

FAIR



VIEWS

THE SHOW PLACE

OF AGRICULTURE

September 2018

Convention Issue ~ October 18 – 19, 2018 ~ Hilton - Vancouver, WA

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Washington State Fairs Association

P.O. Box 945, 18497 Main St • Conway, WA 98238 • 1-360-269-9971

Email: wastfair@comcast.net • Web: www.wastatefairs.com



WSFA Convention

October 18 – 19, 2018

Vancouver Hilton, Vancouver, WA

Room Block Held till September 17 –

Make your reservation TODAY

Use WSFA Code S18





President's Message

Association Members,

In just over six weeks, I will turn the page and hand-off Washington State Fairs Associations presidency gavel. Leading the organization has been a fun, educational, sometimes exciting, sometimes disappointing, and always interesting experience that I highly recommend. Being President of this organization has been a very rewarding experience because of all of you. You have been fantastic to work with and have truly become friends.

We have a busy year in front of us and I am challenging each and every one of you to take part in the coming year. The WSFA Board of Directors have planned Legislative Day at the Capital on Thursday, January 31, 2019. It would be great to see a huge turnout at this year's Legislative Day! Again, the Fair Funding is our number one priority. Washington State enacts budgets on a two-year cycle, beginning July 1 of each odd numbered year. The budget approved for the 2017-2019 biennium remains in effect from July 1, 2017, through June 30, 2019. The amount of the Fair Fund has been static for nearly twenty years. As we look forward to the 2019-2021 biennium, it is time to try to grow the fund. If we are to be successful this year, every fair must reach out to your legislators and ensure that they understand how your fair services your community and the value it delivers.

In closing, the Board would like to hear from you on topics you would like to see covered at future conventions. I am looking forward to seeing you at the convention in Vancouver, WA. Everyone has been working hard and we are very excited about this year's convention. The registration information pertaining to the 78th Annual Convention is available on our website at www.wastatefairs.com.

Terry R. Atchison

WSFA BOARD OF DIRECTORS 2018

PRESIDENT Terry Atchison 2011 - 2018 Position #5 Walla Walla Fair & Frontier Days 149 Thunder Ridge Drive Walla Walla, WA 99362 Phone: 509-529-8386 Cell: 509-520-4276 terryatchison@msn.com	Erin Gurtel 2015 - 2019 Position #6 Spokane Interstate Fair 404 N. Havana, Suite 1 Spokane Valley, WA 99202 Work #: 509-477-2785 egurtel@spokanecounty.org
VICE PRESIDENT Tom Muchoney 2013 - 2021 Position #2 Evergreen State Fair 13225 S. Machias Rd. Snohomish, WA 98290 Phone: (425) 334-9501 Email: tmuchoney@comcast.net	Shannon Olsen - 2018 Position #7 Benton Franklin Fair 1500 S Oak Street Kennewick, WA 99337 Phone: 509-222-3749 Ext 2 Cell: 509-539-7248 shannon@bentonfranklinfair.com
IMMEDIATE PAST PRESIDENT John Morrison 2011 - 2018 Position #1 Clark County Fair 17402 NE Delfel Road Ridgefield, WA 98642 Phone: 360-397-6149 Cell: 360-921-4346 Fax: 360-397-6185 JohnM@cceventcenter.org	Roylene Crawford 2017 - 2021 Position #8 Kittitas County Fair 4290 Kittitas Highway Ellensburg, WA 98926 Phone: 509-929-1782 croylene@gmail.com
DIRECTORS Tom Gwin 2013 - 2021 Position #3 Washington State 4-H Fair 2606 W. Pioneer Puyallup, WA 98371 Office Phone: 253-445-4630 Cell: 360-581-0177 tgwin@techline.com	WSFA SERVICE MEMBER DIRECTOR Penny Nelson 2011 - 2019 Hazel's Diner 3305 W. Birchfield Yakima, WA 98901 Phone: 509-961-9107 corndoglad@netscape.com
Sue McIntire 2016 - 2020 Position #4 Jefferson County Fair PO Box 242 Port Townsend, WA 98368 Phone: 360-385-5718 Work: 360-385-1013 Cell: 360-301-0747 jeffcofairgrounds@olypen.com	WSFA Executive Secretary Gale Sobolesky, CFE PO Box 945, 18497 Main Street Conway, WA 98238 WSFA Office: 360-269-9971 wastfair@comcast.net
	WSFA Government Affairs Heather Hansen 120 Union Ave., Suite 204 Olympia, WA 98501 Day: 360-705-2040 heather@wafriends.org





A SPECIAL TRIBUTE

As time moves on we all know that people come and go in our fair industry. There are always a select few that stand out as strong leaders that are well organized, professional, team builders, that

are well respected throughout the industry.

John Morrison is one of those select few. His professionalism and demeanor and sense of humor have served him well and helped to create a team atmosphere not only at the Clark County Fair where he has served first as a Board member, then as Manager for the past several years, but also within our state association, serving as our President and Immediate Past President.

John's involvement through our Legislative Committee has proven most beneficial to us in helping to maintain our funding for premiums and Health and Safety grants. He has testified at several legislative committee hearings and represented us in a most impactful way.

John has decided that it is time to step down from his fair duties so hopefully he and Mary Ann will have a bit more time to relax and enjoy their family and traveling. I have a feeling that if called upon, John will always find some time to help out his brothers and sisters in the fair industry. I know we all want to wish John the very best in his retirement and for him to not ever be a stranger to our many activities.

Adios, My Friend

LR

WSFA LEGISLATIVE DAY

Schedule for

Thursday, January 31, 2019 in Olympia
Mark Your Calendars Now!

