

FAIR



VIEWS

THE SHOW PLACE

OF AGRICULTURE

August 2010

Issue 33 , Number 2

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Ken Knowles
Retiring President of Northlands Fair,
Edmonton, Alberta Canada
Closing Keynote Speaker at the
2010 WSFA Convention in Yakima



Board Governance – Administration’s Guide to Survival—Working within a business environment where the strategic direction and overall goals of an organization can be influenced by an ever-changing board is one of the biggest challenges facing our industry.

However, in the midst of shifting priorities and different leadership styles, there are ways in which Administration can successfully navigate this changing landscape.

Establishing clear and meaningful lines of communication and providing clarity around roles and responsibilities are just a few of the proactive tactics Administration should consider in their overall approach when working within a board environment.

Ken Knowles is President of Northlands. For more than 40 years, he has served the exhibition industry in a variety of senior management and volunteer positions. Before being appointed President of Northlands in 1999, Mr. Knowles had been a part of the Calgary Exhibition and Stampede, the Regina Exhibition Association, and then moved to Edmonton and began his career with Northlands.

During his tenure at Northlands, Mr. Knowles has spear-headed a forward-thinking approach to growing the business interests of Northlands while at the same time, cultivating and strengthening relationships with key stakeholders.

Mr. Knowles is Past Chairman of the International Association of Fairs and Expositions and Past President of the Canadian Association of Fairs and Exhibitions. He is the proud recipient of the Canadian Association of Fairs and Exposition’s Roll of Honor and in 2008, Mr. Knowles was inducted into the IAFE Hall of Fame.

Mr. Knowles is a member of the Edmonton Chambers of Commerce and has served as Chairman on numerous community service boards including the United Way and the Caritas Hospitals Foundation.

Born in Saskatoon and raised in Moose Jaw, Mr. Knowles and his wife Kathy have two daughters, one granddaughter and three grandsons.



Washington State Fairs Association Convention
October 28 – 30, 2010
Yakima Convention Center, Yakima WA

Rey O’Day
Opening Keynote Speaker
at 70th Annual Convention

PRESIDENT'S MESSAGE



It seems to be a common theme among those of us working in various capacities with Fairs: "I can't believe it's time for another Fair already." That feeling is also true for your WSFA Board of Directors as they met recently to put the finishing touches on the program for the upcoming convention. Please see the tentative program details on page 3 in this newsletter.

As last year's convention came to a close, we sought ideas from participants for future conventions. Several ideas received are being incorporated into this year's program. The most significant change you will note is that we are packing the same amount of material into a shorter time period. The convention this year is scheduled to end at 2:00 pm on Saturday. This will allow everyone to travel home on Saturday afternoon if they choose, saving the cost of an extra night in a hotel. Many travel budgets have been cut, making the trip to the convention difficult. We hope this helps.

One of the challenges in organizing a convention is trying to be all things to all people. (Kind of like we try to do at our Fairs, isn't it?) Some people go to the convention seeking opportunities to meet new people and others go to spend time with their own board and staff. After hearing requests for a number of years to allow Fairs to reserve tables at the lunches and banquets, we have decided to give it a try this year by allowing fairs to make a reservation for \$25.00 per table. A reservation form will be made available to all registered guests.

Another change you will note is that the workshops and roundtables get started on Thursday afternoon, but the opening session and keynote speaker won't be until Friday morning. We hope you find these changes convenient and more affordable.

I want to personally thank those of you that took the time to give us input and make suggestions for improving this convention. I look forward to seeing you all in Yakima as we celebrate the 70th anniversary of the Washington State Fairs Association.


Jim Baron
WSFA President

2010 -2011 Washington State Fairs Association Board of Directors

PRESIDENT

Jim Baron 2005 - 2011

Position #1
Northwest Washington Fair
1775 Front Street
Lynden, WA 98264
Work #: 360-354-4111
Cell #: 360-815-5669
Fax #: 360-354-1315
jim@nwwfair.com

VICE PRESIDENT

Val Watson 2004 - 2012

Position #7
Adams County Fair
996 East Yeisley Road
Lind, WA 99341
Home: 509-677-3536
Cell #: 509-750-6367
lavwatson@lindwa.com

IMMEDIATE PAST PRESIDENT

George Clary 2003 - 2010

Position #8
Benton Franklin Fair
137201 West Kingtull Road
Prosser, WA 99350
Home #: 509-786-1169
Cell #: 509-366-9839
gclary1@excite.com

DIRECTORS

Mark Campbell 2009 - 2012

Position #2
Evergreen State Fair
14405 179th Ave. SE
Monroe, WA 98272
Work #: 360-805-6700
mark.campbell@co.snohomish.wa.us

Paul Nimmo 2007 - 2010

Position #3
Pierce County Fair and
Washington State 4-H Fair
5914 Gerlings Drive SW
Lakewood, WA 98499
Phone #: 253-584-3903
Cell #: 253-230-1502
Fax #: 253-572-3139
pauln@piercecountyfair.com

Kathi Mattinen 2010

Position #4
Cowlitz County Fair
1900 7th Avenue, Longview, WA 98632
Phone: 360-577-3121/Cell:
360-560-2109
mattinenk@co.cowlitz.wa.us

Roylene Crawford 2005 - 2011

Position #5
Kittitas County Fair
4290 Kittitas Highway,
Ellensburg, WA 98926
Phone: 509-925-3484
Cell #: 509-929-1782
crawfords@kvalley.com

Rich Hartzell 2009 - 2012

Position #6
Spokane Interstate Fair
404 N. Havana
Spokane Valley, WA 99202
Work #: 509-477-2786
rhartzell@spokanecounty.org

WSFA Service Member Director

Tammie Ryan 2001 - 2009

Super Science Company
P.O. Box 1686
Prineville, OR 97754
Phone: 541-815-1027
tammie@supersciencecompany.com

WSFA Executive Secretary

Gale Sobolesky, CFE

Southwest Washington Fair
P.O. Box 914, 147 Kennicott Road,
Chehalis, WA 98532
WSFA Office: 360-269-9971
Fax: 360-740-6739
Work #: 360-740-2656
Cell #: 360-219-6580
wastfair@comcast.net or
gksobole@lewiscountywa.gov

WSFA Legislative Liaison

Heather Hansen

120 Union Ave., Suite 201
Olympia, WA 98501
Day #: 360-705-2040
Fax #: 360-705-2018
heatherhh@qwestoffice.net

Washington State Fairs Association Mission

"Washington State Fairs Association is dedicated to the success of Washington's Fairs through coordination, education, information, legislation and public support."

