



Washington State Fairs Association Management Team Meeting Theme: **“Running Your Fair Like A Business”**

1:00 pm, Friday, March 30, 2018

Enumclaw EXPO Center – 45224 284th Avenue SE, Enumclaw, WA 98022

- | | |
|----------------|--|
| 1:00 pm | Welcome - Terry Atchison, WSFA President and Scott Gray, Enumclaw Expo Center |
| 1:10 – 1:45 pm | Session 1
News from the Department of Agriculture, Teresa Norman, Fairs and Commodity Commissions Programs, WSDA <ul style="list-style-type: none">• 2018 – 2019 Health and Safety Grants• Filing Out the Pre-evaluation Paperwork for Commissioners Visit |
| 2:00 pm | Session 2
Running Your Fair like a Business, Jim Baron, Manager, Northwest Washington Fair <p>Whether you manage a county owned facility and report to group of commissioners or are a private non-profit organization with a board of directors, there are some fundamental similarities between your organization and a successful for-profit business. This session will explore what those are and what you can do about it.</p> |
| 3:00 pm | Session 3
Sharing your Fair’s Economic Impact with your Community, Greg Stewart, President and CEO, Central Washington State Fair <p>Telling the story of the many successes that your fair / fairgrounds creates for the community and the economic impact results.</p> |
| 4:00 pm | Session 4
Creating and Expanding Sponsorship Relationships, Sunny Saunders, Manager, Kitsap County Fair <p>Need new sponsors? Do you have existing sponsors that return every year? Do you need innovative ideas to keep them engaged? Expanding those sponsorship relationships to create a win/win scenario will help you keep engagement high and create excitement. We will talk about how to integrate your sponsors into your fair and leave you both asking for more.</p> |
| 5:00 pm | Session 5
Open Discussion and Sharing Time, Terry Atchison, WSFA President <ul style="list-style-type: none">• 2018 Legislative Session Recap, Rich Hartzell Manager, Spokane County Interstate Fair and WSFA Past President, WSFA Legislative Committee• What’s New at Your Fair? Terry Atchison, WSFA President |
| 5:45 pm | Wrap-up, Thank you, and Door Prize Drawing |
| 6:30 pm | Dinner & Mingle – Enumclaw EXPO Center |



WSFA STATEWIDE SUPER SCHOOL

Saturday, March 31, 2018

Field House

Enumclaw EXPO Center, Enumclaw, WA

Saturday March 31, 2018

8:30 – 9:00 am **Registration & Donuts and Coffee**

9:00 – 9:05 am **Welcome – Terry Atchison, WSFA President and Scott Gray, Enumclaw Expo Center**

9:05 – 9:45 am **2018 Legislative Session Recap, Heather Hansen, WSFA**

9:45 – 10:30 am **Session One**
WSDA Fair Commission
The Ag Display
Strategies for Getting the Most Points on your Evaluation

10:30 – 11:15 am **Session Two**
1 Time with the Washington State Veterinarian, Dr. Brian Joseph
2 Static Exhibits and Competitions - Andrea Thayer, Grounds Entertainment/Competitive Exhibits Manager, Washington State Fair
– How do the Fair and Superintendents attract new participants and younger generations to their static competitions? What are the challenges we see coming with the future of static exhibits? This workshop will be a roundtable style conversation on how we can address the challenges of changing demographics and interest in the world of crafting, cooking, hobbies and art.

11:15 – noon **Tour of the Enumclaw EXPO Center**

12 noon **Lunch:**

1:15 – 2:15 pm **Session Three**
1 What Does it mean to Be a Superintendent at Your Fair – Helping Your Superintendents get organized, Margaret Olson, Fair Board Director, Stanwood Camano Fair
2 Eye Catching Department Signage, Roylene Crawford, WSFA Director and Fair Board Superintendent Director, Kittitas County Fair
3 Finding qualified Judges – Help how do I get and find qualified judges for still life exhibits to animal exhibits, Sherry Stovner, Superintendent Coordinator, Evergreen State Fair
4 Imagineering 101, Sandey Brandon
Interactive and hands-on workshop to help you jump into creativity, whether it be enhancing your exhibit displays or boosting revenue for your fair association fundraisers. In this session, you will build an auction basket from a collection of mismatched items, learning how to make the most of everyday or unusual things. Everything you need will be provided by instructor. If you want to keep what you have created, there is a token \$10 materials fee, payable to the instructor. If you just want to do the exercise, there is no cost. Class size is limited to 10 people.

2:30– 3:30 pm **Final Session**
1 Open Class (ideas for more animals in livestock barns) who reaches out and/or how do we advertise for entries
2 How to Get Market Animals to the Fair “Junior Livestock Shows” Margaret Olson, Superintendent Liaison, Skagit County Fair
3 Making the Fair Attractive from the front gate to the back gates and everywhere in between, Sherry Stovner, Superintendent Coordinator, Evergreen State Fair
4 Imagineering 101, Sandey Brandon
Interactive and hands-on workshop to help you jump into creativity, whether it be enhancing your exhibit displays or boosting revenue for your fair association fundraisers. In this session, you will build an auction basket from a collection of mismatched items, learning how to make the most of everyday or unusual things. Everything you need will be provided by instructor. If you want to keep what you have created, there is a token \$10 materials fee, payable to the instructor. If you just want to do the exercise, there is no cost. Class size is limited to 10 people

3:30 – 4:00 pm **Closing Remarks**
Silent Auction closes immediately thereafter!



Save the dates
October 18 – 20, 2018

Washington State Fairs Association Convention
Vancouver Hilton, Vancouver WA

For Room Reservations call: 360-993-4500 or 1-800-HILTONS
Mention WSFA to Get Convention Rate
and use WSFA Block Code S18



Washington State Fairs Association

Washington State Fair Association (WSFA) Board of Directors will have two (2) 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.**

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.



STATEWIDE FAIR MANAGEMENT TEAM MEETING

Friday, March 30, 2018 1:00 PM - 5:30 PM

Enumclaw EXPO Center – 45224 284th Avenue SE, Enumclaw, WA 98022

Questions: WSFA Office: 360-269-9971

Don't Forget State - Wide Super School is Saturday, March 31 also at the Enumclaw EXPO Center. Information on Super School and Lodging is included in this newsletter.

REGISTRATION

Fair Name: _____ Contact Person: _____ Phone: _____

Address: _____ City _____ State _____ Zip _____

E-Mail Address: _____

Attendees

1. _____ email: _____ 3. _____ email: _____

2. _____ email: _____ 4. _____ email: _____

TOTAL Enclosed: \$ _____

Cost: \$55.00 per person. Dinner included in the cost of registration.

Mail registration to:

Management Team Meeting
Washington State Fairs Association
PO Box 945

Conway, WA 98238

Questions? – WSFA Office 360-269-9971 or

Gale Sobolesky wastfair@comcast.net

Checks payable to: WSFA
(Washington State Fairs Association)

Remember to bring Silent Auction Items and/or Door Prizes

Please return registration form by **Friday, March 23, 2018** Thank you!

**STATE-WIDE SUPER SCHOOL
REGISTRATION FORM
Saturday, March 31, 2018
9:00 AM – 4:00 PM
Enumclaw Expo Center, Enumclaw, WA
45224 284th Avenue SE, Enumclaw, WA 98022
WSFA Office 360-269-9971**

Fair Name: _____

Contact Person: _____

Address: _____

City: _____ St: _____ Zip _____

Phone: _____ Email: _____

Names of Attendees:

1. _____ email _____

2. _____ email _____

3. _____ email _____

4. _____ email _____

5. _____ email _____

List additional attendees on additional sheets (please make copies or additional sheets can be found on WSFA website)

Cost: \$15.00 per attendee

Lunch and Beverages included in the cost of registration.

~ Remember to bring silent auction item and/or door prizes ~

Please return registration form by **Friday, March 23, 2018** Thank you!

Mail registration and payment to:

Washington State Fairs Association
Attn: State Wide - Super School Registration
PO Box 945
Conway, WA 98238
360-269-9971 wastfair@comcast.net



Website: www.wastatefairs.com

Make checks payable to Washington State Fairs Association (WSFA)

Hotel Accommodation for Enumclaw

If you are attending the Manager's Meeting and the Super School or want to come over the night before . . . The King County Fair has arranged for a group rate at the Rodeway Inn. Which is located close to the Enumclaw EXPO Center.



Rodeway Inn
1334 Roosevelt Avenue E
Enumclaw, WA 99022
360-825-1626
360-825-7552

The Group Rates are \$71.10 plus taxes for a King Bed or 1 Queen Bed Room and \$80.10 plus taxes for 2 Queen Bed Room. Make sure to mention that you are going to the Enumclaw EXPO Center for the Washington State Fairs Association Meetings to get this group rate. This is a small hotel, they were only able to hold us a limited amount of rooms at this rate. Book early they will go fast. Rooms must be booked by March 15, 2018, to receive this rate. After March 15 rooms will be charged at their normal rate for the season.

An Invite from Scott Gray, General Manager of the Enumclaw EXPO Center

Welcome . . . Come and join us for the 2018 WSFA Super School. It will be held in the Field House at the Enumclaw Expo Center March 30 and 31. The Field House, formerly known as Pete's Pool sits adjacent to the King County Fair Grounds along highway 410. This building was built back in 1939 as a federal project just prior to WWII. We are working hard on developing topics to share which should help you with the operation of your fair. Look forward to seeing you in March.