Each year the WSFA schedules a Legislative Day in Olympia Washington, where member Fair representatives have the opportunity to meet with their legislators and discuss the importance of Fairs to their communities. Our next Legislative Day is scheduled for **Thursday, January 31, 2019**. The day will run from approximately 7:30 a.m. till 4:00 or 5: p.m. depending on the appointments you make with your legislators. This is especially important as this is an election year and there may well be new legislators from across the state. Added to that is the fact that when the legislative session begins in January, the Washington State legislature must write a new two-year budget. Pressure on legislators to balance the budget will be intense and we will be competing with many worthy programs for very limited dollars.

Our combined efforts will be vital to preserving the State Fair Fund in the next biennial budget. Gaining the support to do that is a combination of getting to know your legislators on a local level year-round and attending the Legislative Day with the WSFA and helping us present how Fairs contribute to education, agriculture and youth development. Plan to join us on Legislative Day and become part of the strong voice that we need state-wide to reiterate to our legislators the value of Fairs to Washington.

John Morrison, WSFA Immediate Past President and
Legislative Chair

Terry Atchison, WSFA President



Jill Albanese Keynote Speaker at WSFA Convention IAFE Sponsored Speaker

Jill Albanese, CFE, Director of Competitive Exhibits, has been at the Wisconsin State Fair for the past 19 years. She oversees the Textile, Craft & Culinary Department, Horticulture Department, Young People Art Exhibit, Plein Aire, History Exhibit, Amateur Beer and Wine Competition, Century and Sesquicentennial Farm Program, Wisconsin Products Pavilion, and the Wisconsin State Fair's grounds planting. Jill is a graduate of the University of Wisconsin – Madison, a cake decorator, and an avid gardener.



WSFA Legislative News

At this point in time, the most important thing you can do to support fairs is vote! All ballots must be postmarked no later than November 6, 2018.

The Fair Fund has benefitted from bipartisan support over the years. The majority of legislators voice support for fairs, however, when it comes to writing the budget, not all support is equal. Based

on the results of the primary election in August, the Fair Fund could be in a precarious position in the state budget. As our state becomes more urban, legislative priorities change. We have fewer legislators who grew up attending fairs and do not understand the important of fairs to rural communities.

It is critical that fair board members, 4-H leaders and all other volunteers and fair supporters reach out to their state legislators and ask for support for the Fair Fund.

If a new legislator is elected in your district, reach out immediately and get to know them. Make sure they know the value of your fair to your community.

Last year, Washington State Fairs Association brought forward a bill modelled after California legislation that would allow the Fair Fund to increase for the first time in over twenty years. The bill would divert sales tax revenue generated on fair grounds into the Fair Fund allowing the fund to increase over the \$2 million per year amount that has been allocated since 1998.

For the 2019 legislative session, the bill will be streamlined. Revenue to be diverted to the Fair Fund will be from sales tax generated only during fair week, rather than all activities on fairgrounds.

The bill enjoyed broad bi-partisan support but failed to make it through.

The following legislators supported last year's bill:

Representatives: Barkis, Blake, Chapman, Condotta, Dent, Dye, Hargrove, Kretz, Nealey, Schmick, Steele, Stonier, Sullivan, Tharinger, Wilcox, Wylie

Senators: Becker, Braun, Conway, Honeyford, Hunt, Rivers, Schoesler, Short, Takko, Van De Wege, Wagoner, Warnick, Zeiger
If you do not see all three of your legislators on this list, ask them why. (There are others who would have gladly supported, but due to the pace of the process and schedules, it's not always possible to get everyone's signature.)

In addition to asking for support for our bill during the 2019 legislative session, also ask legislators to support capital budget funding for fair grants. If your fair has received a grant from the Washington Department of Agriculture, make sure all three of your legislators know about the project.

In addition to the Fair Fund, each session, there are a variety of bills that affect fairs to some extent. In 2019, the Food Truck Association is expected to promote legislation that would unify fire code regulations for food trucks statewide. A statewide standard would increase public safety, minimize confusion, and eliminate redundant fire permit inspections and fees. The bill would include fire permit reciprocity among counties. If a vendor applies for a permit in any jurisdiction in the state, pays the fire permit fee and passes the inspection, that permit would be valid in all jurisdictions within the state for a period of one year.

Most fair concession trailers are not food trucks, but under current law, they are being regulated as food trucks. It would take a separate bill to create a new definition for concession trailers.

Our best chance for success with the legislature is for everyone to work together. That includes reaching out to volunteers and asking them to communicate with legislators.

Heather Hansen

WSFA Government Affairs

California's New Fair Funding Model

In 2011, the California state budget completely eliminated all funding for the states 78 Fair Network, plunging the entire system into the worst crisis since the Great Depression. Overnight, California fairs went from being the most well-funded in North America, to zero- funding. For the next 6 years the network, led by the California Affairs Alliance, a subsidiary of the Western Fairs Association, struggled to find emergency funding for the network while seeking long-term Solutions.

On October 14th, 2017, California's Governor signed legislation that will generate tens of millions of dollars in new California fair funding in the years ahead. The new funding structure is set to be underway in 2019. However, there are continuing challenges and policy decisions on the horizon. This program will provide an overview of the new funding structure, and then operate as a workshop with questions and answers in order to see ways in which this new model may or may not apply to the Washington Fairs Network.

Presented by Stephen Chambers, Retired Western Fairs Association, Executive Director

This program will be Thursday, October 18th at 3:00 pm at our WSFA Convention.

STEPHEN CHAMBERS

Stephen Chambers retired from the Western Fairs Association in March of 2018 after serving over 30 years as their Executive Director. Western Fairs Association represents over 150 Fairs in the Western United States and Canada as well as over 450 Fair related businesses known as service members. During his tenure he also oversaw the development of the California Fairs Alliance, the advocacy arm of the California Fair Network. Chambers is known for his expertise in Fair Funding, Fair related Legislative issues, and Fair Governance issues. Chambers has visited over 400 fairs in progress, and has spoken at many Fair Association meetings. In his retirement he resides in Elk Grove California with his wife Susan, his dog Sandy, and a variety of feral cats and slow racehorses.



Carnivals Need Our Help

Have you ever thought about the possibility of not having a Carnival as one of your attractions during the fair? Across the country there are many community events and fairs unable to line up a carnival because unemployment rates today are at an all-time low, and they are having trouble finding reliable, seasonal employees to work their shows. In addition most Carnivals are doing criminal background checks and drug testing to enhance guest safety on their midways.

I'm sure you've seen signs showing up more and more at local businesses saying, "Help Wanted". Primarily because of their mobility, Carnivals have been facing the same dilemma for many years.

Fortunately, the federal government has a seasonal visa program a program called H-2B. Agriculture has a similar program called H-2A and I would tell you that more and more people in the AG industry are turning to our government's H-2A visa program for their seasonal labor force.

Because of our great economy, currently one of the many challenges is demand for seasonal labor and very low cap of 66,000, our government places on the number of H-2B guest workers. Congress has been reluctant to raise this cap, so in the last few years, our allies in Congress have demanded an increase of 15,000 additional visas in Appropriation bills to fund the federal government. This too, is way too low to meet today's demand. In fact many companies did not get their H-2B seasonal employees this year!

The Outdoor Amusements Business Association (OABA) has spent a tremendous amount of time and financial resources to not only maintain the H-2B program but to increase the number

of available workers for the carnival and concession companies.

There are two prominent arguments opposing these efforts:

1. ***Businesses are using H-2B because they are "cheap labor"? Not true!***
Businesses not only have to pay transportation costs from their own country but provide housing and pay a prevailing wage to H-2B employees.
2. ***H-2B workers are taking jobs from Americans. Not true!***
Qualified studies have established the fact that one H-2B worker saves 4.64 American jobs. For example, if our carnival at the Central Washington State Fair was not able to have H-2B workers, we most likely would not have a carnival. The domino effect would be a tremendous loss because our fair could not continue to operate at the level it currently does. Many community groups and non-profits and employees are very dependent on generating dollars at the fair. I dare say this would be the same scenario at your fair.

How can you help? Become better acquainted with the H-2B, seasonal, visa program through your current carnival and hopefully voice your support to your members of Congress. If your Representative comes to your fair, make sure he knows how important this visa program is for many of your vendors and the carnival midway.

Hopefully this will be a topic for our 2018 Washington State Fairs Convention.

Greg Stewart, CFE
President and General Manager
Central Washington State Fair
Yakima, WA



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: **WSFA Bylaws Addition for Annual Meeting in** :
: **October** :
: We have received an input from the Snohomish County :
: Fair for a recommended Bylaws addition. The purpose :
: is to take advantage of the unique resource the WSFA :
: Past Presidents represent and to better utilize that :
: experience. The recommendation was submitted to the :
: WSFA Board of Directors on time prior to July 1, 2018. :
: The addition is below. :
:
: **ARTICLE III - MEMBERSHIP** :
: Past presidents who are no longer associated with a :
: member Fair are considered WSFA members, without :
: payment of dues and without voting privileges. They :
: may serve on committees of the Board if so requested by :
: the President of the Board and approved by the Board. :
:
:



Lessons Learned

In April of 2015, an event was held on the Fairgrounds of the Northwest Washington Fair. Several children that attended the event became ill following their attendance and were diagnosed with an e-coli infection. As a result, we were the subject of a civil lawsuit. Below is a brief summary of what knowledge I have following the outbreak and its legal aftermath.

1. E-Coli is a potentially dangerous bacteria that can be transferred from animals to people potentially resulting in a serious infection and even death.
2. Animals do not need to be present in the building to infect a person, as the bacteria can survive many months following an animal being in a facility.
3. Your Fair or organization can be held accountable for everything that happens on your property. It may not matter if it is your own produced event or you are renting the facility out.
4. Document everything. All meetings, procedures, processes and the things done to fulfill the procedure must be documented.
6. Staff is recommended to attend the educational Consumer Protection Programs hosted by the IAFE. The Centers for Disease Control (CDC) compendium is the standard for the industry. To the best extent possible, follow the suggestions in the compendium.

7. Strongly consider compliance with governmental agencies suggestions, even if in your opinion, they are unreasonable.
8. Prior to any event rental of any building that has had animals in it within the prior year, plan to meet with the renter to convey information about the risks involved in having people in those building and set the standards for compliance with the same protocol you use during your Fair.
9. Where animals exist (especially bovines) assume e-coli exists, because it probably does. To get sick from the animal, fecal matter must be ingested. The most likely place to come in contact with fecal matter is with hands, therefore the best defense anyone has is to wash their hands after coming in contact with animals or areas animals have inhabited.
10. Signage and other educational tools are extremely important. All entries to all facilities that have housed animals must have signage in place at all times. Signs should follow the suggestions made by the CDC and Health Departments.

The above is by no means an exhaustive list of protocols. Clearly extensive knowledge of the protocols promulgated by the CDC, your local health department and the IAFE is highly recommended.

Jim Baron, Manager
Northwest Washington Fair
Lynden, WA



Costume Contest Rules



To improve the flow of our costume contest during Friday Night's Dinner we have created some contest rules for this years' evening of Fun.