Preliminary

WSFA 2010 Convention Program

Yakima Convention Center

Theme: S'port Your Fair

Thursday, October 28, 2010

DAY 1

- 10AM Registration Desk Opens
- 1 PM SESSION
1: Managers'/Staff Meeting - 400
2: Fair Board Members' Meeting - 500
3: Convention First Timers Meeting - 600
Paul Nimmo, WSFA Director
Tips on how to get more out of your first Convention
- 1-5 PM Trade Show A B C and Lobby
Prize Drawing at 4:45 PM
No Host Social Hour
- 2 PM SESSION
1: Off Season Rentals of the Fairgrounds - 400
2: ADA Service Animals - 500
3: Youth Shows Fundraising - 600
- 3 PM SESSION
1: Awarding Winning Ideas - 400
2: ADA Unseen Barriers for our Guests - 500
3: Partnerships with the Carnival - 600
- 5:30 No Host Social Hour in Lobby
- 6:30 PM Doors Open for Dinner - E F G H
- 6:30PM Dinner
Silent Auction
Presidents Welcome, Jim Baron, WSFA President
Costume Contest
Entertainment Showcases
Live Auction

Friday, October 29, 2010

DAY 2

- 8 AM Registration Desk Opens
- 9 AM Opening Session of the WSFA Convention - D
Welcome - Jim Baron, WSFA President
Introduction of WSFA Directors
Keynote Speaker - Rey O'Day, LA County Fair
Mind Your P's & P's and Q's People, Profits and Quality
- 10:30 - 11:20AM
SESSION
1: E-Marketing & Social Media, - 400
2: Waste Management - 500
3: Service Members Meeting - 600
- 11:30 - 12:20PM
SESSION
1: E-Ticketing
2: Competitive Exhibits - Rey O'Day 500
2: Speed Dating - 600
- 12:30 PM Lunch - E F G H
Silent Auction
Legislative Report
WSFA Board Candidates Presentations
Service Member of the Year Award
Best Trade Show Display
Attendance Award
Entertainment Showcases

2 -5 PM Trade Show A B C and Lobby
Prize Drawing at 4:45 PM
No Host Social Hour

2:00 - 2:50 PM
SESSION
1: More Legislation? The Long Term Plan - 400
2: Emergency Planning - 600
Carnival Guild Meeting Meeting for Carnival Guild Members

2:00 - 3:50PM
IAFE Institute Course Food & Beverage
Rey O'Day, LA County Fair

3:00 - 3:50PM
SESSION
1: Legal Issues Facing Fairs - 400
2: Fair Commission "The Two Things
the Commissioners liked at Washington
Fairs in 2010 - 500
3: Guest Services - 600

4:00 - 4:30PM
WSFA Annual Business Meeting
Seat the Voting Delegates
Election of WSFA Directors

4:30 - 6:00PM
Wine Tasting

5:30-6:30PM
No Host Social Hour in Hallway

6:30 - 10:30 PM
President's Ball
Silent Auction
Entertainment Showcase

Saturday, October 30, 2010

DAY 3

9AM -11AM - 2 -5 PM
Trade Show A B C and Lobby
Prize Drawing at 4:45 PM
Refreshments in the Trade Show Area

9AM - 10:50
SESSION
1: Increasing Your Revenue by Giving Away Your Gate,- 100
Kathi Mattinen, WSFA Director and Cowlitz County Fair
2: Fair Management Software Program Panel - 400
3: Fair Board Recruitment/Orientation/Retention - 500
4: Creative Event Revenue Opportunities - 600
Over 100 different ways to make money!
SESSION
1: IAFE Speaker Session - 400
2: Service Members and Fair Contracts - 500
3: Sponsorship - 600

11:30AM - 2PM
Luncheon - E F G H
Introduction of Past Presidents
Introduction of WSFA Board Officers
Entertainment Showcases
Convention Wrap-up and
Closing Keynote Speaker, Ken Knowles, Retiring President
of Northlands Fair, Edmonton, Alberta

LEGISLATIVE UPDATE from Heather Hansen



The legislative session finally ended, a month overdue, with hard fought tax increases and budget cuts. Along the way, it appeared funding for fairs could have been severely cut. In the end, fairs will receive full funding for 2010 and 2011.

The final budget included \$1,103,000 (one million, one hundred three thousand dollars) for the Fair Fund. That is less than the \$2,000,000 required by the statute, but significantly better than it could have been. The Washington State Department of Agriculture (WSDA) combined that funding with the reserves they had saved in the Fair Fund account. The total is enough to provide full funding. Checks were delayed a few weeks due to the uncertainty with the legislative session.

Earlier in the legislative session, there was a proposal to eliminate the Fair Commission along with a long list of other boards and commissions. The legislature removed the Fair Commission from that list so it was not affected.

Other legislative action that you may be interested in includes extending the sales tax to bottled water. It takes effect June 1, 2010 and expires June 1, 2013.

A broad group of business organizations worked together this year in an effort to reform the workers compensation system to control costs. That effort was unsuccessful. It is anticipated that there will be an initiative on the ballot in November to address some of the concerns.

Expect workers compensation and unemployment to be issues to be prominent in the 2011 legislative session.

Another issue that developed during the legislative session was new rules from the liquor control board about advertising at public events. The rule applies only to those entities that obtain a special events permit for a beer or wine garden.

During the course of the rule-making process, many non-profit groups who have special occasion licenses for public events realized that they have been receiving sponsorship money from manufacturers or distributors of alcohol. This practice has always been illegal, although the law in this area has not always been enforced in the past.

Because so many non-profits have grown to rely on sponsorship money, it is likely that there will be legislation proposed next year to allow liquor companies to give sponsorship money to special events permittees. If this is something that is important to your fair, please let the WSFA legislative committee know.

To learn more about new limits on the size of signs and other requirements, see the Liquor Control Board home page: www.liq.wa.gov. Scroll down to the bottom of the page and click on "[Special Occasion License for Non-Profit Organizations](#)."

Many of you contacted your legislators during the session. Thank-you for your efforts. It really does make a difference! Please remember, legislators are people, too and no one likes to be yelled at. The results will be better if you are polite when you contact them.

