of interest or for more information to:

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

Washington State Fairs Association

Convention Registration Form

Yakima Convention Center

November 1 – 3, 2012



Please print legibly your name tag depends on it!

First Time at Convention
Till September 30

Registration
October 1 and after

Name of Delegate (As you wish it to appear on the name badge)	1 st	\$245.00	\$285.00	VD Voting Delegate	AVD Alternate Voting Delegate	SP Spouse	Fair Position Held (Do you want this to appear on badge?)

Name of Fair/Business: _____

Contact Name: _____

Address: _____

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

Email: _____ Telephone: _____

Payment must accompany entry. Amount enclosed: \$ _____

Visa Card / Mastercard # _____ Exp Date: _____

V-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 advance registration Advance Registration ends Sunday, September 30, 2012

- Registration Fee starting Saturday, October 1, 2012 is: \$285.00

- 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, October 1, 2012. After Monday October 1, 2012 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 Yakima!

Mail this form to:

WSFA Convention
Washington State Fairs Association
P.O. Box 914
Chehalis, WA 98532

Questions:

Call: 1-360-269-9971

E-Mail: wastfair@comcast.net

Website: www.wastatefairs.com

WSFA Office Use Only:

Date: _____

Check #: _____

Amount: _____

Other: _____

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 26, 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, 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 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***



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.

☐ **Single booth - \$100.00**
Before Sunday, September 30
Starting Monday, October 1 - \$150.00

☐ **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

☐ **COURT YARD BOOTH - \$100.00**
10 x 10 approx. size
Before Sunday, September 30
Starting Monday, October 1 - \$150.00

☐ **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: _____

TOP 5 THINGS TO DO NOW TO BRAND YOUR EVENT FOR SEARCH ENGINES & BEYOND

There are moments when I'm almost painfully aware of how long I've been doing internet marketing (since 1995, if we're really keeping track).

One reminder is the change in web browsers. In the old days, it was Netscape vs. Internet Explorer, and it was a constant challenge to make websites look good in both browsers. Then along came Firefox, Chrome and others. As is true in real life, the only thing constant is change, except I'd say this is even more so with how quickly things change on the Internet.

Another reminder is the shift in search engines. Before Google, website managers had to worry about getting found in a whole myriad of search engines. Google domination has actually made our lives easier. But then as is often the case with putting all eggs in one basket, when the Google algorithm shifts, the aftershocks are seismic. (Incidentally, Bing is still trying to assert itself, in a "Pepsi Challenge" style promotion at www.bingiton.com.)

This spring, Google has been busy teaching us what they think is important online by changing the rankings (often for the worse) of many, many websites. The bottom line is this: We in the industry have always known that what you have on your page is dwarfed in importance by who links to you. "Who links to you" used to mean other websites. Now, increasingly, it means social media.

Google understands that a website isn't the only place online where a brand needs a presence, so exchanges in social media about and with your brand are now more important than ever. You must interact with your customers, which will get you a great reputation and also rankings in Google. In other words, you should do these things anyway; Google favor provides just a bit more incentive.

What are the most important places where you need a presence? Our answer, inspired by a Fast Company article on the topic, is nothing new. But you should consider it your checklist in having a strong brand, both for your customers and for Google.

1. **Have conversations on Facebook.** Invite questions, suggest reading, provide links, and curate content. Share content that inspires more followers, and if you aren't getting more followers, tweak your strategy and repeat what works.
2. **Share tweets about topics of interest.** Notice we didn't say self-serving announcements. Nobody wants to read over and over how great your brand is. Provide info that is of real use to people, then measure what gets retweeted the most and repeat what is successful.
3. **Upload videos to Youtube.** If people aren't watching and sharing your videos, then tweak your videos and repeat what is successful. (Remember, Google owns YouTube – reason enough not to leave video out of your strategy.)
4. **Pin and repin interesting images on Pinterest.** Most businesses can communicate better with images than text, which is handy, since as we all know, reading online isn't exactly pervasive. Pin things that you think will be interest to your customers.
5. **Participate in groups and post company updates on LinkedIn.** If a customer sends you a referral, ask them to post it on Linked In. (Send them a link to make it easy for them.) Because company pages are public and now feature status updates, these pages can be useful both for search engines and people.