Costume Contest Theme:
"Western Nights under Midway Lights"

1) Use the theme of Convention to design/create your costume(s). Use your imagination. If your costume(s) have a story behind them or explanation, please include when pre-registering.

2) Contestants may enter in one category only:

- Best Female Costume
- Best Male Costume
- Best Couple/Duo Costumes
- Best Group Costumes

For Example – A contestant cannot enter as Best Female Costume category and as part of a group.

3) Must pre-register at Registration Table before Friday 12pm.

4) Entrants to be judged by 3 independent judges before and during dinner. Criteria will be use of Convention theme, originality, difficulty, compatibility (does the group blend well), complexity and creativity.

5) Contestants in each category will be called to stage and then winner is announced.

Director's Election at 2018 Washington State Fairs Association Convention

WASHINGTON STATE FAIR ASSOCIATION (WSFA) BOARD OF DIRECTORS WILL HAVE TWO (3) POSITIONS UP FOR ELECTION AT THIS YEAR'S ANNUAL CONVENTION.

Position #1 – Currently is held by **John Morrison** from Clark County Fair. John is not eligible to run for this position again, having completed two full terms on the board. **Position #1 is a Westside Position.**

Position #5 – Currently is held by **Terry Atchison** from Walla Walla Fair and Frontier Days. Terry is not eligible to run for this position again, having completed two full terms on the board. **Position #5 is an Eastside Position.**

Position #7 – On July 19, 2018th the Board of Directors appointed **Shannon Olsen** from Benton Franklin Fair to fill the seat vacated by Mickey Webb until the 2017 Convention. She is eligible to run for this position as defined in the By-Laws. **Position #7 is an Eastside Position.**

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 School and Area Meetings*
- *Maintain the Washington State Fairs Association Website and Fair Dates and Brochure*
- *Work with Department of Agriculture Fairs Commissioners*

As an individual a Director shall:

- *Represent the Washington State Fairs Association on Board and Committees as appointed by the WSFA President.*
- *Assist all members' fairs throughout the state whenever possible.*
- *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 meetings that may be called by the President.*

WSFA Directors Term of Office – The term of the elected director shall be for a period of four (4) years. A person may be eligible to serve for two full elected terms (of four years each)

If you are interested or know of someone that would be an effective board member, please let me know. Also, we are asking for a written letter of intent to run and a short paragraph of your qualifications is required. If you have any questions, please do not hesitate to contact me or any Board member.

Erin Gurtel, WSFA Director, Position #6

Chair, Nominations Committee

Send a letter of interest or for more information to:
Erin Gurtel, Chair, Nominating Committee
404 N. Havana, Suite 1, Spokane Valley, WA 99202
or egurtel@spokanecounty.org.

Washington State Fairs Association Mission

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



Service Member Message . . .

Hello . . .

As I sit here in Ellensburg at 5 am, after just getting to bed, well that's what it feels like anyway. I keep thinking why do I continue to beat my body up like this? It's because I

enjoy being a part of a wonderful industry like ours. This spring and summer have been a wild one. Still fighting Legislation to keep fairs alive, fighting L&I on behalf of food vendors and losing some great people along the way This summer has been awesome for me and seeing so many of you at the fairs was just an added bonus.

I saw Louie Foxx, Karen Quest (Hey you need to check out her Mama walk around!!), along with John Dunnigan and Joe Stoddard as well as many others.

Joe Stoddard has agreed to perform the National Anthem for our Opening Session at Convention.

Thank you Joe!

As my season slowly comes close to the end, I look forward to seeing all of you at convention.

Make sure to get your convention registrations in to the WSFA Office and don't forget to reserve your Hotel Room at the Hilton Vancouver. Our room block is held till September 17th so make sure to make your reservation today. Our WSFA block is under S18, please use this code and mention WSFA when making your hotel reservation, this will insure you get the WSFA Convention rate.

We have many opportunities for Sponsorship during Convention.

If you are interested, please call Gale at 360-269-9971 or call me at 509-961-9107.

See you in October in Vancouver,

Penny Nelson
WSFA Service Member Director
Hazel's Diner



WSFA Convention Trade Show Hours

The Trade Show will be held in

Heritage Ballroom BEF

Friday, October 19, 2018

Grand Opening 2:00 PM

with Ribbon Cutting

2:00 PM – 5:00 PM

Saturday, October 20, 2018

3:00 PM – 5:00 PM

- **New Service Member**
- **One Pro AVL LLC**
- **Darren Chilson, Emmalee Boesel**
- 14320 NE 21st Street # 1
- Bellevue, WA 98007
- Phone: 206-779-2836 or 206-482-0007
- Email: darren@oneproavl.com
- Website: www.oneproavl.com
- Facebook: One Pro AVL Instagram: oneproavl
- If you have an Audio, Video Lighting or Staging need, we have a solution. One Pro AVL is an all-inclusive shop for your Washington Fair Industry needs.

Washington State Fairs Association Vision

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

WSFA Convention Contests

Bring **Scrapbook, Poster, T-Shirt entries** to the Contest Entry Table on Thursday, October 18, 2018 between 10:00 a.m. and 3:00 p.m.

ONLY THOSE ENTRIES SUBMITTED BY THAT DATE AND TIME WILL BE JUDGED

(late entries will be accepted for display only).

The Fair attendance categories are: **A - Fairs under 8,000 and youth shows; B - Fairs 8,001- 22,000; C - Fairs 22,001 –40,000; D - Fairs 40,001-100,000; and E - 100,001 and over.**

PHOTO CONTEST – Due Monday, October 8, 2018 Photos must be mailed to:

Tom Gwin WA State 4-H FAIR, 2606 W. Pioneer, Puyallup, WA 98371

All entries will be judged by a professional photographer. In addition to judging the categories listed below, the judges will be asked to select an overall winner. This will be the Grand Sweepstakes winner.

