

2017 WFA ACHIEVEMENT AWARDS PROGRAM

Innovations & Management Excellence

FORM FOR DIVISIONS 13 – 27

FAIR NAME: Shasta District Fair

CLASS: 1 (Example: Small Fair = Class 1) **DIVISION:** 19

a) What was the goal? Define the challenge/ problem/target audience and explain what you were trying to accomplish.

Our Livestock Buyers are a vital organ to our success:
The challenges of running a livestock producing ranch are difficult and more expensive than ever before.

We wanted to increase new Buyer participation, motivate and retain our current Buyer base generationally.

b) How did you achieve the goal? What steps were taken to solve the problem or accomplish the goal? Who was involved in the project? Include any working relationships with other agencies/groups.

The Shasta District Fair utilized our Director, Alan Ernesto Phillips, who is also a career marketing and filmmaking professional, to produce a short video presentation that impressed the nature of our Livestock Buyers in a way that would demonstrate convincing appreciation. There was no budget for the production and Mr. Phillips donated all the costs of production.

We also wanted to embolden our target audience by presenting quick sound bites from Junior Livestock Association youth, adult leaders, and our Congressman, Doug LaMalfa, to demonstrate what the far reaching outcomes are that are directly related to Buyer participation. Keeping our Livestock Buyers motivated and valued is key. Making prospective Buyers feel welcome and valued will help our sustainability in light of severe downturns in state funding.

c) What were the results? Include tangible and quantifiable benefits such as financial, public or media awareness and attendance. Use percentages when applicable.

The video was first presented May 24, 2017 at a Buyers Appreciation BBQ, and besides a lot of tears of joy, all signs were and dialogue were very enthusiastic. Our measurable outcomes will be forthcoming as we enter a new season. The video can also be used for public presentations when educating or seeking wider community support. The video can be viewed at <https://vimeo.com/240075645>

PDF Entry Information

Exhibitor Name: Suzanne Clark

WEN: 78E026

Division: Section 2 - Innovation & Management

Class: 19 New Community Outreach Program

Title: Shasta District Fair

Description: New Community Outreach Program

Notes:

