



# Washington State Fairs Association

*The Showplace of Agriculture*  
Since 1940



CONVENTION PROGRAM  
Red Lion Hotel & Convention  
Center – Pasco, WA

October 20-22, 2022



## 2022 WSFA Board of Directors

### PRESIDENT

**Andrea Thayer** 2018-2022  
POSITION #1  
Washington State Fair  
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### VICE PRESIDENT

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### IMMEDIATE PAST PRESIDENT

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**Tawnia Linde** 2020-2024  
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**WSFA SERVICE  
MEMBER DIRECTOR**  
**Sunny Saunders** 2019-2023  
Sunny Jack Events  
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*The Showplace of Agriculture Since 1940*



### WSFA EXECUTIVE SECRETARY

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### WSFA GOVERNMENT LIAISON

**Mike Burgess**  
PHONE 360.233-3020  
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*We wish to thank ...*

## COMMITTEES

<b>NOMINATIONS</b>	Carolyn Morley, CHAIR
<b>CREDENTIALS AND BYLAWS</b>	Shelly Bennett, CHAIR
<b>LEGISLATIVE COMMITTEE</b>	Tawnia Linde, CHAIR
<b>CONTESTS</b>	Tawnia Linde, CHAIR
<b>AUCTIONS</b>	Roylene Crawford, CHAIR
<b>SHOWCASE COMMITTEE</b>	Carolyn Morley, CHAIR
<b>SERVICE MEMBERS</b>	Sunny Saunders, CHAIR
<b>TRADE SHOW</b>	Sunny Saunders, CHAIR
<b>REGISTRATION</b>	Gale Sobolesky Sandey Brandon
<b>CONVENTION CHAIR</b>	Gale Sobolesky

## Washington State Fairs Association

Red Lion Hotel & Convention Center

Pasco, WA



Thursday, October 20, 2022

DAY 1

**10:00 AM Registration Desk Opens** FOREST FOYER/REGISTRATION FOYER

**10:00 AM-2:00 PM Turn in Contest Entries**

**11:00 AM Trade Show Set-up** GOLD/OLYMPIC

**11:15 AM A Session with the State Vet's Office** DESIGN ROOM

Join us for an interactive session and update with the State Veterinarian. Animal Health program updates.

*Dr. Amber Itle, Interim WA State Veterinarian, WSFA*

**12:30 PM SESSION**

**1: Convention First Timers Session** PROJECT ROOM

Do not miss the First Timers Welcome! This session is designed to provide first-time attendees with an overview of the WSFA Annual Convention and how to get the most out of your time while attending sessions.

*Carolyn Morley, Manager NCW Fair and WSFA Director*

**2: Fair Managers' Session** DESIGN ROOM

*Moderator James McKiernan, Director,*

*Grant County Fair & Fairgrounds*

This session is designed for Fair Managers/CEOs/Executive Directors whether you are paid, volunteer, appointed or a Fair board member who serves in the function of a fair manager. The moderator will lead the group through a candid conversation on topics that can be complex or difficult to navigate for leaders.

**1:00 PM Service Members Meeting** OAK ROOM

*Sunny Saunders, WSFA Service Member Director & Sunny Jack Events*  
This meeting is for service members.

**2:00 PM Opening Session of the WSFA Convention** BRONZE/SILVER

Welcome – *Andrea Thayer, CFE, WSFA President*

National Anthem

Invocation – *Paul Nimmo, Fair Commissioner & WSFA*  
Committee Reports *Past President*



[www.auctria.com/auctionWSFA2022](http://www.auctria.com/auctionWSFA2022)

## Opening Keynote 'Creating the Magic'

*Larry Berry, CMP, Wizardry Enterprises, LLC*

Not all experiences we have with our teams or customers will be magical. Handling guest and team challenges is not about what you said or did, but how you make others feel in the end. How does creating magic with your team transfer to creating magic with customers and guests? We have all heard the saying "the customer is number 1." I believe in treating your team members as number 1 and, if you do, they will in turn treat your guests and customers as number 1. How will empowerment and ensuring your team members are ready to handle life's challenges make you and your operation more successful and stronger? What tools can you use to make a good guest experience a magical experience? Having worked for Walt Disney Company, known for exceptional guest service, I will share the importance of training others to handle guest challenges. Through this interactive and informative program, we will help you create the magic within your team and for your organization while removing some of the fear when these opportunities are presented.