- A) Carnivals
- B) Contests & Games
- C) Animals
- D) Kids
- E) Senior Citizens
- F) Entertainment
- G) Rodeo
- H) General Interest

Ribbon stickers will be used and put on ALL winning entries on the FIRST day of the convention. Ribbons for winners will be available on request. During one of the meals at the convention a list of winners will be displayed on all tables. All fairs that entered should also be listed. An announcement and ribbon recognition will be made for the GRAND SWEEPSTAKES. Category winners will be listed in the Fair Views following the convention.

CATEGORIES

BLACK AND WHITE (includes digital and film prints, judged as the same)

- A) Carnivals
- B) Contests & Games
- C) Animals
- D) Kids
- E) Senior Citizens
- F) Entertainment
- G) Rodeo
- H) General Interest

COLOR (includes digital and film prints, judged as the same)

- A) Carnivals
- B) Contests & Games
- C) Animals
- D) Kids
- E) Senior Citizens
- F) Entertainment
- G) Rodeo
- H) General Interest

1) Only 8 X 10" or 8 X 12" Black & White or Color prints accepted. Each will be judged separately.

2) Photos must depict Fair related activity.

3) Photos taken by your Newspaper are acceptable: include name photographer and newspaper.

4) Judges have the right to change categories as they see fit; i.e., a photo showing a child and an animal may be general interest.

5) There will be three places awarded in each of 8 categories.

6) A Grand Sweepstakes winner for best photo will be chosen by the judges.

7) All categories may be entered by your fair. Only three entries per category are allowed.

8) Type on a 3 X 5 card. Leave ½ inch space at the top. Use single spacing: Captions may be added, but not required. Write in pencil on the back of the photo the name of fair and category. (Single Space)

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

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

SCRAPBOOK CONTEST – Due Thursday, October 18, 2018

between 10:00 a.m. & 3:00 p.m.

A scrapbook should tell the story of your fair and its operations. It provides a lasting record of the fair on a yearly basis and is a treasury of all aspects of activities, events and people. Assemble your scrapbook as if every person who looks at it has never attended your fair.

These rules were developed to provide flexibility and allow each fair entering a scrapbook to be creative and innovative in producing their record.

Scrapbooks will compete in the appropriate size division (a) under 8,000 and youth shows (b) 8,001-22,000 (c) 22,001-40,000 (d) 40,001-100,000 (e) 100,001 and over. Judging score will be based on the judging results for the categories listed below.

Creativity Total of 30 points

Use of theme	5 points
Use of Color	5 points
Originality	5 points
Readability	5 points
Overall appeal	10 points

Introduction Total of 5 points

Preface (name of fair, name of city, fair dates, fair attendance, theme, category and person(s) doing book
Table of contents (WITH PAGE NUMBERS INDICATED)
Map

Preparations Total of 10 points

Fair Board Activities
Staff
Preparations for Fair

Fair Time Total of 40 points

Entertainment
Fair Activities
Fair Departments

Promotions Total of 15 points

Advertising (anything you paid for)
Publicity
Posters
Miscellaneous promotional pieces (TV coverage, library exhibits, etc.)

Off Season (Optional) NO POINTS

Interim events and activities
Construction (capital and preparation)
Ticket samples, etc.

TOTAL POINTS POSSIBLE 100

General rules and instructions

Example: First section of Scrapbook

First Page (Introduction) is a tabbed page.

Page 2 – back of Introduction page is blank – as are all other tabbed pages

Page 3 – Title page/Preface – Must include name of fair, city, dates, fair attendance, category, theme, and person(s) doing the scrapbook

Page 4 – Table of contents – with page numbers included

Page 5 – Map of fairgrounds

Required

Use both sides of pages (except tabbed pages)

Incorporate theme throughout scrapbook

Label (caption) ALL pictures clearly

All pages must have page numbers

Premium/Exhibitor guides MAY be included (many are now on-line, so this is optional)

Scrapbook judge will be independent of WSFA. Scores will be tallied, and the judge(s) will give awards based on above scores. The judge(s) will determine the winners in each size division. A "Judges Choice" will be awarded to one entry only. Score sheets will be provided for all scrapbooks.

POSTER CONTEST - Due Thursday, October 18, 2018 between 10:00 a.m. & 3:00 p.m.

The purpose of this contest is to share the wide variety of the ways fairs market their event with the use of posters.

Posters will be judged in two categories:

1) Artistic

The poster should be an Artistic presentation of the fair.

A special event or feature may be included, but not required.

2) Informational

Poster is to clearly present information about the fair (i.e. date, time, special events, cost, preseason ticket purchase location, etc.). Both categories will compete in the appropriate division as determined by fair attendance. The judging criteria are listed below:

JUDGING FOR POSTER

Criteria	Artistic Points	Informational Points
Design	30	20
Use of White Space	0	20
Overall Impact	30	20
Originality	35	10
Information/Content	5	30
TOTAL POSSIBLE POINTS	100	100

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

T-SHIRT CONTEST - Due Thursday, October 18, 2018 between 10:00 a.m. & 3:00 p.m.

Awards will be given in each attendance division for "Best Use of Theme".

There will be "Best of Show" T-Shirt awarded if merited.