Scott Gray,
General Manager Enumclaw EXPO Center
(King County Fair)

ERIC HAINES
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A photograph of Eric Haines, a comedian, wearing a red shirt and a stilt walker costume, performing on stage.

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The logo for Davis Shows, featuring a white horse and rider on a black banner with the text "DAVIS SHOWS N.W." in white. Below the banner are two green Christmas trees.

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The logo for Hazel's Diner, featuring a red banner with the text "Hazel's Diner" in white. Below the banner is a small illustration of a diner building.

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."

Davis Amusement Cascadia

Oregon Office
PO Box 1585
Clackamas, OR 97015

Nevada Office
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Pahrump, NV 89041

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Washington State Fairs Association Vision

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

Washington State Fairs 2018 Dates

MARCH

North Central WA Jr. Livestock Show March 29 - 31

APRIL

Whatcom County Youth Show April 6 - 7
 WA State Spring Fair April 19 - 22
 WA State FFA Spring Fair April 19 - 22
 Spring WA Jr Poultry Expo April 19 - 22
 NW Junior Livestock Show April 19 - 22
 Evergreen Junior Dairy Show April 27 - 28
 Asotin County Fair April 27 - 29
 St John Community Fair April 27 - 29
 Central WA Jr Livestock Show April 29 - May 2
 St John Community Fair April 27 - 29

MAY

Jr Livestock Show of Spokane May 1 - 5
 Lewis County Spring Youth Fair May 4 - 6
 Colton Uniontown Fair May 26
 Puget Sound Junior Livestock Show May 31 - June 2

JUNE

Waitsburg Junior Livestock Show June 9 - 10

JULY

Kalama Community Fair July 12 - 14
 NW Junior Sheep Expo July 13 - 14
 Castle Rock Fair July 19 - 21
 West Valley Community Fair July 19 - 21
 Horse, Dog Show July 14
 King County Fair July 19 - 22
 Whidbey Island Area Fair July 19 - 22
 Cowlitz County Fair July 25 - 28
 Silvana Community Fair July 28

AUGUST

Thurston County Fair August 1 - 5
 Stanwood Camano Fair August 3 - 5
 Clark County Fair August 3 - 12
 Skagit County Fair August 8 - 11
 Yakima Valley Fair & Rodeo August 8 - 11
 Grays Harbor Fair August 8 - 12
 Pierce County Fair August 9 - 12
 Jefferson County Fair August 10 - 12
 WA State Junior Horse Show August 11 - 12
 Valley Community Fair August 11
 Northwest Washington Fair August 13 - 18
 Grant County Fair August 14 - 18
 Southwest Washington Fair August 14 - 19
 San Juan County Fair August 15 - 18
 Skamania County Fair August 15 - 18

AUGUST (continued)

Wahkiakum County Fair August 16 - 18
 Clallam County Fair August 16 - 19
 Pend Oreille County Fair August 16 - 19
 Klickitat County Fair August 17 - 19
 Hunter Community & 4-H Fair August 18
 Benton Franklin Fair August 21 - 25
 Kitsap County Fair & Stampede August 22 - 26
 Pacific County Fair August 22 - 25
 Lincoln County Fair August 23 - 25
 Northeast Washington Fair August 23 - 26
 North Central WA District Fair August 23 - 26
 Evergreen State Fair August 23 - Sept. 3
 Clayton Community Fair August 24 - 27
 Lacamas Community Fair August 25 - 26
 Walla Walla Fair & Frontier Days Aug. 29 - Sept. 2
 Wheat Land Communities' Fair Aug. 30 - Sept. 2
 Kittitas County Fair Aug. 30 - Sept. 3
 Washington State Fair Aug. 31 - Sept. 23
 Washington State 4H Fair Aug. 31 - Sept. 23
 Washington State FFA Exhibition Aug. 31 - Sept. 23

SEPTEMBER

Ferry County Fair September 1 - 3
 Columbia Basin Jr Livestock Show September 6 - 8
 Chelan County Fair September 6 - 9
 Okanogan County Fair September 6 - 9
 Palouse Empire Fair September 6 - 9
 Spokane Interstate Fair September 7 - 16
 Columbia County Fair September 9 - 10
 Adams County Fair September 12 - 15
 Garfield County Fair September 14 - 16
 Washington Junior Poultry Expo September 19 - 23
 SE Spokane County Fair September 21 - 23
 Central Washington State Fair September 21 - 30



Questions or Fair Date Changes please contact - Gale Sobolesky,
 WSFA Executive Secretary at **360-269-9971**
 or email at wastfair@comcast.net

Washington State Fairs Association
Annual Convention

October 18 - 20, 2018 - Hilton - Vancouver, WA