**3:30 – 5:30 PM TRADE SHOW**

GOLD/OLYMPIC

**4:30 – 5:20 PM SESSION**

**WSDA Fair Commission**

DESIGN ROOM

Come learn about proposed changes to the WSFA Fair Program, including evaluations and what the Fairs Commissioners will be focusing on next year.

**5:45 – 6:15 PM No Host Social in Hallway**

**6:15 PM Doors open for Dinner**

BRONZE/SILVER

President's Welcome – *Andrea Thayer, CFE, WSFA President*

Introduction of WSFA Directors

Silent Auction – *Don't forget to bid on the Silent Auction items!*

Dinner

Entertainment Showcases

*Kitty Mae, CASCADE COUNTRY*

*Circus Luminescences, THE SOURCE MANAGEMENT GROUP*

*Great American Trainwreck, CASCADE COUNTRY*

*The Boondock Boys, MASON ENTERTAINMENT*



**9:00 PM WSFA President's Reception** HOSPITALITY SUITE #2311

Friday, October 21, 2022

DAY 2

**8:00 AM Registration Desk Opens** FOREST FOYER/REGISTRATION FOYER

**8:15 – 9:10 AM IDEA SWAP SESSIONS #1**

FAIRS, PLEASE BRING SAMPLES OR BE PREPARED TO SHARE HOW YOUR FAIR HANDLED THE PARTICULAR TOPIC.

**Session 1 – Emergency Planning**

PINE ROOM

*Moderator - Erin Gurtel, IFMG, Director Spokane County Interstate Fair and WSFA Immediate Past President*

**Session 2 – Unique Gate Promotions**

OAK ROOM

*Moderator - Amy DeShazer, Finance Director, Clark County Fair*

**Session 3 – State Grant Projects**

SPRUCE ROOM

*Moderator - Belinda Royal, Manager, Stanwood Camano Community Fair*

**Session 4 – Sharing Marketing Campaign Ideas**

DESIGN ROOM

*Moderator - Tawnia Linde, Director of Marketing & Sponsorship, Clark County Fair, and WSFA Director*

**Session 5 – Onsite Contests / Beer Gardens**

PROJECT ROOM

*Moderator – Aric Gaither, Manager, Skagit County Fair*

## 9:20 – 10:10 AM A SERVICE MEMBER SESSION

### 'Level Up Your Show'

BIN NO. 20

– a workshop for service members by Louie Foxx

Don't waste another summer grinding it out, doing the exact same thing over and over again, hoping for your show to get better. This summer, actually become a better performer! Louie Foxx, a two-time Guinness World Record Holder who has appeared on numerous national TV shows, shares his process for creating material, improving material and tightening up the show as a whole! In this workshop, Louie shares his secret sauce of 6 Rs to levelling up your show and doing it quickly! Each R is a word that corresponds to a simple task you can do to incrementally improve your show. This isn't just for variety acts; it doesn't matter if you're a solo singer, a drummer in a six-piece band, or even the diaper derby host, you can and should always be trying to make your show better!

## 9:20 – 10:10 AM IDEA SWAP SESSIONS #2

FAIRS, PLEASE BRING SAMPLES OR BE PREPARED TO SHARE HOW YOUR FAIR HANDLED THE PARTICULAR TOPIC.

### Session 1 – Emergency Planning

PINE ROOM

Moderator – Kevin Plambeck, Vice President

Stanwood Camano Community Fair

### Session 2 – Unique Gate Promotions

OAK ROOM

Moderator - Amy DeShazer, Finance Director, Clark County Fair

### Session 3 – State Grant Projects

SPRUCE ROOM

Moderator - Rebecca Martinez, Fairgrounds Coordinator

Grant County Fair and WSFA Director

### Session 4 – Sharing Marketing Campaign Ideas

DESIGN ROOM

Moderator – Carolyn Morley, Manager NCW Fair and WSFA Director

### Session 5 – Onsite Contests / Beer Gardens

PROJECT ROOM

Moderators – Peggy Watson, Attractions Coordinator,

Washington State Fair

Jennifer Schnelbert, Livestock Competitions Coordinator,

Washington State Fair

## 10:10 – 11:50 AM KEYNOTE SESSION - IAFE Keynote Speaker

### 'Finding the Leader in You'

BRONZE/SILVER

Larry Berry, CMP, Wizardry Enterprises, LLC

Nothing is more critical to the success of an operation than great leadership. The goal of this program is to help others discover leadership traits within themselves, as well as identifying effective leadership styles for success. This interactive workshop defines 13 leadership characteristics critical to successful leaders, and how each one plays a part in being the best leader you can be. How does great leadership influence the success of operations and what is the difference between a manager and a leader? Through an interactive exercise developed by Larry and a professor at North Carolina State University specifically for this presentation, we will help you identify your leadership style and those traits essential to great leadership. Leadership is not a born trait, as some would think; rather, it follows learned behaviors from childhood through live experiences with those you emulate. By the end of the presentation, you will have found the leader in you.