Branding is definitely a marathon, not a sprint. But the time you put in pays dividends that your event will feel for years to come. Your goal is to be sought after, both online and offline, to share the relevant information you become known for sharing. So what are you waiting for? Get going!

This article was submitted by

Kendra Wright, President

Saffire Events

Washington State Fairs Association

Convention Program

Yakima Convention Center

Theme: *"The Wizards of Oohs and Ahs" Celebrating the People that Make the Magic Happen*



PRELIMINARY PROGRAM

Thursday, November 1, 2012 Day 1

- 10 AM Registration Desk Opens
- 1 PM SESSION
1: Managers' Meeting Betty Backstrom, Pierce County Fair WSFA – 400
2: Fair Directors and Superintendents Meeting, Terry Atchison, WSFA Director and Walla Walla Fair and Frontier Days, Director – 500
3: Fair Staff, Val Watson, WSFA Director and Adams County Fair Director
4: Service Members Meeting, Penny Nelson, WSFA Director and Hazel's Diner – Trade Show ABC
For an ice breaker for sessions 1 - 4 each session will use the following starting topic for discussion "3 Ideas that Worked and One that Didn't" – *Come to these meetings prepared to share examples from your fair or fair season. This is a great sharing and networking time.*
5: Convention First Timers Meeting, Paul Nimmo WSFA President and Pierce County Fair/WA State 4-H Fair Director– 600
Tips on how to get more out of your first Convention
- 2 – 2:50 SESSION
1: Increasing Bucks and Butts: Exponentially Grow Event Revenue with Online Marketing Part 1, Kendra Wright, President of Saffire Events – D

2: Carnival Challenges – This workshop will consist of a panel of Carnival Companies 600

2 – 5 PM Grand Opening and Ribbon Cutting for 2012 Trade Show A B C and Lobby
Prize Drawing at 4:45 PM
No Host Social Hour
- 3:00 – 3:50 PM SESSION
1: Getting Out of the Doghouse – Service Animals and ADA, Barney Fleming – Northwest ADA Center at UW – 400
2: Increasing Bucks and Butts: Exponentially Grow Event Revenue with Online Marketing Part 2, Kendra Wright, President of Saffire Events - 500

- 4:00 – 4:50 PM SESSION
1: Creating Accessible Events for People with Disabilities – Barney Flemings – Northwest ADA Center at UW – 400
- 5:15 PM No Host Social Hour in Lobby
- 6:15 PM Doors Open for Dinner - E F G H
Presidents Welcome – Paul Nimmo, WSFA President
Rich Hartzell, Legislative Committee Chair
Legislative Report – Heather Hansen, WSFA Legislative Liaison
Dinner
Silent Auction
Emcee – Steve Hamilton
Entertainment Showcases:
Zac Grooms and Unwound, Pete Schweitzer
Entertainment
Ron Stubbs
Aces Up
WSFA Hospitality Room 171

Friday, November 2, 2012 DAY 2

- 8 AM Registration Desk Opens
- 9 AM Opening Session of the WSFA Convention – D
Welcome – Paul Nimmo, WSFA President
Color Guard
Invocation
Introduction of Washington State Fairs Association Directors
Committee Reports
Opening Keynote Speaker – "50 Ways to Improve Your Fair and Your Bottom Line!" Chana Mannen, CFE Retired Deputy Manager of the San Diego County Fair and Del Mar Fairgrounds
- 10:30 - 11:45 AM SESSION
1: E-Ticketing, Benjamin Wingrove, E-Tix - 400
2: Starting a 501C3 – Forming a Nonprofit Group for your Fair- 500
- 12:00 PM The Legislative Lunch – E F G H
Legislative Overview from 2012 – Heather Hansen, WSFA Legislative Liaison and

Rich Hartzell, Legislative Committee, Chair
 Introductions of Legislators
 Introductions Fair Commission
 Silent Auction
 Emcee: Deni Herrmann
 Entertainment Showcases
 The Gothard Sisters, Liz Gregroy Talent
 Louie Foxx

2:30 - 5:30 PM Trade Show A B C and Lobby
 Prize Drawing at 5:15 PM
 No Host Social Hour