Campaign season has already begun. Use this summer to get to know the candidates. Go to events where they are speaking. Ask them what they think about issues you care about. The more they know about your concerns, the better job they can do of representing you.

Heather Hansen
WSFA Legislative Liaison

WSFA Directors Job Descriptions:

As a whole the WSFA Board of Directors shall:

- Work on issues of concern to all agricultural fairs
- Plan and conduct the Annual Convention
- Encourage and assist in the planning of Super Schools and Area Meetings
- Maintain the Washington State Fairs Association Website and Fair Dates Brochure
- Work with the Department of Agriculture Fair Commissioners

As an Individual a Director shall:

- Represent the Washington State Fairs Association on Boards and Committees as appointed by the WSFA President.
- Assist all member fairs throughout the state whenever possible.
- Assist in the publishing of the Fairview's Newsletter by contributing articles on a regular basis.
- Continue to build and maintain good public relations with government and private business and tourist groups.
- Be a liaison for district fairs with the legislative representative of the Fairs Association keeping apprised of matters of interest or concern.
- Attend WSFA quarterly business meeting and other meeting that may be called by the WSFA President.



CREATIVE EVENT REVENUE OPPORTUNITIES

Over 100 different ways
to make money!
Saturday, October 30th at 9:00 AM

**This Presentation will be presented by Justin Kobluk,
Executive Director of the Clark County Event Center**

Justin Kobluk is a 20 year Entertainment industry professional currently serving as the Executive Director of the Clark County Event Center. The Event Center is an extremely active entertainment complex hosting more than 210 event days per year and entertaining more than 540,000 guests annually. Major concerts, sporting events, equestrian shows, exhibitions, consumer shows and the #1 rated public fair in the state, the Clark County Fair, can all be found at the Clark County Event Center.

Justin's career has been extremely varied and has touched all sides of the entertainment industry. He has worked as an event promoter with Full House Entertainment as well as managed entertainment venues throughout the Northwest. He has represented private venue management with Ogden Entertainment and Global Spectrum as well as worked with public authorities for the City of Tacoma at the Tacoma Dome and Clark County with the Event Center. Justin has helped open three separate facilities including two 10,000+ seat sports/entertainment arenas and a 100,000 square foot Exhibition Hall. He has worked with numerous amateur and professional sports teams including the Seattle Sonics and recently consulted with the US Olympic Committee to create a multi-national sports and arts festival in preparation for the 2008 Beijing Summer Games.

Associated with the Event Center, Justin works closely with the Clark County Public Facilities District and is an active member of the board of directors for the Vancouver, USA Regional Tourism Office.



CREATIVE EVENT REVENUE OPPORTUNITIES

Over 100 different ways to make money!
(Outline)

- 1) Main Revenue streams and structures - fair and non-fair: These are the main revenue streams that everyone is familiar with (rent, F&B, parking, admissions etc.) I've highlighted a few things that might be new and interesting, such as creative ways to co-promote to attract new business; updating your liquor control operational plan to maximize sales; and re-configuring booth/vendor space.
- 2) Marketing and Sponsorships: Everyone is familiar with sponsor sales and the endless inventory of "sponsorable" things, but there are new ideas for creative partnerships with local companies to drive traffic.
- 3) Public and Promoter Services: What services do you provide for your customers as well as for your promoters/event organizers and how do you charge for those services? What are the "up-service" potentials.
- 4) Concerts and Live Entertainment: Are you getting everything you can from your concerts? From the moment they are negotiated with the agents to the pre-sale activities and public on-sale, there are significant revenue possibilities associated with major shows - how they are structured, presented and sold.
- 5) Miscellaneous: Many ideas outside of what is considered "normal" for events can produce significant revenues. We have had great success re-structuring our ATM agreements to bring them in house, for example.

WSFA Legislative Committee Update

Wow! What a year with the legislative process. While challenging, and sometimes concerning, the committee extends a big thank you for all your work, phone calls, e-mails, and persistence in reaching your representatives about the bills and funding that touched the members. We can't do this without you!

On that note, we'll be building a list of key contacts from all association members during the fall. Take the steps now to talk with your boards and identify who your lead person(s) are. Send that in now or be ready at convention to share this with us. This will improve our communications which are the essential element to succeeding with our Legislative agenda in coming years.

Another project of the committee is to update the information we provide to you when speaking with representatives. Please drop us a note and let us know of any specifics you would like included.

Attention Entertainment Buyers and Commercial/ Vendor Staff –

Time to get up to speed on “Speed Dating”!

A little history –

In the past Service Members would stand up in a great big line during lunch...we had about 30 seconds to “introduce” ourselves to the group of wsfa delegates. Bottom line it was long and boring – no one wanted to sit through it, let alone stand in that line.

How it works today -

A couple of years ago we started “*Speed Dating*” – I believe this will work well if we can get everyone to participate. It works great at other conventions...

It will be on Friday at 11:30 AM; we need at least one representative from each fair present, preferably the person that schedules the vendors and the entertainment buyer. You will take a seat at the designated table (will be labeled with your fair) – then every 2 minutes Service Members will stop and visit with you. NO promo material, NO sales pitch – just an opportunity to put a name and a face together. Service Members will have business cards only and please feel free to bring your business cards. We are just trying to create an interactive, not-threatening way to connect the buyer with the seller. So hope to see you all there on Friday of convention in Room 600 at 11:30 AM.

NEW FOR 2010 - Delegates can reserve Meal Tables at the 2010 WSFA Convention

New this year you can Reserve tables for lunch and dinners at the convention to be held in Yakima, October 28, 29 and 30. Over the last few years, your WSFA board of directors have heard concerns about folks getting into the meal area and reserving tables. It was suggested to the WSFA Board to charge a fee of \$25.00 per table, per meal. We will now try this at the 2010 WSFA Convention.

To reserve a table, you can send back the sign-up sheet that will be in your convention packet or download from our website (www.wastatefairs.com) Hopefully, this will give everyone a chance to secure a spot for their group. The other goal of paying to reserve tables is to continue to keep the cost of convention as low as possible. I am hoping everyone has a great fair season and I am looking forward to seeing you in Yakima.