SPONSORED BY  THE NETWORK!

## 12:15 – 2:15 PM Legislative Lunch

Andrea Thayer, CFE, WSFA President

WSFA Director and WSFA Legislative Chair Tawnia Linde

WSFA and Olympia – Mike Burgess, Government Liaison

Introductions of Legislators

Introduction of WA State Fairs Commissioners

Introduction of Ron Sakke, Director, Washington Farm Bureau

Silent Auction – *Don't forget to bid on the Silent Auction items!*

Entertainment Showcases

JuggleMania, Rhys Thomas, SUNNYJACK EVENTS

Louie Foxx, MASON ENTERTAINMENT

The Marsh Family Band, SUNNYJACK EVENTS

Legends of the Pioneers, Marty Davis



## 2:30 – 5:00 PM Trade Show/No Host Social Hour

GOLD/OLYMPIC

## 5:45 – 6:15 PM No Host Social in Hallway

## 6:15 PM Doors open for Dinner

BRONZE/SILVER

### Costume Contest – Game On!

Candidate Speeches

Lifetime Achievement Award

Service Member of the Year Award – presented by

Sunny Saunders, WSFA Director, Sunny Jack Events

Live Auction

Entertainment Showcases

Catherine Loyer and Strawberry Roan, LIZ GREGORY

Lions of the North, MASON ENTERTAINMENT

Arena Rock Gold, THE SOURCE MANAGEMENT GROUP

Hospitality Rooms Open

## 10:00 PM "Jam" Session

## Saturday, October 22, 2022 DAY 3

## 8:00 AM Registration Desk Opens

FOREST FOYER/REGISTRATION FOYER

## 9:00 – 9:50 AM SESSION

### 1. WSDA Fair Commission Q & A

PINE ROOM

The Fairs Commission and program staff will be on hand to take your questions, hear your comments and learn about your successes.

### 2. Giving Back to Your Community

OAK ROOM

Shanna Hauger – Marketing, Operations & Special Events,

Benton-Franklin Fair Team

### 3. A Panel Discussion of the Year-Around

PROJECT ROOM

#### Use of our Fairgrounds

René Popke – General Manager, Enumclaw Expo & Event Center

Erin Gurtel, IFMG – Director, Spokane County Interstate Fair

and WSFA Immediate Past President

Think outside the box and create venue space that becomes sellable year-round. From youth athletics to kids' birthday parties, if you have available space and you manage the schedule – it is rentable! Take away some ideas that may work for your venue!

### 4.



### SUPER SATURDAY SUPER SCHOOL SESSION

DESIGN ROOM

#### Finding the Next Generation of Superintendents/ Volunteers for your Exhibits Departments

Judy Carrico, CFE Agricultural & Exhibits Manager, CWSF

Most fairs rely on the same individuals each year to help put on



Fair. From volunteers to paid staff, many have been in their positions for years. Learn how Fairs are handling the process from retirement notification to recruitment and hiring.

## 10:00 – 10:50 AM SESSION

### 1. Learning From Your Mistakes

PINE ROOM

*Craig Cooke, Pacific Rim Talent*

As event organizers, we all make mistakes. Look at these mistakes as opportunities to learn a better way. Craig will share some of his blunders and then discuss the lessons learned and the remedies moving forward. Blunders include: correct placement of vendor booths as they pertain to water drainage, fire lanes, power lines and facing the sun; handling signature gatherers, service animals and public nuisances; placement of port-a-potties and generators in relation to the neighbors.

### 2. Jr. Grange Competitions – How did it go?

OAK ROOM

*Moderator – Roylene Crawford, Director, Kittitas County Fair, and WSFA Vice President*

*Ann Whitehall, Livestock Committee Chair, NCW Fair*

*Jason Young, Director of Operations, Clark County Fair*

*Bob Eddings, Vice President & Swine Director, Kittitas County Fair*

Our panelists will share their successes and learning moments with the new Jr. Grange programs offered at their fairs this year. They will tackle such questions as “How did you get started? How was it received by exhibitors? What were your biggest takeaways? How did it compare in participation to other youth competitions?”