***Please note the following:**

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

WEBSITE CONTEST

TO ENTER - PLEASE SEND AN E-MAIL TO: wastfair@comcast.net

Be sure to include your attendance category (the Fair attendance categories are: A - Fairs under 8,000 and youth shows; B - Fairs 8,001- 22,000; C - Fairs 22,001 -40,000; D - Fairs 40,001-100,000; and E - 100,001 and over) and

***New this year
Service Member Website***

Rules: The site must be active. All sites will be judged using a 1 to 10-point scale with 1 being the lowest score and 10 being the highest score. The score will be based on the following criteria:

- 1) Navigability/organization of website
- 2) Overall appearance/impression, including creativity and graphics
- 3) Use of graphics and other effects
- 4) Website adheres to a consistent theme
- 5) Website shows production excellence



The Young Professionals Initiative was started in 2008 during a time when there was an apparent influx of a new generation coming into the fair industry. A sudden and increasing need occurred to bring together newcomers and create peer

industry relationships to help inspire career growth. Therefore, the mission of YPI is: "To provide a venue for young professionals to guide the future of the fair industry through leadership development, mentoring, incentives, education and idea sharing with the IAFE." YPI membership is open to anyone under 40 years old and is representative all eight IAFE zones, as well as associate affiliations. **YPI West** is the make-up of Zone 8 and represents California, Oregon, Washington, and Arizona.

One of the main purposes of YPI West is to fund three \$500 scholarships a year for young professionals from Zone 8 to attend the IAFE Convention for the first time. 2018 will be the first year we are offering three scholarships after only awarding two scholarships each year previous. The fundraising efforts for these scholarships are hosted at meetings and conventions all around our zone throughout the whole year. WSFA will host its first fundraising contribution to YPI West this year in the form of a live auction item at our annual convention in October.

YPI West also organizes programming at the state conventions and Western Fairs Association Convention. One of those programs includes "Ment-A-Minute" where

young professionals have the chance to network and ask direct questions to industry mentors about their industry experiences and expertise. WSFA will host a Ment-A-Minute session on Thursday, October 18th at 11:00AM to kick off the annual convention this year. I would strongly encourage anyone under the age of 40 to come and participate. For the others, you might just be contacted to participate as a mentor!

If you're eligible for membership, you still might ask, "How do I get involved in YPI?" Well, the answer is simple; just show up to the YPI events at conventions! Don't hesitate to take that brave first step into the room, reach out your hand, and introduce yourself. I knew no one when I attended my first IAFE convention (I didn't even have a job at a fair yet!). So, I attended a YPI meeting and social on my first day and ended up making some incredible, true friends that are spread out all over the country.

To get a sneak peak of some more things YPI is doing, check out the Facebook pages for "YPI West" and "Young Professionals Initiative - IAFE". You can also sign up for the IAFE YPI Newsletter through Facebook on their page or on the IAFE website. That way you can stay up to date on all the latest and greatest YPI events and news. Looking forward to seeing you at the WSFA Convention this year!

Kady Porterfield
Agriculture Department Manager
Central Washington State Fair
Yakima, WA

**Washington State Fairs Assn.
2018 Convention Program
Hilton – Vancouver, WA**



Western Nights Under Midway Lights

Thursday, October 18, 2018
DAY 1

10:00 AM - Registration Desk Opens – Hotel Lobby

10:00 AM – 2:00 PM Turn in your Contest Entries – Hotel Lobby

11:00 AM - “Young Professionals Initiative (YPI) Ment-A-Minute”: If you are under 40, you qualify to be a part of YPI! Please join us for this speed-dating style session to meet some amazing industry mentors. This is a great networking opportunity where you can ask them for tips/advice, what it took to get to where they are, and about their passions for the fair industry.

1:00 – 1:50 PM Convention Kickoff

Round Table Sessions

- 1: **Meet with the State Veterinarian Rep., State Vet Office**
- 2: **How to Handle Ticket Requests from your Community without Gifting**, Aric Gaither, Fair Operations, Skagit County Fair
- 3: **The Good, Bad & Ugly – what worked what didn’t**, Kristi Pimentel, Jefferson County Fair
- 4: **Sharing Sponsorship Programs**, Roylene Crawford, WSFA Director and Kittitas County Fair Board
- 5: **Social Media**, Erin Gurtel, WSFA Director & Spokane County Fair
- 6: **2019 Super School Planning Meeting**, Sue McIntire, WSFA Director, Bill Ogg, Walla Walla Fair & Frontier Days
- 7: **Creative Contests**, Kathy Johnson, Jefferson County Fair
- 8: **How to Testify in Olympia**, Heather Hansen, WSFA Government Affairs

2:00 – 2:50 PM SESSION

- 1: **Food Trailers, Labor and Industries**, Shane Daugherty, FAS Plan Examiner, WA State Department of Labor and Industries

3:00 – 3:50 PM SESSION

- 1: **Labor and Industries Volunteer Reporting**, Christopher Bowe, WA LNI
- 2: **Maximizing Revenue through Ecommerce & Ticketing**, Amy Petzel, Director of Ticketing Partnerships, Saffire. In this session, Amy will flex her 30+ years of event ticketing experience to show you creative ways to promote your ticket sales and increase your bottom line. Her focus will mainly be on the Online strategies that are using packages and special promotions to get your customers to buy early and spend more.
- 3: **California’s New Fair Funding Model**, Stephen Chambers, Retired Executive Director, Western Fairs Association

4:00 – 4:50 PM SESSION

- 1: **Credit Cards at Your Fair and Online**, Suzanne Haas, Vice

- President, National Fairs and Expositions, UMS Banking
- 2: **Fair Commission Session**, Teresa Norman, Department of Agriculture and Fair Commissioners
 - 3: **How to Engage with your Legislator, Why, How and When** Patsy Tenney, Legislative Assistant for Rep. Tom Dent and Heather Hansen, WSFA Government Affairs