In the mean time, Support your fairs,

George Clary

WSFA Director and Benton Franklin Fair Director

News from Our Fairs

Benton Franklin Fair

Something new will be added at this year’s Benton-Franklin Fair and Horse Heaven Roundup. For our four nights of PRCA rodeo, we will be adding a 15-by-24 foot, flat-screen video scoreboard that will be visible throughout the arena. You will be able to see live action as well as instant replays. The rodeo runs Aug.25-28. If you’re in our area, please stop by to enjoy our fair and check out a great new addition at our rodeo.

Submitted by George Clary, Benton Franklin Fair.



MAKE A DIFFERENCE: WSFA BOARD NEEDS A FEW GOOD PEOPLE!

Our Association is in need of people that want to make a difference at the state level. If you are a team player that has a passion for the fair business and wants to share new ideas, then please consider running for one of the Board positions that will be opening this fall.

Elections will be held this October at the State Fair Association Annual Convention in Yakima. Now is a great time to consider running for a position or encourage others that you think might be a good candidate.

The following positions are open this fall:

Position #8 George Clary (open - George is ineligible to run again). This is an east side position.

Position #3 Paul Nimmo (Paul is eligible to run again) This is a west side position

Position #4 Kathi Mattinen (Kathi was appointed to fill a term and is eligible to run again) This is a west side position.

Please see the article below for a description of Board member responsibilities and consider running for one of these positions. Feel free to contact myself, Gale Sobolesky, or any of the Board members if you have questions.

All candidates should submit a letter of interest to the Washington State Fair Association office by October 11, 2010. Address your letters to: WSFA, PO Box 914, Chehalis, WA 98532-0914.

Rick Hartzell

WSFA Director Position #6

Director Spokane County Fair and Expo Center
Chair, Nominations Committee



Fair Exchange – Pierce County Fair

Invisible impacts...

A Friday afternoon before the Easter Holiday weekend... for our Fair Manager, a day to meet with fellow managers at the WSFA Manager's Meeting

in Lynden. A board member, prepares to attend the WSFA Westside Superschool on Saturday while most others are looking at one final weekend before the active spring-summer season starts in earnest.

Little did they know that in an office in Pierce County, a supplemental budget was being presented for a Monday meeting that could have a severe impact on fair operations. In that budget, an almost total elimination of extension funding was included, extension being the home of 4-H. The amount would have forced the immediate closure of the extension office and terminate all existing programs.

Even though a holiday weekend, a grass-root effort rose up to meet the challenge. By the time the 10 a.m. Monday meeting came to order, sufficient contacts had been made that lead to an amendment being presented. One of the points that had remained invisible to the budget committee, is that elimination of extension (and subsequent 4-H) would have eliminated 76% of the exhibitors to the Pierce County Fair.

The next day, at the full County Council meeting, 4-H and Fair supporters alike testified as to the importance of 4-H, Extension and their unique relationship with

the Pierce County Fair. While there was some anger involved, the turning point was the many youth members who voiced the important leadership and life skills development opportunities they have had through 4-H and how they can showcase them at the Fair.

The amendment passed, returning a portion of funding to extension, and included a stipulation that 4-H could not absorb more than 25% of the total cut. 4-H and extension was saved... for this year.

Several lessons were learned and a few actions have been put into place.

- The Pierce County Fair Association's Executive Board will formulate an action plan to include:
 - Possible reduction/elimination of 4-H
 - Reduction on the ability of Extension to provide support and education services in many areas
 - Potential loss of Superintendents
 - Developing alternative exhibits
- Create an program to educate the "passionate" members and parents of the program to properly respond to such a crisis in a positive way.

Fights for funding are now commonplace... what the goal is to make these programs so valuable that no one dares to sever funding.

Respectfully submitted

Paul F. Nimmo
Director/Pierce County Fair

Washington State Fairs Association Vision

"Leading Washington Fairs in successfully meeting the changes and challenges of the 21st Century."



Service Member Message . . .

I would like to invite you to the 2010 WSFA convention on Oct 28, 29, and 30

Our Washington State Convention is just around the corner, I know, hard to think about when you are still actively on the road – at fairs, festivals, working

– doing what we do. So I am here to help you remember a few details.

Things to remember:

- Get your registration in for the trade show and convention
- Make your hotel reservations early – (509-248-5900)
- Auction Donation (*silent or live*)
- Giveaway for the trade show drawings (*something fun that represents your company*)
- Think of a costume for Thursday night – (*sports theme*)
- And remember you can enter your t-shirt and hats in the contests.

Convention is a great time to relax, interact with professionals in the same industry, network to increase your business and also time to reconnect with old friends!

For more information please visit our website at www.wastatefairs.com and go to the “convention” link.

As David Rockefeller said:

Success in business requires training and discipline and hard work. But if you're not frightened by these things, the opportunities are just as great today as they ever were.

A little more hard work, a little more perseverance and we can overcome this economy and the struggles we are all having. So join us at convention – network and increase your bottom line! Slow down and have a little fun! ☺ See you in Yakima!

Tammie Ryan
WSFA Service Member Director

541-815-1027

Tammie@supersciencecompany.com

SERVICE MEMBER OF THE YEAR!

The Service Member of the year Award was a designation created to recognize and salute members of the organization that not only support and promote the mission of Service Members in the Washington State Fair Association but have in some way participated in the Association outside of their specific service. Examples of this might include being on the convention committee, offering a seminar or roundtable discussion during convention, mentoring or assisting other members or fairs, heading up projects or tasks within the general association. The Service Members of The Washington Fair Association is a family unto itself. The presentation of this award is the association’s way of saying “thank you for your contribution” and at the same time commemorate their name throughout the award’s lifetime. When nominating candidates for the award, one should be prepared to describe what the candidate’s specific contributions or participation was and not just nominate a service member because they are your friend or nice. We already know that all Service Members are nice ☺

CRITERIA FOR THE SERVICE MEMBER OF THE YEAR AWARD

1. Nominee must be member of WSFA for at least two years prior to nomination.
2. Nominee must be member of WSFA in good standing with regard to annual dues and convention fees
3. Nominee must have contributed to WSFA by way of volunteering i.e. Committee, Convention, Presenter (workshop or seminar), Auction
4. Nominee has upheld the ethics of business and conduct with Fairs and other Service Members
5. Nominee has promoted the mission and goodwill of the Service Members to WSFA

Please submit nomination letters to Tammie Ryan at Tammie@supersciencecompany.com or PO Box 1686; Prineville, OR 97754, by October 1.

Thank You for helping us recognize one of our members, we look forward to seeing who you nominate!