### 3. Understanding Your Fairs’ Numbers for Dummies and Why This Information is Important

PROJECT ROOM

*Kathy Kramer, CVE, CFEE and CMP*

*President and CEO, Central Washington State Fair*

We all love bragging about our Fairs’ attendance numbers, and these numbers are certainly a “feel-good” and sense of accomplishment for everyone involved, but these are not the numbers you take to the bank. Your gate attendance is the baseline that will help you analyze the Fair performance in all areas and build for the future. This session will show you how to start with the basics around understanding revenue and expense performance metrics, how to use PER CAPS to analyze performance by revenue categories, and how to use this information to make future business decisions and monitor your performance in all areas.

### 4. SUPER SATURDAY SUPER SCHOOL SESSION Training Methods, Team Development and Leadership Styles –

DESIGN ROOM

*Disney Movies & BSA*

*Taught Me Everything I Needed to Know to Succeed*

*Jessie McLaughlin, Fair Coordinator, Spokane County Interstate Fair*

EDGE, Team Development and Leadership Styles. Sound familiar? If so, you may have been through Boy Scouts of America training somewhere along the trail. The beauty of these three philosophies became clear to me when I became a Wood Badge Trainer and I couldn’t wait to see them in action ... as in “lights, camera, action!” Yes, Disney movies can entertain us but they can also teach us. Wait, did the writers mean to do that? Together, let’s play, revisit some great Disney teaching moments, listen to songs and, yes, play some more while learning about team development, leadership styles and a proven method of teaching others. Hakuna Matata.

## 11:00 – 11:50 AM SESSION

### 1. Aligning Your Brand – How the WA State Fair Re-branded

*Andrea Thayer, CFE, WSFA President,*

PINE ROOM

*and Chief Experience Officer, Washington State Fair*

Nearly 10 years ago, The Puyallup Fair embarked on a process that aligned its branding goals and business units under one brand, the Washington State Fair. We will share the process and lessons learned while undergoing our fourth name change over the 120-year history of our Fair.

### 2. Fair Trends Over the Years and Ideas on Future Trends for the Fair Industry

OAK ROOM

*Greg Stewart, CFE, Fair Commissioner and WSFA Past President*

A look at our changing world and what it means for Fairs in the coming years, and identifying those changes for the decision-making process in fair planning.

### 3. Facilities/Maintenance

SPRUCE ROOM

*Tom Gaines, Director, Central Services Department, Grant County*

Not all facilities are the same. Join Tom and other facility and maintenance directors to network, identify grant funding, project management and discuss year-round usage of your grounds.

### 4. How Social Are You? - Social Media Marketing Essentials

*Payton Ryan, The Source Management Group*

PROJECT ROOM

Dive into the world of social media marketing with a digital native! And yes, before you ask, having a digital presence IS essential! We’ll be covering everything from platform options, overarching strategy and short-form video all the way to analytic informed content and how to deal with spammers. Each attendee will also receive a FREE social media consultation!

### 5. SUPER SATURDAY SUPER SCHOOL SESSION From Animal Judges to Still Life Judges –

DESIGN ROOM

*Where and how do we get them?*

*Sherry Stovner, Superintendent Coordinator,*

*Evergreen State Fair*

There are many different places and resources out there to find local and qualified judges! Let’s be a resource for one another and share your secrets!

## NOON – 2:00 PM Awards Luncheon

BRONZE/SILVER

Introduction of WSFA Past Presidents

Contest Awards – *PLEASE PICK UP YOUR ITEMS BEFORE 3:00 PM TODAY*

Silent Auction – *Don’t forget to bid on the Silent Auction items!*

Entertainment Showcases

*The Throw Zone, MASON ENTERTAINMENT*

*Leah Justine, CASCADE COUNTRY*

*American Mile, MASON ENTERTAINMENT*



## 2:15 – 3:05 PM SESSION

### A Panel on Diversity at our Fairs

FOREST ROOM

*Andrea Thayer, CFE, WSFA President,*

*and Chief Experience Officer, Washington State Fair*

*Erin Gurtel, IFMG, Immediate Past President WSFA*

*and Director, Spokane Interstate Fair*

*Kathy Kramer, CVE, CFEE and CMP*

*President and CEO, Central Washington State Fair*

Erin and Andrea will share ways their fairs are working on connecting with diverse communities through communications, promotions, other fair activities and building a diverse workforce.

