

Washington State Fairs Association Convention Program Yakima Convention Center

Theme: *Country Fair - Something New, Something Different, Something Fresh*



Thursday, October 20, 2011 DAY 1

10 AM Registration Desk Opens

1 PM SESSION

1: Managers'/Staff Meeting, Debbie Donk, WSFA Director and Jim Baron, Immediate Past President WSFA – 400

2: Fair Board Members' Meeting, Val Watson, WSFA President and Adams County Fair, Treasurer – 500

3: Convention First Timers Meeting, Paul Nimmo WSFA Vice President and Pierce County Fair/WA State 4-H Fair Director– 600

Tips on how to get more out of your first Convention

4: Service Members Meeting, Tammie Ryan, WSFA Director and Super Science Company – Trade Show ABC

2 – 5 PM Grand Opening and Ribbon Cutting for
2011 Trade Show A B C and Lobby
Prize Drawing at 4:45 PM
No Host Social Hour

2:30- 3:15 PM SESSION

1: Stretching your Advertising Dollar, Rob Phillips,
Partner - Smith Phillips & DiPietro- 400

2: Carnivals- Partnerships and Promotions - Rich Byrum, Butler Amusements and Cathy Davis, Davis Amusements Cascadia, Bob Batista, Manager Western Idaho Fair and Rich Hartzell, WSFA Director/Spokane County Interstate Fair - 500
3: Northwest ADA Center: Changes to the ADA Regarding Service Animals, A Session that will eliminate the myths and empower your team to make everyone more comfortable. Barney Fleming, PH.D., ATP Training and Information Specialist and Jo Fleming, PH.D. Program Manager Washington State - 600

3:30- 4:15 PM SESSION

1: Alternatives to Premiums, Rich Hartzell, WSFA Director & Spokane Interstate Fair - 400
2: Gang Activity – “What do you want to Know?” Doug Barger, Adams County Sheriff, Jim Baron, WSFA Immediate Past President/Manager Northwest Washington Fair - 500
3: Northwest ADA Center: Policies that Affect your Fair, Barney Fleming, PH.D., ATP Training And Information Specialist and Jo Fleming, PH.D. Program Manager Washington State - 600

5:30 PM No Host Social Hour in Lobby

6:30 PM Doors Open for Dinner - E F G H

6:30 PM Dinner

Silent Auction

Presidents Welcome, Val Watson, WSFA President

Costume Contest – Country Hoedown

Entertainment Showcase

Alex Zerbe

Live Auction

Entertainment Showcase

Copper Mountain Band, *International Special Attractions*

“Country Hoedown Dance” – E F G H

WSFA Hospitality Room 171

(Immediately following the dance)

Friday, October 21, 2011

DAY 2

8 AM Registration Desk Opens

9 AM Opening Session of the WSFA
Convention – D

Welcome – Val Watson, WSFA President
Introduction of Washington State Fairs
Association Directors

Opening Keynote Speaker – “Pick Up Your Giddy Up
and Go!” Shawna Schuh, CSP Schuh Biz Inc.

10:30 - 11:20 AM SESSION

- 1: “How to Make Volunteers Feel Valued” –
Shawna Schuh, CSP – Schuh Biz Inc. - D
- 2: Working with the Media, Lori Lancaster, Benton
Franklin Fair and Dana Haynes, Communications
Director, Spokane Regional Convention and Visitors
Bureau - 500
- 3: New Food Trends, Mike Maher, Conifer Food
Specialties - 600

11:30 AM – 12:20 PM SESSION

- 1: Educational Displays – Fair Theme, Yvonne
Knuth, Castle Rock Fair – 400
- 2: Creating a Foundation, Lisa Nathan, Cowlitz
County Fair - 500
- 3: Speed Dating, Tammie Ryan, WSFA Director - A
time to meet/network with WSFA Service
Members - 600

12:30 PM Lunch – E F G H

Silent Auction

*Just When You Thought We Were Safe . . . Fair
Funding Discussion and Legislative Report* - Heather
Hansen, Val Watson, Greg Stewart and Jim Baron
WSFA Board Candidates Presentations

Entertainment Showcases

Karen Quest, Cowgirl Tricks
Latigo Lace, Pacific Rim Talent

2 -5 PM Trade Show A B C and Lobby

Prize Drawing at 4:45 PM

No Host Social Hour

2 – 2:50 PM

- 1: Fair Contest Roundtable, Debbie Donk, WSFA
Director/Evergreen State Fair- 400
- 2: “Electrical Inspections Made Easy” - Rod Mutch,
Electrical Technical Specialist, L& I - 500
- 3: Carnival Guild Meeting 600
A Meeting for Carnival Guild Members

2 – 3:30 PM

IAFE Institute Class “*Information Technology*”,
*Presented by John Johnson Jr., Harvest Fair Hebron,
Connecticut - Fair Superintendent - D*

3 – 3:50 PM

- 1: Legislative Workshop – Health and Safety Grants,
Fair Funding and the 2012 Legislative Session
Heather Hansen, WSFA Lobbyist and Panel – 400
- 2: Leadership, Shawna Schuh, CSP – Schuh Biz Inc.
- 500

3:40 – 4:30 PM

IAFE Institute Class “*Information Technology –
Hands on Workshop*”
*Presented by John Johnson Jr., Hebron Harvest Fair
Hebron, Connecticut - Fair Superintendent - D*

4 – 4:30 PM

WSFA Annual Business Meeting 100/200

4:30 – 6 PM

Wine Tasting
Hallway - M & M Catering

5:30 - 6:30 PM

No Host Social Hour in Hallway

6:30 PM President’s Banquet
Service Member of the Year Award
Attendance Award
Silent Auction

Entertainment Showcases

Matt Baker
The Daily Band
The Amazing World of Brad Byers
Tiller’s Folly

WSFA Hospitality Room 171

(immediately following showcases)

Saturday, October 22, 2011

DAY 3

9 – 11 AM

Trade Show A B C and Lobby

Prize Drawing at 10:45 PM

Refreshments in the Trade Show Area

9 – 9:50 AM Session

1: “Home Arts Department – idea Sharing” A round Table discussion led by Kathi Johnson, & Theresa Chedoen from Jefferson County Fair. Share or learn about new ideas for Fairs’ Home Arts Department including Home Arts Facebook page, contests judging and more - 400

2: Off Season Events and Interim Usage of Facilities Erin Gurtel, Marketing Manager, Spokane County Interstate Fair- 500

3: Privatizing Your Fair - A Roundtable Discussion, Lauren Meenderinck, Rick Holleman, and Deane Sandell, Northwest Washington Fair Directors - 600

10 – 10:50 AM Session

1: 2012 Super School Planning Meeting, Debbie Donk, Kathi Mattinen WSFA Directors and Paul Nimmo WSFA Vice President - 400

2: Pros and Cons of Beer Gardens/Wine Tasting at the Fair This will be a Panel Discussion including, John Morrison, Manager Clark County Fair, Kathy Underwood, Director Benton Franklin Fair 500

3: 1: Sponsorship and Alternative Sources of Revenue for Your Fair, Karen Kildall, Sponsorship Coordinator, Northwest Washington Fair - 600

11:30 – 2 PM

Luncheon – E F G H

Introduction of Past Presidents

Introduction of WSFA Board Officers

Entertainment Showcases

Intercept, *Precedent Entertainment*

Stoddard and Cole

Convention Wrap-up and

Closing Keynote, Randy Dorn, Superintendent of Public Instruction