



# WSFA STATEWIDE SUPER SCHOOL

Saturday, March 16, 2024  
Grays Harbor Fairgrounds, Elma, WA  
Twin Star Exhibit Hall

- 8:15 – 8:45 am**      **Registration Coffee, Tea, and Donuts**
- 8:45 am**            **Welcome and Morning Introductions** –*Roylene Crawford, CVFM, IFMG, WSFA President and Kittitas County Fair Board and Mike Bruner Gray Harbor Fair Manager*  
**Ag Exhibit Convention Contest** – *Tawnia Linde, CFE, IFMG, WSFA Vice President and Convention Contest Chair, and Director of Marketing and Sponsorship, Clark County Fair.*
- 9:00 – 10:00 am**    **Session One**  
**1 Finding Fair Judges, from Recruitment and Training to Retention**  
Roundtable discussion and resource sharing with Rod Easton, GHC Fair & Events Supervisor, Tracie Hanson, 4-H Program Coordinator, and Volunteer Panelists  
**2 How to Find New Exhibitors and Keep Them Coming Back.**  
*Debbie Crawford – Clark County Fair Canning and Dehydrating Superintendent*
- 10:10 – 11:00 am**    **Session Two**  
**1 Creative Displays**, *Jessica McLaughlin, WSFA Director and Fair Coordinator, Spokane County Interstate Fair and Roylene Crawford, CVFM, WSFA President and Kittitas County Fair Board*  
A Workshop on creating exceptional displays.  
**2 Time with the Washington State Veterinarian Office**, WA Dept Of Ag  
They will share an update regarding the State Veterinarian Office  
*Dr. Amber Itle VMD MS Washington State Veterinarian and/or Dr. Zachary Turner, Field Veterinarian Vet Region 2*
- 11:10 – 12 noon**    **Session Three**  
**1 Adapting to the changing Landscape of Carnivals at our Fairs, A Panel Discussion**  
**2 Signage: More is Not Always the Answer.** Signage serves many roles at fairs from wayfinding to education to entertainment. However, what is the right balance of signage before it becomes clutter and no longer effective? How can you use signage to engage guests to seek out your activities, exhibits and create curiosity about your programs? Let's dive in together and discuss examples that have worked and not worked for you. *Andrea Thayer, CFE WSFA Immediate Past President and Chief Experience Officer WA State Fair*  
**3 Sponsorship Prospecting, benefits and valuation and Fundraising by Departments**, How do we find a sponsor for that trophy or buckle? In this session we will explore how to approach sponsors with a proposal versus an appeal for a donation. Discover and share the latest trends in fundraising for your department that work/don't work today. *Tawnia Linde, CFE, IFMG, WSFA Vice President, and Director of Marketing and Sponsorship, Clark County Fair. and Roylene Crawford, CVFM, WSFA President and Kittitas County Fair Board*
- 12 noon**            **Lunch: Networking time**
- 12:45 – 1:15 pm**    **Tour of the Grays Harbor Fairgrounds**      *Hosted by Grays Harbor Fair*
- 1:15 – 2:45 pm**    **Session Four**  
**1 Engaging Our Communities A DEI Series**  
***Is your fair welcoming to ALL guests?*** - How can you, as a fair manager, staff, board, or volunteer, ensure you are reaching all audiences that may want to engage with your fair and events? WSFA embarked on an educational series, *Engaging Our Communities – A DEI Series*, with Perez Consulting last October to develop awareness and strategies to reach out to diverse communities to create relationships and conversations. WSFA has continued the conversation with two zoom meeting (in January and February) and will conclude the series with this session.



(You did not have to attend any of the prior sessions to attend this session.)

*Krista Perez, Perez Consulting*

Our goal at Perez Consulting is to prompt you and your fairs into broadening our knowledge of equity and inclusivity, while also co-creating tools that will allow you to put it into action. We look forward to seeing you!

**3:00 – 4:00 pm**

**Session Five**

**1 The Agriculture Feature Exhibit: What you need to know, what's expected, and why it' so important.**

*WA State Fair Commission, Fair Commissioners and Teresa Norman, Interim Fair Program Administrator*

**4:00 PM**

**Closing Remarks**

And last chance for bids on the Silent Auction. Auction will close immediately thereafter!

Program is subject to change.