### 3:20 – 4:20 PM SESSION

#### A Panel on Generational Differences

FOREST ROOM

Facilitators – *Andrea Thayer, CFE, WSFA President, and Chief Experience Officer, Washington State Fair*  
*Carolyn Morley, Manager, NCW Fair and WSFA Director*

Team building is tricky enough just dealing with the different personalities. Throwing in generational differences just adds to the complexity. Leaders need to understand an increasingly diverse workforce, and an important part of that diversity is age. We need to understand the different motivators, perspectives and strengths of each generation. Facilitators will lead a panel discussion on their generational experiences and perspectives.

### 4:30 PM WSFA Annual Business Meeting

DESIGN ROOM

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

### 6:30 PM Doors open for Dinner

BRONZE/SILVER

#### President's Fair Family Game Night



Entertainment Showcase – *The Hockey Circus Show*

Hospitality Rooms Open

### 10:00 PM "Jam" Session

**Thank you for participating in the 82<sup>nd</sup> WSFA Convention!**



#### Larry Berry, CMP

Wizardry Enterprises, LLC

Larry Berry has been a professional speaker and trainer for more than 25 years, providing keynote addresses, education and training. His background includes: manager of the Kissimmee Valley Livestock Show and Osceola County Fair in Kissimmee, Florida; upper-level leadership positions in facilities and property management; leadership for Walt Disney Parks and Resorts; and as a Certified Property Manager with the Institute of Real Estate Management.

He is President of Wizardry Enterprises, LLC, and combines his skills as a presenter with magic and illusion, making his presentations a memorable and informative experience. Larry has addressed such Fortune 500 companies as AT&T, Nations Bank, Walt Disney Companies, VITA Management Group, Thomasville Furniture Industries and Bank of America. He has been a keynote presenter for International Association of fairs and Expos, the National Apartment Association, and hundreds of national and state associations, corporations and management companies.

Larry has a passion for both sharing information and helping others exceed and excel in whatever they do. He was in leadership as well as a trainer for Walt Disney World Parks and Resorts, and his book *Leadership – Finding the Leader in You* – has been sold in 16 countries.

## Washington State Fairs Association Lifetime Achievement Award

WSFA's Lifetime Achievement Award is a recognition of service, dedication and commitment contributed to the Washington State Fair Industry. This annual award is presented at the WSFA Convention in October to an individual for distinguished achievement and/or contributions to the Fair Industry.

Prior recipients include:

- 2021** Kent Hojem  
Washington State Fair
- 2019** John Morrison  
Clark County Fair
- 2018** Greg Stewart, CFE  
Central Washington State Fair
- 2017** Kathy Underwood  
Benton Franklin Fair
- 2016** Yvonne Knuth  
Castle Rock Fair
- 2015** George Clary  
Benton Franklin Fair

MARK



YOUR  
CALENDAR

#### MANAGEMENT TEAM MEETING

Friday, March 24, 2023

#### SUPER SCHOOL MEETING

Saturday, March 25, 2023

at

Palouse Empire Fair  
322 Fairgrounds Road  
Colfax, WA 99111

#### 2023 WASHINGTON STATE FAIRS ASSOCIATION CONVENTION

**October 19 – 21, 2023**

Red Lion Hotel & Convention Center, Pasco, WA

#### WSFA TRADE SHOW HOURS

Thursday, October 20

**3:30-5:30 PM**

REFRESHMENTS IN THE TRADE SHOW AREA

Friday, October 21

**2:30-5:00 PM**

REFRESHMENTS IN THE TRADE SHOW AREA

## WSFA PAST PRESIDENTS

2021 Erin Gurtel	1988 Marlyta Deck*
2020 Tom Muchoney	1987 Dean Boss*
2019 Tom Muchoney	1986 Sid Uhinck*
2018 Terry Atchison	1985 Dick Cochran
2017 Terry Atchison	1984 Harold Beeman*
2016 John Morrison	1983 Dick Moore
2015 John Morrison	1982 Pete LaFave*
2014 Rich Hartzell	1981 Fred Polinder, Jr.*
2013 Rich Hartzell	1980 Pat (Goodrich) Anderson
2012 Paul Nimmo	1979 Robert Carlson
2011 Val Watson	1978 Karl Marks*
2010 Jim Baron	1977 Greg Stewart
2009 George Clary*	1976 Jim Hamilton*
2008 Rick Storvick	1975 Bill Heaston
2007 Bob Reynolds	1974 Gust Skarberg*
2006 Yvonne Knuth*	1973 Dean Boss*
2005 Tom Musser	1972 Marlyta Deck*
2004 Mark Campbell	1971 Bill Walck
2003 Danny Jones	1970 Keith Marney*
2002 Rose Waring	1969 James Hanger
2001 E. Lee Graham	1968 Charles Meenach*
2000 Sid Willuweit*	1967 Charles Meenach*
1999 Nancy Ruark	1966 Joseph Smith
1998 Dan Sharp	1965 John McMurray
1997 Kathy Underwood	1964 Charles Clements*
1996 Pat Nostrand	1963 Robert Loney
1995 Kent Hojem	1962 Kenneth Killingsworth*
1994 Ellis Schneider*	1961 James Blair*
1993 Neil Stephens	1960 Paul Creighton*
1992 Daphne Eshom	1959 Donald Clark*
1991 Fred Blauert	1958 Donald Clark*
1990 Max Read	
1989 Rich Waldemar*	