3:00 – 3:50 PM SESSION
 1: Fair Firsts – How the Our Way of Life Was and Is Introduced at Fairs, Chana Mannen, CFE Retired Deputy Manager of the San Diego County Fair and Del Mar Fairgrounds – D
 2: Working with the Commodity Commission – Kelly Frost, Fair and Commodity Commissions - 500
 3: Super School 2013 – Eastside Rotation – Eastside Directors – 600. The Location of the 2013 Super School will be the Asotin County Fairgrounds

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

4 – 5:30 PM Wine Tasting
 Access through Trade Show

5:30 - 6:00 PM No Host Social Hour in Hallway

6:00 PM Dinner
 Service Member of the Year Award
 Silent Auction
 Live Auction
 Emcee: Roberto the Magnificent
 Entertainment Showcases
 The Comedy and Magic of Trevor and Lorena Watters
 J Collins
 WSFA Hospitality Room 171

Saturday, November 3, 2012 DAY 3

9 – 9:50 AM Session
 1: Hands-On Lab: Real-Time Marketing from Your Event, *Kendra Wright*, President of Saffire Events
 (be sure to bring your mobile devices) - D
 2: Alternative Revenue Sources for Your Fair, Erin Gurtel, Marketing Manager, Spokane County Interstate Fair- 500
 3: Voting Delegate Workshop Kathi Mattinen, WSFA Director - 600

10 – 10:50 AM Session
 1: Zoonotic Disease Concerns with Animals at Fairs - Ron Wohrle, DMV WA, Department of Health
 2: Fair Contracts, Cindy Warner Spokane County Interstate Fair- 500
 3: Entertainment Panel - What you need to know when booking your entertainment, contracts, etc. – 600

11 – 11:50 AM Session
 1: Theme Days/Working with a Fair Theme, Heidi O'Hara, Events Manager, Clark County Fair - 400
 2: Beer and Wine Gardens at Fairs – Terry Atchison, WSFA Director and Walla Walla Fair and Frontier Days and Dick Pulis, WSFA Director and Grant County Fair - 500
 3: Entry Fees and Judges Pay- Roundtable Discussion Moderated by John Morrison, WSFA Director and Manager/CEO Clark County Fair - 600

Noon – 2 PM Luncheon – E F G H
 Introduction of Past Presidents
 Emcee: Karen Quest
 Entertainment Showcases
 Bobby Sox and Jute Box
 Dog Town Theatre

2:00 – 2:50 SESSION
 1: Building a Featured Exhibit, Heidi O'Hara, Events Manager, Clark County Fair - 400
 2: Volunteer Help/Job Fair Recruitment, Cindy Warner Spokane County Interstate Fair- 500
 3: Vendor Packets – Commercial and Food, Kathi Mattinen, WSFA Director and Cowlitz County Fair and Panel 600

2:00 - 5:00 PM Trade Show A B C and Lobby
 Prize Drawing at 4:45 PM
 No Host Social Hour

3:30 – 4:30 WSFA Annual Meeting – D

5:30 PM No Host Social Hour in Lobby

6:00 PM Doors Open for President's Banquet EFGH
 Emcee: Matt Baker
 Entertainment Showcases
 Steve the Pretty Good
 Norma McKnight
 Hotel California

This is the tentative schedule there may be some shifting of times and workshops to fit with the program and the presenter schedules. Please check our website for the most up to date version of our convention program. Thank you!

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) - \$19You 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.



Trade Show Hours for Convention

*The Trade Show will be held at the
Yakima Convention Center in ABC
Plan time now to attend the Trade Show
Be sure to Support our Service Members*

Thursday, November 1, 2012

2:00 PM – 5:00 PM

2:00 PM *Grand Opening and Ribbon Cutting*

Prize Drawing 4:45 PM

Refreshment in the Trade Show Area *and*
No Host Social Hour

Friday, November 2, 2012

2:30 PM – 5:30 PM

Prize Drawing 4:45 PM

Refreshment in the Trade Show Area *and*
No Host Social Hour

Saturday, November 3, 2012

2:00 PM – 5:00 PM

Prize Drawing 4:45 PM

Refreshments in the Trade Show Area



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: _____



Service Member Message . . .

Dear Service Members,

As my season is winding down, I was pleased to see so many of us playing Washington fairs and festivals. I was lucky enough to talk to a few of you, but not as many as I would have liked. In Pendleton I


enjoyed watching Brady Goss, John Dunnigan, Marti Davis & Adam The Great, wowing the crowds daily on every stage on Main Street. I also saw Todd and his lovely wife (Jest In Time) playing to packed crowds & Judi Gruver with Upper Crust in Ellensburg. Doing fairs and festivals for me are alot more fun and interesting when I know so many wonderful people. Also In my travels I was fortunate to hear new talent and taste new foods. I introduce them to our wonderful association & talked about all the great people and fairs that form the W.S.F.A. I'm hoping to see them at convention. I'm getting a table in the trade show and would like small fun pictures to put together a collage of service members. Can't wait to see you all. Drive safe and have fun. Remember to get your registrations into Gale make her life easy.

Thanks,

Penny Nelson

WSFA Service Member Director

Hazel's Diner



Island Productions
presents
the Ron Stubbs
Outrageous
rock n roll
comedy hypnosis
show
For booking information call
Island Productions
360-387-1197
www.rockandrollhypnotist.com
"You only get one chance to do it right"



The Amazing World of Brad Byers
NBC's America's Got Talent
Guinness World Record Holder
Ripley's Believe It or Not
**EXTREME SIDE SHOW, CIRCUS ACTS,
SKILL TOYS: YO-YO "GRANDMASTER"**
Moscow, Idaho
(208) 596-5011
bradbyers@bradbyers.com
www.bradbyers.com

New Service Members

Baskin Robbins

Dawn Charboneau

816 Summittview Avenue, Yakima, WA 98902

Phone: 509-594-1040 or 509-452-8818

Email: dawncharboneau@yahoo.com

Baskin Robbins Ice Cream, Waffle Cones, Candy Toppings, Rootbeer Floats, Cappuccino blasts, Fruit Blasts, Fruit Smoothies and Shakes.

Pacific Crest Concessions

Kim or Alan Barr

18619 NE Silvan Drive, Yacolt, WA 98675

Email: pacificcrest94@msn.com

Hawaiian Teriyaki Since 1987

Hand Cut Nut Dip and Huckleberry Ice Cream and Milkshakes
1996 Funnel Cakes with Fresh Lemonade 2012

Brian "Buck" Ellard

Valerie Ellard

60 Four Corners Road, Port Townsend, WA 98368

Phone: 360-821-9321

Email: brianandvalerie.ellard@gmail.com

Website: www.fiddlebuck.com

Musician – C.O.'s Shirts, Stickers Musical performance
(mostly country) originals and covers.

Saffire Events

Kendra Wright, President

8820 Business Park Drive Suite 20, Austin, Texas 78759

Phone: 1-512-430-1123

Email: kendra@saffireevent.com

Website: www.saffireevent.com

Saffire Events is the award-winning software that helps fairs, festivals and rodeos deliver an enticing online presences to increase revenue and value with customers, sponsors, vendors and volunteers.

2012 WSFA

Convention Theme

"The Wizards of Oohs and Ahs"

Celebrating the People that make the Magic Happen

Friday Night Costume Contest

Theme: "The Wizards of Oohs and Ahs"

To Make your Hotel

Reservation for your Hotel Room for the

WSFA Convention

Red Lion Inn Yakima Center at 509-248-5900

Howard Johnson at 509-452-6511

Remember to mention the WSFA Convention that will motivate them to find you a room and give you the WSFA Convention Room Rate

SERVICE MEMBER OF THE YEAR!

The Service Member of the year Award was a designation created to recognize and salute members of the organization that not only support and promote the mission of Service Members in the Washington State Fair Association but have in some way participated in the Association outside of their specific service. Examples of this might include being on the convention committee, offering a seminar or roundtable discussion during convention, mentoring or assisting other members or fairs, heading up projects or tasks within the general association. The Service Members of The Washington Fair Association is a family unto itself. The presentation of this award is the association's way of saying "thank you for your contribution" and at the same time commemorate their name throughout the award's lifetime. When nominating candidates for the award, one should be prepared to describe what the candidate's specific contributions or participation was and not just nominate a service member because they are your friend or nice.