Service Members Meeting - Trade Show Hall

Heritage BEF

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

6:15 PM Doors Open for Dinner

HERITAGE BALLROOM DCA

Presidents Welcome – Terry Atchison, WSFA President

Introduction of WSFA Directors

Silent Auction

Dinner

Video Showcase

Entertainment Showcases

9:00 PM

WSFA President’s Reception

Hospitality Room –

Sponsored by Carroll Unruh and Oregon Beverage Services

Food Sponsored by Penny Nelson, Hazel’s Diner



Friday, October 19, 2018

DAY 2

8:00 AM Registration Desk Opens

9:00 AM Opening Session of the WSFA Convention –

HERITAGE BALLROOM D, C, and A

Welcome – Terry Atchison, WSFA President

Color Guard – Clark County Fair Court

National Anthem – Joe Stoddard

Invocation – Tom Musser, WSFA Past President

Committee Reports

IAFE Keynote Speaker

Competitive Exhibits 101 & Beyond!, Jill Albanese, CFE, Director of Competitive Exhibits, Wisconsin State Fair

No matter what you call it at your Fair - competitive exhibits, home economics, creative arts or still exhibits - this area is the cornerstone of the family Fair tradition. This session is a pep rally for competitive exhibits, in which we will explore how culinary, textiles, photography, arts and horticulture create a Fair fun destination for both exhibitors and Fair guests.

In this workshop we will look at the fundamentals of competitive exhibits and explore a few new ideas you could try at your Fair. Whoo hoo for competitive exhibits!

10:30 - 11:30 AM SESSION

- 1: **Washington Department of Agriculture Hearing –**

Hearing is to review the purpose of the proposal and its anticipated effects, including any changes in existing rules. The updating of the WSDA’s fair rules to be consistent with changes to state statute adopted by the Legislature in 2018, Teresa Norman, WSDA Fair Commission. Chapter 16-700 State Fair Fund - Proration

Noon – 2:00 PM Legislative Lunch

HERITAGE BALLROOM DCA

WSFA President Terry Atchison

WSFA Past President and Legislative Chair – John Morrison

WSFA and Olympia – Heather Hansen, WSFA Government Affairs

Introductions of Legislators

Introduction of Derek Sandison, Director Dept. of Ag.

Introductions of WA State Fairs Commissioners

Candidates' Speeches (WSFA Board of Directors)

Silent Auction

Video Showcases:

Entertainment Showcases:

2:00 – 5:00 PM

**Grand Opening and Ribbon Cutting
for 2018 Trade Show –
HERITAGE BEF**

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

3:00 PM

**Carnival Guild Meeting –
A Meeting for Carnival Guild Members**

5:45 - 6:15 PM

No Host Social in Hallway

6:15 PM Dinner -

**Costume Contest – *Western Nights under Midway
Lights***

BALLROOM DCA

Silent Auction

Video Showcase

Entertainment Showcases:

Live Auction –

Hospitality Rooms Open

10:30 PM

“Jam” Session – Hotel Lobby



Saturday, October 20, 2018
DAY 3

8:00 AM Registration Desk Opens

9:00 – 9:50 AM SESSION

- 1: **“Agriculture at Fairs in 20 Years”** Kady Porterfield,
Agriculture Department Manager, Central WA State Fair.
Think about trends you see now and what the future might
hold. This creative brainstorming and interactive session
will hopefully give you some ideas on what to be prepared
for and how things might be changing at your fair.
- 2: **15 Minutes to Fabulous, Revealing the Designer within You,**
Jeremy Emerson, Partner, Creative Director, Saffire.
- 3: **Grounds Entertainment Alternative Options,** Andrea
Thayer, Grounds Entertainment/Competitive Exhibits Manager,
WA State Fair

10:00 – 10:50 AM SESSION

- 1: **County Fairs and the Americans with Disabilities Act:
Rights and Responsibilities** Michael Richardson, Director,
NW ADA Center
- 2: **Crisis Communication,** Stacy Howard, PR Manager WA State
Fair
- 3: **Speed Dating with WSFA Services Members and
Washington Fairs** – Get to know your Service Members
and what they can do and offer for your Fair.

11:00 – 11:50 AM SESSION

- 1: **Fair Foundations** – A Panel Discussion with Terry Atchison,
WSFA President & Walla Walla Fair & Frontier Days, Holly Ball,
Foundation Manager, WA State Fair and Roylene Crawford WSFA
Director and Kittitas County Fair Board
- 2: **Quality Assurance Program,** Paul Kuber, Ph.D. Livestock
Specialist WSU
- 3: **Surveying Your Audience at the Fair,**

Noon – 2:00 PM Awards Luncheon –

HERITAGE BALLROOM DCA

Introduction of Past WSFA Presidents

Contest Awards (Attendance, T-Shirt, Poster, Scrapbook, and Photos). *Please pick
up your items before 3:00 pm today.*

Service Member of the Year Award – Presented by Penny Nelson, WSFA Director
and Hazel's Diner

Silent Auction

Video Showcase:

Entertainment Showcases:

2:00 – 3:00 PM SESSION

TBA

3:00 - 5:00 PM Trade Show –

HERITAGE BEF

Prize Drawing at 4:45 PM

3:30 – 4:30 PM

WSFA Annual Business Meeting

6 – 6:30 PM No Host Social in Hallway

6:30 PM

Doors Open for President's Banquet -

HERITAGE BALLROOM DCA

Video Showcase:

Entertainment Showcases:

Hospitality Rooms Open

10:30 PM

“Jam” Session - Hotel Lobby

Additional Workshop

(Time and Day of convention to be determined)

Fairgrounds Beautification, easy as A B C, Jill Albaneses,
CFE, Director of Competitive Exhibits, Wisconsin State Fair
Amazing plantings, Beautiful blooms, and Creative containers
are just the start of this green presentation. Everyone will
leave with a green thumb after hearing gardening tips, plant
maintenance techniques, proper pruning, and fertilizing
schedules. Plus, a bonus round of floral photos to inspire
everyone to get planting. You will keep your sponsors growing
with you as you beautify your Fairgrounds.