\* DECEASED

## SPECIAL CONTRIBUTIONS

BUTLER AMUSEMENTS, INC.	Convention Sponsors
INTERNATIONAL ASSOCIATION OF FAIRS & EXPOSITIONS	Keynote Speaker
FUNTASTIC TRAVELING SHOWS	Convention Program
WASHINGTON STATE FAIR	2022 WSFA Convention Logo
REGALIA MANUFACTURING	Contest Awards & Ribbons
CONCERT PRODUCTION SERVICES	Sound and Lighting
WASHINGTON STATE FAIR	Lanyards
ADMIT ONE PRODUCTS	Meal Tickets
FAIR PUBLISHING HOUSE	Notepads
SPOKANE COUNTY INTERSTATE FAIR	Pens
OREGON BEVERAGE, CARROLL UNRUH	WSFA Hospitality Room
SAFFIRE	WSFA Website
PAUL NIMMO	Maintenance of WSFA Website

## TABLE DECORATIONS

EVERGREEN STATE FAIR	Thursday Dinner
STANWOOD CAMANO COMMUNITY FAIR	Friday Lunch
CENTRAL WASHINGTON STATE FAIR	Friday Dinner
WASHINGTON STATE FAIR	Saturday Dinner



## HOSPITALITY ROOMS

WSFA – Suite 2311  
Source Management Group  
Davis Shows NW



## NOTES





82<sup>nd</sup>

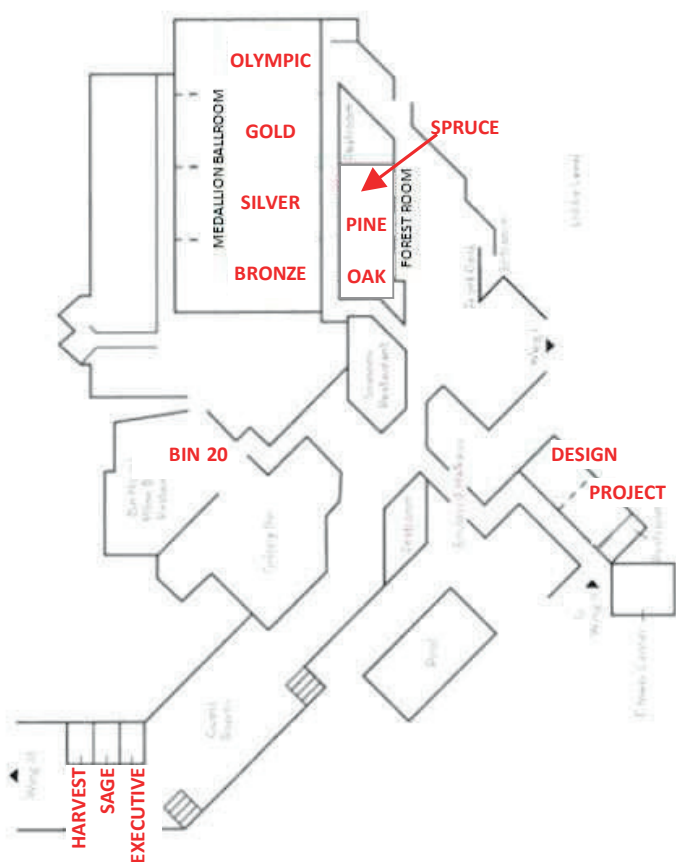


WASHINGTON STATE FAIRS ASSOCIATION

ANNUAL  
CONVENTION  
OCTOBER 20-22

## Red Lion Hotel & Convention Center

### MEETING ROOM FLOOR PLAN



Just Possibly...The World's Finest Carnival.