New Service Members

Woodcrest Specialty Products, Inc.

Bob Geer, Sales Manager

P.O. Box 3082, Bonner Ferry, Idaho 83805

Phone: 281-703-5247 - Fax: 208-267-1341

Premium Softwood (Pine)

and Shavings (Animal Bedding)

NQATIV

Bret Cadenhead

5214 68th Street Suite 200, Lubbock, Texas 79424

Phone: 806-687-8500 - Fax: 806-687-8578

Here are some Alternatives for Traveling to Yakima for the WSFA Convention

- **Airlines**

Horizon Airlines services the Yakima International Airport with many non-stop flights from Seattle. The airport is located just four miles from the Yakima Convention Center.

Because flight schedules are periodically adjusted, please visit

<http://www.alaskaair.com/shopping/ssl/schedule.aspx> for up-to-date flight schedules.

- **Ground Transportation**

Yakima offers excellent ground transportation to their convention hotels with complimentary hotel shuttles, numerous car rentals, and taxi services. Rental car agencies are also located at the airport.

- **Bus and Motorcoaches**

Getting around town is easy. Yakima has an excellent city bus system provided by Yakima Transit Authority. They also have several local tour companies. Motorcoach service is available through A & A Motorcoach.

- **Location**

The Yakima Valley is located in the center of Washington State. The Yakima Convention Center and convention hotels are located minutes off Interstate 82 and excellent signage makes it easy to get to the Yakima Convention Center.

See you there!



Yakima Valley Visitors & Convention Bureau

10 North 8th Street, Yakima, WA 98901
T: 509-575-3010 F: 509-575-6252
800-221-0751 www.visityakima.com

Dear Washington State Fair Association Member:

On behalf of the Yakima Valley Visitors and Convention Bureau, we are looking forward to welcoming you back to the Yakima Valley in October. It is a pleasure hosting your association and we want to make sure your visit to our beautiful area is your best experience ever!

There are so many wonderful sites and recreational activities to participate in during your stay in the Yakima Valley. For example:

The local wine industry is booming (over 50 wineries!) and you have the opportunity to taste wines both in the downtown area and throughout the valley.

The Historic District offers a variety of restaurants, wineries and antique stores.

If you choose to head down the valley, you may go wine tasting, tour the Toppenish Murals and Yakama Nation Heritage Center and finish off with a stop at Legends Casino.

There is also the Yakima Greenway, if a walk or run is needed to stretch those legs after sitting through seminars.

The Central Washington Agricultural Museum is also a wonderful place to visit to stretch legs and discover all the different types of equipment that has been used throughout the valley's history of farming.

We have many resources to help make your stay more enjoyable. Prior to your arrival in Yakima, our website, www.visityakima.com, is a convenient resource to find all kinds of information about the Yakima Valley. Another avenue of locating information is to contact the Yakima Valley Visitor Information Center at (509) 573-3388. Pam Alamos or Diane Smestad will be happy to provide you with information and can also give tour suggestions.

We are extremely excited to have the Washington State Fair Association returning to our valley and we want you to enjoy your stay and the convention. Please me for if you have any questions. See you in October!

Sincerely,

Anne Moneymaker
Director of Sales

New Service Members continued . . .

The Daily Band

Vince Strano

32315 NE Parcel Ave., Yacolt, WA 98675

Phone: 360-907-2627 or 360-608-8467

Website: www.thedailyband.com

We are a band that plays current country, classic country, classic rock and rockabilly. We play night clubs, fairs, festivals, casinos, weddings and private parties. In addition to hot cover tunes, we also write and perform our own original music.

2010 EASTSIDE SUPER SCHOOL

Good food and good friends and a whole lot of networking went on at the Eastside Super School at the Spokane Interstate Fairgrounds. Jessica McLaughlin, CFE, was the chair person show is the Fair Coordinator for the Interstate Fair with co-chair Erin Gurtel, Marketing/Sales Manager, for the Interstate Fair as well put this super school together on Saturday March 6, 2010. Registration and refreshments started the morning out. Judges training was in Foods & Sewing in the morning with Needlework & Crafts in the afternoon.

Round Tables began at 9:00 am, featuring Still Exhibits, Livestock, Managers and Staff. We had presenters such as Jessie McLaughlin and Chris Holloway. We had a good turnout of fair attendees. The silent auction brought in \$118.00. Hats off to Jessie and Erin. You did great and Thank You for letting us use your beautiful fairgrounds. I wish that more people would attend these super schools that everyone works so hard to put together on the Eastside as they are so beneficial in giving or getting new ideas for your fair to make it better and better. I encourage everyone to try to attend a Super School in your area in the coming year; 'I will be there, will you?'

Val Watson

Vice President WSFA and Adams County Fair Director

2010 WESTSIDE SUPER SCHOOL

"Get Started in the Right Direction" was the theme for the 2010 West Side Super School held in Lynden, hosted by the Northwest Washington Fair. The event was held in conjunction with the 2010 Manager's Meeting and Food Judge's Training. Depending from where you were traveling from, getting started was somewhat problematic as the great northwest windstorm hit at the same time. However, Lynden has many beautiful windmills so it made for the perfect setting.

Saturday morning was windy but relatively uneventful weather wise, allowing 42 to find their way to numerous educational offerings as well as another 6 attending the Judge's training. While a few regular faces were missing, the northern location brought in first timers.

Our hosts, the Northwest Washington Fair, had everything well laid out, with plenty of room to converse, learn and the all-important silent auction. Lunch was not only delicious, but benefitted a local worthy cause.

There were many highlights... but how many fairgrounds tours have you had by horse drawn wagon? What a great start to the fair season and we hope that the West Side Super School got you started in the right direction!

Submitted by,

Paul Nimmo

WSFA Director, Pierce County Fair Director and WA State 4-H Fair Director



Kathi Mattinen - Appointed to the WSFA Board

In February of this year I was appointed to the Washington State Fair Board as a director filling the vacancy that occurred when Ken Kramer submitted his resignation to the board. Ken's shoes have been hard to fill, both figuratively and literally. I hope to continue to see Ken at the Washington State

Fairs' Convention.

This August will be my 12th year of being associated with the Cowlitz County Fair in Longview. I have seen many changes, but the biggest change (and improvement) began in 2006 when we started offering free gate admission. We went from 27,000 attendance in 2005 to over 51,000 in 2006. Our 2006 fair revenue increased by \$9,000 even without gate admission. The loss of gate admission was more than covered by the increase in revenue from food

concessions, parking and grandstand events. Needless to say, we are very pleased with the results, and plan to continue the free gate.

I have been fortunate to attend multiple Washington State Fairs' Conventions and meetings around the state and have met many fair "friends" over the years. It has been a surprise to me how addicting this industry is, how many volunteers there are in this state that give their time and dollars to help make what we do successful. The friendships I have made and the knowledge I have gained the last 12 years I consider to be priceless.

Even though this time of year is exhausting for all of us (as I write this it is 12:06 a.m.) I have not met a single one of you who said "I want out of this business!" We all love what we do.

I look forward to seeing all of you again in Yakima in October.

Kathi Mattinen

Convention Contests

YIKES can you believe it? It is Fair Season 2010..... WOW time really does fly! I hope that all or your fairs have a successful season and that you are planning on attending the 2010 WSFA Convention in Yakima. The board members are looking forward to seeing each and every one of you in October.

I would like to take this time to *really* encourage each fair to enter the contest portion of the convention. The contests are geared to help you show off your wears and also to maybe give other fairs ideas for next year. There are photo contests, scrapbooking, hat, tee-shirt and posters both artistic and informational and a Website Contest (of which you are REQUIRED to enter if you would like yours judged)Service Members you are also encouraged to enter in the Hat Section contest. Please check out the contest rules page in this newsletter..... Making sure that you have the deadline dates as those entered after that will be accepted and displayed but will not be judged (hum sounds kind of like entering a fair exhibit (smiley face if you can) . I look forward, as always in seeing your hard and creative work displayed. If you have any questions please do not hesitate to send me an email at crawfords@kvalley.com.

Have a safe and wonderful summer see you in October.

Roylene Crawford
WSFA Director and Kittitas County Fair Director



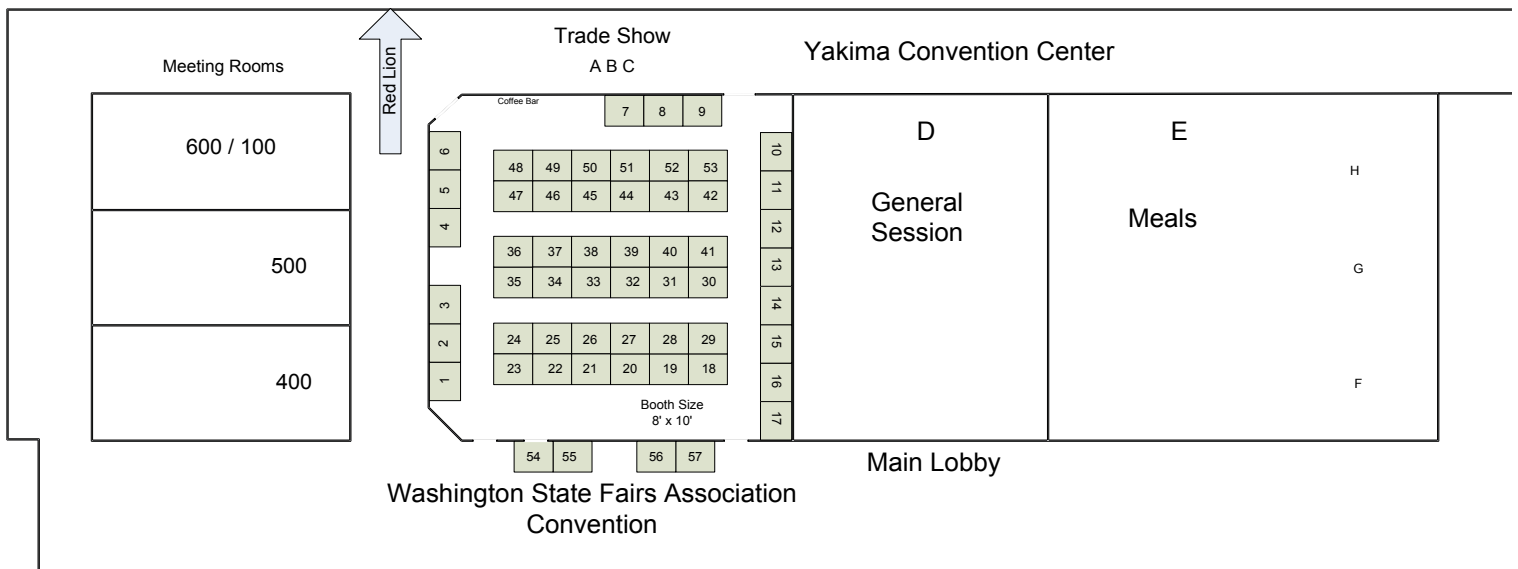
News from IAFE

AIM HIGHER – AT THE 2010 IAFE CONVENTION

Cutting edge workshops, the largest trade show in the fair world, and the chance to network with fair friends from all corners of the continent are all components of the annual convention of the International Association of Fairs and Expositions (IAFE) and will help you “aim higher” in 2011 and the future. The Convention and Trade Show will be held at the The Paris and Bally’s Hotels in Las Vegas and the activities get underway on Sunday, November 28, continuing through Thursday, December 2.

Want to know more about the basics of grant writing? A special 4-hour workshop is included with delegate registration for the first 45 people who register. Want the latest on using mobile phone technology – texting, apps, optimized websites for mobile – to promote your fair? Check out the “Ring.Ring! Marketing with Phones” workshop. Need to know more about LED lighting, alternative energies and get in on the discussion about 20 oz bottles? There are workshops for these topics, too! Plus, updates on grant-funded projects, an introduction to business planning, standards for fiscal oversight by the fair board, and the latest on the changes to the IRS 990. There are six sessions slated to cover a wide variety of agricultural topics and dozens of round-table topics to appeal to fairs of all sizes.

How does FREE registration sound to you? If your fair has less than 100,000 in attendance and you have not sent a delegate to the Convention ever (or since 2001), then consider applying for one of the complimentary delegate packages to be given away. The IAFE website, <http://www.fairsandexpos.com/events/convention/> has more details and on-line registration opens July 1. A preliminary program will be available on-line in early August. Call 800-516-0313 to speak to one of the friendly IAFE staff members if you have questions or would like to volunteer at the Convention.



