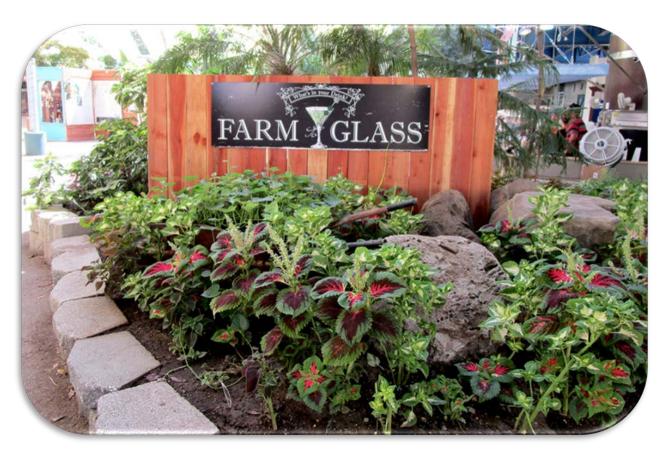
## 2017 WFA ACHEIVEMENT AWARDS PROGRAM Innovations & Management Excellence

FORM FOR DIVISIONS 13 – 27

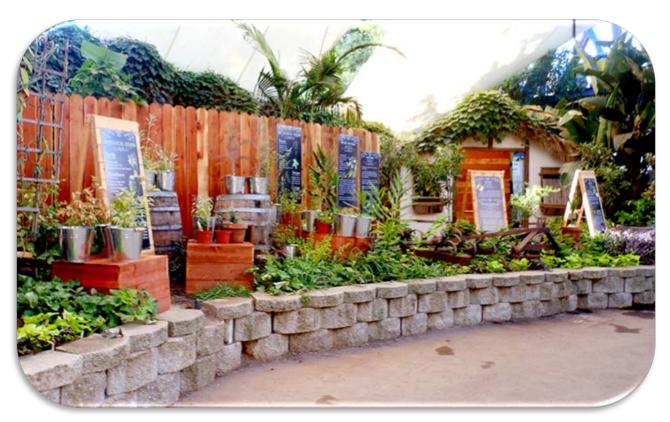
FAIR NAM	E:	
CLASS:	(Example: Small Fair = Class 1)	DIVISION:
	ras the goal? Define the challenge/ problem/targ g to accomplish.	get audience and explain what you
accomplis	d you achieve the goal? What steps were to the goal? Who was involved in the project? Include agencies/groups.	aken to solve the problem or de any working relationships
-		
	vere the results? Include tangible and quantification awareness and attendance. Use percentages	

## Div 14: New Exhibit – Farm to Glass



Adding new plants provide color and beauty to space and created a calm and relaxing environment for the fairgoers, so they can take a break and have a drink before continuing to other attractions.





Above: Education signboards were placed around 4,500 square feet with learning opportunity for while fairgoers as their relaxed and ordered a beverage. Below: Areas set up for classes related to wines and beers, were also a creative way to offer a seat to rest as well as educate.









This exhibit adds to more sitting for fairgoers to relax and take a break before going to the next attractions.





## **PDF Entry Information**

Exhibitor Name: Don Callison
WEN: F349CE
Division: Section 2 - Innovation & Managemen
Class: 14 New Event, Exhibit or Program
Title: CA State Fair Inno&Mgmt Excell
Description:
Markara.
Notes: