



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

Roylene Crawford 2017-2024

POSITION #8
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IMMEDIATE PAST PRESIDENT

Erin Gurtel, IFMG 2015-2023

POSITION #6
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Shelly Bennett 2021-2025

POSITION #3
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Tawnia Linde 2020-2024

POSITION #4
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Rebecca Martinez 2020-2022

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Carolyn Morley 2019-2023

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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



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LIAISON**
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We wish to thank ...

COMMITTEES

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

2022 CONVENTION PROGRAM

Washington State Fairs Association
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Pasco, WA



Thursday, October 20, 2022
DAY 1

- 10:00 AM Registration Desk Opens FAST FOOD/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 Jile, Interim WA State Veterinarian, WSDA
- 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



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/DOLBYMPC

4:30 – 5:20 PM **SESSION** DESIGN ROOM

WSDA Fair Commission

Come learn about proposed changes to the WSDA 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** ROAST 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 SPURICE 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 Schnellert, 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 life experiences with those you emulate. By the end of the presentation, you will have found the leader in you.

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BRONZE/SILVER

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, SUNNYACK EVENTS

Louie Fox, MASON ENTERTAINMENT

The Marsh Family Band, SUNNYACK 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 Road, UZ GARDEN

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** ROBERTAHR/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 PINEAPPLE 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** FINE 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** DESIGN ROOM

Training Methods, Team Development and Leadership Styles – 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

OAK ROOM

Ideas on Future Trends for the Fair Industry

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

DESIGN ROOM



From Animal Judges to Still Life Judges –

Where and how do we get them?

Sherry Stavner, 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, WAGON ENTERTAINMENT

Lean Justice, CASCADE COUNTRY

American Mix, WAGON 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 82nd 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

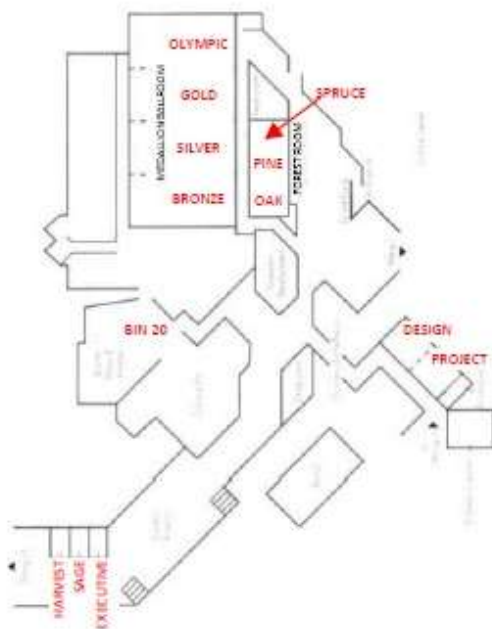
82nd

**GAME
ON!**

WASHINGTON STATE FURS ASSOCIATION

**ANNUAL
CONVENTION
OCTOBER 20-22**

**Red Lion Hotel
& Convention Center**
MEETING ROOM FLOOR PLAN



FUNASTIC



Funology. Ahead
Just Bready. The World's Finest Cinnamon.