WSFA Convention

October 28, 29, and 30, 2010



Trade Show Registration Form

Two sizes of commercial booths are available at the WSFA Convention. This year our trade show area will again be in Room ABC and Lobby. A draped table, fabric dividers, and chair will be furnished. The exhibit hall booths are approximately 8 feet deep and 10 feet wide. Please see the enclosed map and choose your first, second and third choices. **Please return this form as soon as possible, space is limited.**

There will be hospitality times plus coffee and doughnut breaks in the trade show area.

Name: _____

Person to contact: _____

Address: _____

Phone: _____ Product or service: _____

Booth costs: \$100.00 or \$200.00 **plus convention registration** depending on the size of booth. Payment for commercial booth must accompany this form. **Each booth that is assigned space must pay convention registration fee. Registration form is enclosed.**

Single booth - \$100.00
After Monday, September 25
\$140.00

Double booth - \$200.00
After Monday, September 25
\$240.00

Plus convention registration of \$215.00
After Monday, September 25, 2010 Convention Registration is \$255.00

One Table is included with Booth - Please indicate size: 4 foot 6 Foot 8 Foot

Extra Table _____ at \$25.00 Please Indicate Size: 4 foot 6 Foot 8 Foot

Electricity Needed? Yes No

You may use a Visa or Master card for payment.

Name as it appears on the credit card: _____

Address: _____

Visa / Mastercard: _____ Exp Date: _____

Signature: _____

Mail this form to:

Washington State Fair Association
P.O. Box 914, Chehalis, WA 98532
Phone: 360-269-9971
E-mail: wastfair@comcast.net

WSFA Office Use Only

Check # _____
Date Rec'd: _____
Amount: _____

CONVENTION CONTESTS

WSFA SCRAPBOOK CONTEST

A scrapbook should tell the story of your fair and its operations. It provides a lasting record of the fair on a yearly basis and is a treasury of all aspects of activities, events and people. Assemble your scrapbook as if every person who looks at it has never attended your fair.

These rules are developed to provide flexibility and allow each fair entering a scrapbook to be creative and innovative in producing this record.

Scrapbooks will compete in the appropriate of five categories. See categories listing below.

The following scorecard will be used:

Creativity	30 points
Use of Theme	5 pts
Use of Color	5 pts
Originality	5 pts
Readability	5 pts
Overall Appeal	10 pts
Introduction (TAB)	5 points
(Title page, Name of Fair, Name of City, Fair Dates, Fair Attendance, Category; person doing scrapbook; Table of Contents, and Map)	
Preparations (TAB).....	10 points
(Fair Board activity, Staff, Preparations)	
Fair Time (TAB)	40 points
(Entertainment, Fair activities, Fair Departments, Special Events)	
Promotion (TAB)	15 points
(Advertising, Publicity, Posters)	
Other Activities (TAB) (optional)	no points
(Interim events and activities, construction (capital & preparation), etc.)	

TOTAL POINTS POSSIBLE 130 points

First page is a TAB

page 2 —next page back of tab and nothing on it.

page 3 Title page and this is what needs to be on it. Name of Fair, City, Dates, Fair attendance, Category, Theme, and person/persons doing the scrapbook.

Page 4 Table of Contents

Page 5 Map of fairgrounds

Required: Use both sides of pages, (Except Tab Pages),

Incorporate Theme throughout the scrapbook, Label pictures clearly and as if telling a story.

All pages have to have Page Numbers

Preface

Premium / Exhibition Guidebooks

Scrapbook Judge will be independent of WSFA. Scores will be tallied and the Judge will give awards not only on merit but overall workmanship, appeal and completeness. The Judge will determine the winners in each category. A "Judges Choice" will be awarded to one entry only.

GUIDELINES FOR WSFA PHOTO CONTEST

All entries will be judged by a professional photographer. In addition to judging the categories listed below, the judges) will be asked to select an overall winner. This will be the Grand Sweepstakes winner.

- A) Carnivals
- B) Contests & Games
- C) Animals
- D) Kids

- E) Senior Citizens
- F) Entertainment
- G) Rodeo
- H) General Interest

Ribbon stickers will be used and put on ALL winning entries on the FIRST day of the convention. Ribbons for winners will be available on request. On the second day of the convention, at the Awards Luncheon, a list of winners will be displayed on all tables. All fairs that entered should also be listed. An announcement will be made recognizing all winners. An announcement and ribbon recognition will be made for the GRAND SWEEPSTAKES ONLY at the Awards Luncheon. Category winners will be listed in the Fairviews following the convention. Photos must be mailed to Betty Backstrom, 30106 8th Avenue South, Roy, WA. 98580 to be received no later than Friday, October 8, 2010.

CATEGORIES:

BLACK AND WHITE (includes digital and film prints, judged as the same)

- A) Carnivals
- B) Contests & Games
- C) Animals
- D) Kids
- E) Senior Citizens
- F) Entertainment
- G) Rodeo
- H) General Interest

COLOR (includes digital and film prints, judged as the same)

- A) Carnivals
- B) Contests & Games
- C) Animals
- D) Kids
- E) Senior Citizens
- F) Entertainment
- G) Rodeo
- H) General Interest

- 1) Only 8 X 10" or 8 X 12" Black & White or Color prints accepted. Each will be judged separately.
- 2) Photos must depict Fair related activity
- 3) Photos taken by your Newspaper are acceptable, Name photographer and newspaper.
- 4) Judges have the right to change categories as they see fit; i.e., a photo showing a child and an animal may be general interest.
- 5) There will be three places awarded in each of 8 categories.
- 6) A Grand Sweepstakes winner for best photo will be chosen by the judges.
- 7) All categories may be entered by your fair, Only three entries per category.
- 8) Type on a 3 X 5 card: Category, Fair, Activity and Photographer. Captions may be added, put not required. Write in pencil on the back of the photo the name of fair and category. (Single Space)
- 9) All photos must be picked up by 2:00 PM on the last day of the convention. NONE WILL BE MAILED.
- 10) NO PHOTO COPIES ARE ALLOWED. ALL PHOTOS MUST BE ON PHOTOGRAPHIC PAPER.

WSFA POSTER CONTEST

Posters in two divisions:

1) Artistic

Poster to present an Artistic presentation of the fair. Name of fair & date to be apparent.

Optional... may feature one special event or feature but not required.

2) Informational

Poster to present clearly information about the fair (i.e. date, time, special events, cost, preseason ticket purchase location, etc.)