WASHINGTON STATE FAIRS ASSOCIATION CONVENTION at HILTON – VANCOUVER

Convention: October 18 – 20, 2018 Trade Show: October 19 and 20.
Convention Theme: “Western Nights under Midway Lights”.

This year our Trade Show Area will be in **Heritage DCA**. A draped table, fabric dividers, and chair will be furnished. The exhibit hall booths are approximately 8 feet wide by 8 feet deep. **Please return this form as soon as possible, space is limited.** There will be hospitality times plus coffee and snack breaks in the trade show area. *You must also submit a convention registration form with the trade show registration form to have a trade show booth.*

Name: _____

Person to contact: _____

Address: _____

Phone: _____ Product or service: _____

Booth costs: Booth Fee **plus convention registration** depending on the size of booth. Payment for commercial booth must accompany this form.

Plus Washington State Fairs Association Convention Registration

PLEASE NOTE: To participate in TRADE SHOW you must be registered for the Washington State Fairs Association Convention.

☐ **Single booth - \$160.00**

Early Bird Registration Price Prior to September 24

Starting September 25 - \$200.00

☐ **Double booth - \$300.00**

Early Bird Registration Price Prior to September 24

Starting September 25 - \$350.00

**Plus Washington State Fairs Association Convention Registration \$297.00 till
September 24. \$340.00 starting September 25, 2018**

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

Extra Table _____ at \$30.00 Please Indicate Size: ☐ 4 foot ☐ 6 Foot ☐ 8 Foot

Do you need WIFI? ☐ Yes ☐ No

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

Electricity Needed? ☐ Yes ☐ No

Electricity Charge at \$ 105.00 (includes both days) _____

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

Name as it appears on the credit card: _____

Address: _____

Visa / Mastercard/Discover: _____ Exp Date: _____ Security Code: _____

Signature: _____ Email: _____

Mail this form to: Washington State Fair Association – Convention

P.O. Box 945

Conway WA 98238

360-269-9971, if you have questions, please call or

email: wastfair@comcast.net

WSFA Office Use Only

Check # _____

Credit Card _____

Date Rec'd: _____

Amount: _____

Other: _____

WSFA Office Use Only

Electricity _____

WIFI _____

Washington State Fairs Association

Convention Registration Form

Hilton Vancouver, WA

October 18 – 20, 2018 . . . “Western Nights under Midway Lights”



Please print legibly your CORRECT name tag depends on it!

Name of Delegate (As you wish it to appear on the name badge)	First Time at Convention	Registration Till Mon. Sept 24	Registration Starting Tues. Sept 25	VD Voting Delegate	Fair Position Held (Do you want this to appear on badge?)
	1 st	Early Bird \$297.00	\$340.00		

Name of Fair/Business: _____

Contact Name: _____

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

Email: _____ Telephone: _____

Payment must accompany entry. Amount enclosed: \$ _____ Exp Date: _____

Visa Card/MasterCard/Discover # _____

Security Code _____ last 3-digit number on the back of the card located at the end of the signature line.

Name as it appears on the credit card: _____

Signature: _____

- Save with Early Bird Registration till Monday, September 24, 2018 Only \$297.00.
- Registration Fee starting Tuesday, September 25, 2018 is \$340.00.
- A registration entitles you to a name badge, entrance to all convention activities, 5 Meals and a booklet making you eligible for all the prizes to be given away.
- Individual meals: Thursday evening - Friday lunch - Friday evening - Saturday lunch - Saturday evening - All individual meals are priced at \$40.00 each.
- Badges will be required at all meetings and convention functions.
- **Refund Policy: Requests for a refund must be received by Monday, September 24, 2018. Starting Tuesday September 25, 2018 the funds may be transferred to another member, but not refunded.**
- Make checks on all registration payable to WSFA with proper funds.
- Make a copy for your records. *Thank you and we will see you in Vancouver, WA*
- **To have a Trade Show Booth you must also be registered for the Convention, with this form.**

Mail this form to: WSFA Convention
Washington State Fairs Association
P.O. Box 945, Conway, WA 98238

Questions: Call: 1-360-269-9971
E-Mail: wastfair@comcast.net
Website: www.wastatefairs.com

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Amount: _____

Credit Card: _____

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Remember the WSFA Convention Auction

Our WSFA Convention is just a little over a month away and we are beginning to round up items for our ever-popular auctions. WSFA Vice President and Auction Chair Tom Muchoney, is asking that everyone start planning now for our Annual Auction.

We would like to see Fair Packages - featuring happenings at your 2019 Fair, Weekend Getaways, and items that tell the story about your special corner of the state. Quilts, Coffee, Gardening Items, Outdoor Items, Plants, Food Baskets, Kids Items, Fall and Christmas Items are always popular.

Every fair and service member is urged to bring an item for the auction.

Items for the Auction can be brought to the Registration Desk on Thursday, October 18 starting at 10:00 AM. We have a donation form on our website (wastatefairs.com), it can be filled out and brought with you or you can send to the WSFA office at wastfair@comcast.net or PO Box 945, Conway, WA 98238.

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

Thank you for your support



Washington State Fairs Newsletter
PO Box 945
Conway, WA 98238