CRITERIA FOR THE SERVICE MEMBER OF THE YEAR AWARD

1. Nominee must be member of WSFA for at least two years prior to nomination.
2. Nominee must be member of WSFA in good standing with regard to annual dues and convention fees
3. Nominee must have contributed to WSFA by way of volunteering i.e. Committee, Convention, Presenter (workshop or seminar), Auction
4. Nominee has upheld the ethics of business and conduct with Fairs and other Service Members
5. Nominee has promoted the mission and goodwill of the Service Members to WSFA

Please submit nomination letters to WSFA Office at wastfair@comcast.net or PO Box 914, Chehalis, WA 98532

by Friday, October 26-2012

Thank You for helping us recognize one of our members, we look forward to seeing who you nominate!

Add Your Fair to FairsEverywhere.com

The IAFE has teamed with Saffire Events to enhance your member benefits and help



fair patrons find your fair online! Driving visitors through your front gate is the reason IAFE has always had a prominent "Find A Fair" feature on www.fairsandexpos.com. We wanted to make this service more effective for you and with the expertise of Saffire Events, an IAFE Associate Member, we have! ***They are also a new WSFA Member and speaker at our November WSFA Convention.***

Our "FindAFair" feature has transitioned to a portal leading patrons searching for fairs on our website to the robust functionality of FairsEverywhere.com. This site is powered by Saffire Events, who has come on board through an affinity agreement with the IAFE. The FairsEverywhere.com website allows you to have an event page dedicated to sharing information about your event. In addition, and perhaps most importantly, the website allows your visitors to interact with Facebook and Twitter to share your event dates with their social media "friends and followers."



Go to IAFE FairsEverywhere.com page to learn more information and how to add your fair to the listing.

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 No. 1 in juice grapes, mint, pears

Washington is ranked No. 1 in the United States for growing juice grapes, mint and pears. And state farmers are the second best producers of onions, nectarines, potatoes, sweet corn and asparagus.

The Associated Press

KENNEWICK, Wash. — Washington is ranked No. 1 in the United States for growing juice grapes, mint and pears. And state farmers are the second best producers of onions, nectarines, potatoes, sweet corn and asparagus.

The Kennewick area is home to some of the nation's other crops, including hops, spearmint oil, sweet cherries and raspberries, The Tri-City Herald (<http://is.gd/Dj4oMZ>) reported in Monday's newspaper.

Some crops, such as Washington wine grapes, get their share of the limelight. But the others are also important to the region's economy but aren't as well known.

The director of the Washington State Department of Agriculture says that with about 300 crops, Washington has some of the nation's most diverse agriculture.

As a matter of fact, Dan Newhouse says aerospace and agriculture make almost an identical contribution to the state economy. But unlike the aerospace industry, the state's 39,500 farms are spread out among every county, Newhouse said.

Agriculture's impact isn't restricted to crops; it also includes processing, transportation and other related activities.

Agriculture contributes about \$40 billion to the state's economy each year, he said. Of that, crop production is about \$8 billion and food processing is \$12 billion.

"When the farmers have a good year, the Tri-Cities typically does well," said Kris Watkins, president and CEO of the Tri-Cities Visitor & Convention Bureau.

In the Tri-Cities, agriculture accounts for just as many jobs as Hanford nuclear site, but the industry's share of the wages isn't as high.

Agriculture represents about 9.5 percent of the Tri-Cities' employment, with food processing making up another 3.4 percent, said Ajsa Suljic, regional labor regional labor economist.

The importance of water to agriculture and its ties to the region's economy can't be understated, officials say.

For example, irrigation is the difference in Benton County between getting a yield of 130 bushels per acre for wheat instead of 25 bushels per acre in dryland fields, said Nicole Berg of Berg Farms near Prosser. One bushel is 60 pounds. Irrigation is critical to apple orchards, which tend to follow Eastern Washington's rivers, said Todd Fryhover, president of the Washington Apple Commission. Apples brought about \$7 billion to the state economy during the 2010 crop year and created about 59,650 jobs, Fryhover said. It brings in \$1.95 billion in employee wages and benefits.

And agriculture, especially wine, brings in tourists. The numbers of people drawn to the Tri-Cities area by wine continue to grow, Watkins said.

Yakima, the Tri-Cities and Walla Walla offer an authentic experience of vineyards and wines, where people can meet grape growers and award-winning winemakers, she said. "The wine industry makes us an international destination," Watkins said.

This article appeared in the News Tribune September 4, 2012

Read more at: <http://www.thenewstribune.com/2012/09/03/2278961/washington-no-1-in-juice-grapes.html#storylink=cpy>



Washington State Fairs Association Vision

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

PROPOSED WSFA BYLAWS CHANGE

Happy Autumn everyone! Hope all of your fairs were/are a huge success and you are looking forward to our annual convention as much as I am.

At the March and June, 2012 WSFA board meetings the Bylaws committee submitted a proposed bylaw change to the WSFA Board of Directors. According to **ARTICLE VIII – BYLAW Amendments** it is required that we make such a proposed change available to all member associations at least thirty (30) days prior to the annual meeting, which is scheduled to occur during this years’ WSFA convention in November.

Since the majority of our current membership dues are based on a percentage rate of their current State Allocation the proposed change is based on the concern that the funding we currently receive and have received in the past may not always be available to us and a new structure may likely be necessary to determine membership dues amounts. It is the bylaws committee and board’s belief that it makes sense to update the bylaws now.

As is required and as stated in ARTICLE VIII of the current Washington State Fair Association’s bylaws, the WSFA bylaws committee and Board of Directors respectfully propose the following change:

Article III - Membership

Section 6. Each WSFA member receiving a State Allocation shall pay dues based on a percentage rate of up to one (1) percent of their State Allocation or twenty dollars (\$20.00) whichever is greater.

The exact rate Membership dues shall be established by the WSFA Board of Directors. Service Members annual dues shall be determined by the Board of Directors.

Any fair not receiving a State Allocation shall pay annual dues of one hundred and fifty dollars (\$150.00).

A formal motion and vote will occur at our annual meeting during convention in November.

I am sincerely looking forward to seeing all of you in Yakima at this years’ convention, November 1-3, 2012.

Respectfully submitted,

Kathi Mattinen

Director Position 4, Cowlitz County Fair



WHAT ARE YOUR 2013 AND 2014 FAIR DATES?

To help us prepare for the creation of the 2013 Washington State Fair Dates brochure, our website and our 2012 WSFA Convention, we would like to gather your 2013 and 2014 Fair Dates. We want to have this posted on our website as soon as possible. Please help us obtain this information by filling in your information and returning this form **TODAY!** We will distribute this information at our Convention in November. Please fill out the form below and return to WSFA 2013 Fair Dates, P.O. Box 914, Chehalis, WA 98532 or email to wastfair@comcast.net or gale.sobolesky@lewiscountywa.gov , *Thanks for your help!*

We have included a 2013 and 2014 Calendar to help you fill out this sheet!

Name of Fair:

Dates of your 2013 Fair:

Dates of your 2014 Fair:

City/Town your Fair is located in:

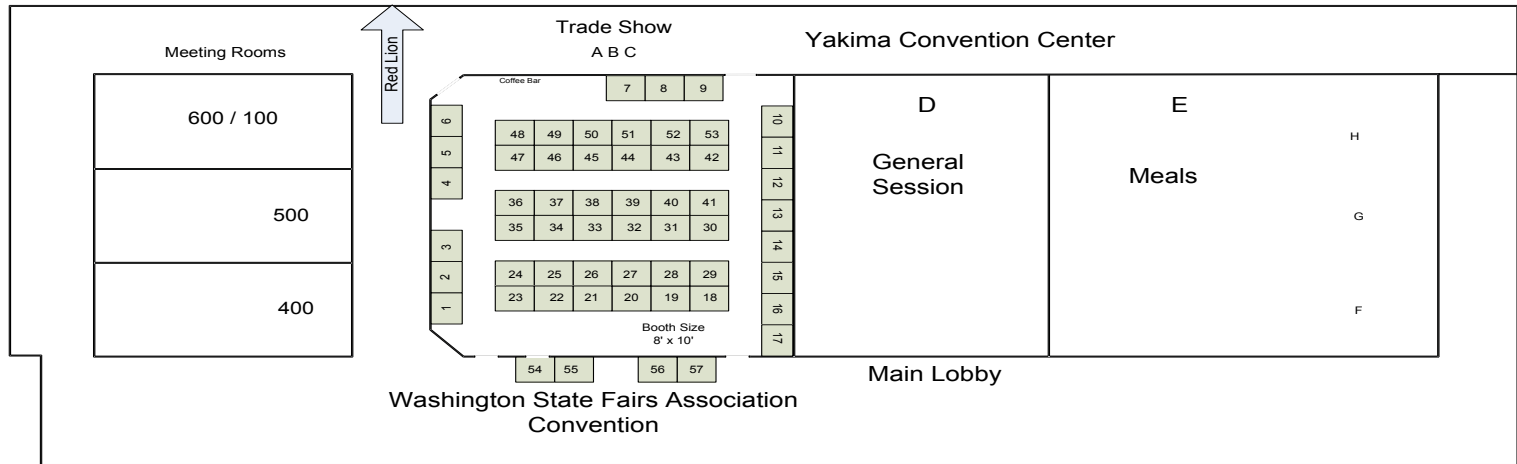
Email Address:

Website:

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

Name of person filling out this form _____

Thank you for your prompt Reply!





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2012 WASHINGTON STATE FAIRS ASSOCIATION CONVENTION CHECKLIST

1. Fairs – Remember to send in your ***Voting Delegate Registration Form*** signed by two representative from your fair. So that your fair is eligible to vote at the annual meeting, send this to the WSFA office or turn in at the Registration Desk when you arrive at the convention. This can be emailed to wastfair@comcast.net or brought with you to convention.
2. NEW TIME !! Scrapbook Contest – Fairs ***bring your scrapbooks*** to convention and turn these in at the CONTEST ENTRY TABLE between 11 AM and 2 PM on Thursday, November 1, 2012.
3. NEW TIME!! Poster Contest – ***Bring your 2012 Fair Poster*** to WSFA Convention. Turn the poster into the CONTEST ENTRY TABLE between 11 AM and 2 PM on Thursday, November 1, 2012. *(Late entries will be accepted for display only)*
4. Photo Contest – Fairs ***mail your photos*** to Betty Backstrom, 30106 8th Avenue South, Roy, WA 98580 by Friday, October 26, 2012 for judging. Your photos will be judged by a professional photographer and will need to be entered by Friday, October 26 for judging.
5. Hat and T-Shirt Contest – Remember to ***bring your hats and t-shirts*** to the convention. Turn them in at the CONTEST ENTRY TABLE between 11 AM and 2 PM on Thursday, November 1, 2012. *(Late entries will be accepted for display only)*
6. Create a list of items to share at Convention – “Remember the topic for the Thursday, November 1, 2012 1:00 PM Meetings” For an ice breaker for sessions 1 - 4 each session will use the following starting topic for discussion “3 Ideas that Worked and One that Didn’t” – *Come to these meetings prepared to share examples from your fair or fair season. This is a great sharing and networking time (Refer to program if you have questions)*
7. It's not too late to register for the 2012 WSFA Convention. Call the WSFA Office at 360-269-9971 or email at wastfair@comcast.net. You can also register at the convention registration desk on site at the convention. We hope to see you there. REGISTRATION FORMS ARE ALSO AVAILABLE ONLINE AT www.wastatefairs.com .
8. If you haven't reserved your room yet, do so today. Red Lion Inn Yakima Center call for your room at 509-248-5900 or the Howard Johnson at 509-452-6511. Remember to mention the WSFA Convention that will motivate them to find you a room and give you the convention rate.
9. Bring a donation for the silent auction and live auction. The silent auctions will be held on Thursday - Saturday depending on amount of items donated. The Live Auction will be at the Friday Night Dinner.
10. Turn your auction items in at the reservation desk when you arrive at convention. Come prepared to do some shopping for the Holidays!
11. The dress for Friday night's dinner is *The Wizards of Oohs and Ahs*, come prepared to have fun.
12. We invite you to dress up for the Saturday Night President's Banquet.
13. Remember to bring items from your fair to share at the Resource Table.
14. Most importantly, have a safe trip to convention. We look forward to seeing you November 1, 2, and 3! *See you in Yakima!*



Washington State Fairs Newsletter
P.O. Box 914
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