Both divisions will compete in the appropriate of five categories as determined by attendance. See categories listing below.

WSFA Board of Directors will award "Fair Board Judging Choice" in both divisions if there are qualified entries.

The winner in each category will be decided by the Judge.

JUDGING FOR POSTER

Criteria will be:

	Artistic Pts	Informational Pts
Design	30	20
Use of Whitespace	0	20
Overall Impact	30	20
Originality	35	10
Information/Content ...	5	30
TOTAL	100	100

We ask for regular quality promotion and advertising posters. The idea is to share the wide variety of ways fairs market their event with the use of posters. We encourage each fair to bring a poster to be entered in the Poster Contest.

Attention Fairs and Service Members

T-SHIRT AND HAT CONTEST

Awards will be given for "Best Use of Theme" and to the Hat & T-Shirt that best showcases its Fair in all five categories. There will be ONE Best of Show Hat and ONE Best of Show T-Shirt awarded if merited.

Service Member Hats will be judged in "Best of Show".

**Please note the following:*

T-Shirt and Hats will not be returned unless requested upon entering the contest. Only One T-Shirt and One Hat can be entered per fair.

Only One Hat can be entered by a service member.

Please bring all entries (Scrapbook, Poster, Tee's & Hats) to the Contest Entry Table NO later than 5PM on Thursday. Late entries will be accepted for display only.

WASHINGTON STATE FAIRS ASSOCIATION WEBSITE CONTEST

This contest is designed to encourage Fairs to develop their advertising and marketing through internet technology.

Entries will be judged in two classes:

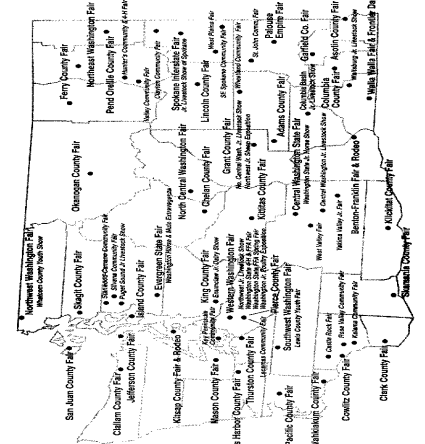
1. Professionally Designed or
2. Designed by Amateur.

The Categories are:

- Category A Fairs under 9,000
- Category B Fairs 9,001 - 35,000
- Category C Fairs 35,001 - 65,000
- Category D Fairs 65,001 - 100,000
- Category E 100,001 and over

To Enter, send an e-mail to Roylene Crawford, Crawford@kvalley.com

2010 WASHINGTON STATE FAIRS

- APRIL**
 April 1 - 3, 2010 North Central WA Junior Livestock Show
 Moses Lake, WA 509-431-1585
 Whatcom County Youth Fair Lynden, WA
 360-366-3144
www.geocities.com/whatcomcountyouthfair/
 Puyallup Spring Fair ~ Puyallup, WA
 253-845-1771 www.thefair.com/
 April 15 - 18, 2010 FFA Spring Fair ~ Puyallup, WA
 425-432-3455
 April 15 - 18, 2010 Northwest Junior Livestock Show
 Puyallup, WA 253-927-2297
 April 16 - 18, 2010 Asotin County Horse Show
 Asotin County Fair and Rodeo ~ Asotin, WA
 509-256-3361 www.co.asotin.wa.us/fair_
 April 21 - 25, 2010 St. John Community Fair
 St. John, WA 509-648-3767
 April 30, 2010 Colton Uniontown Fair ~ Colton, WA
 509-229-3703
 April 30,
 May 1 & 2, 2010 Lewis County Spring Youth Fair
 Chehalis, WA 360-245-3452
- MAY**
 May 2 - 5, 2010 Central WA Jr. Livestock Show
 Toppenish, WA 1-509-877-6332
 May 4 - 9, 2010 Junior Livestock Show of Spokane
 Spokane, WA 509-535-6737
www.juniorshow.org
 May 21 - 22, 2010 Enumelaw Junior Dairy Show
 Enumelaw, WA 360-668-3101
- JUNE**
 June 3 - 5, 2010 Puget Sound Junior Livestock Show
 Mt. Vernon, WA 360-395-8909
pugetsoundjuniorlivestock.org
 June 12 - 13, 2010 Watsburg Jr. Livestock Show
 Watsburg, WA 509-337-6241
- JULY**
 TBA King County Fair at Enumelaw
 Enumelaw, WA 360-615-5631
www.enumelawkingcountyfair.com
 July 15 - 17, 2009 Castle Rock Fair ~ Castle Rock, WA
 360-274-4042
 July 15 - 17, 2009 Northwest Junior Sheep Expo
 Moses Lake, WA 509-754-2011 ext 413
www.grant-adams.wsu.edu
 July 22 - 24, 2010 Kalama Community Fair ~ Kalama, WA
 360-673-2994 www.kalamafair.com
- SEPTEMBER**
 Sept. 1 - 6, 2010 Walla Walla Fair & Frontier Days
 Walla Walla, WA 509-527-3247
www.wallawallafairgrounds.com
 Sept. 2 - 5, 2010 Wheatland Communities Fair
 Wheatland, WA 509-887-2409
www.kititzville.com
 Sept. 2 - 6, 2010 Kittitas County Fair ~ Ellensburg, WA
 800-426-5340 www.kittitascountyfair.com
 Sept. 3 - 5, 2010 Ferry County Fair ~ Republic, WA
 509-775-3146 www.ferrycountyfair.com
 Sept. 9 - 11, 2010 Columbia Basin Jr. Livestock Show
 Connell, WA 509-545-4523
www.cbjls.org
 Sept. 9 - 12, 2010 Chelan County Fair ~ Cashmere, WA
 509-782-3232 www.chelancountyfair.org
 Sept. 9 - 12, 2010 Okanogan County Fair ~ Okanogan, WA
 509-422-1621 www.okanogancountyfair.org
 Sept. 9 - 12, 2010 Palouse Empire Fair ~ Colfax, WA
 509-397-6263 www.palouseempirefair.org
 Sept. 10 - 12, 2010 Columbia County Fair
 Dayton, WA 509-382-4741
 Sept. 10 - 19, 2010 Spokane Interstate Fair
 Spokane Valley, WA 509-477-1766
www.interstatefair.org
 Sept. 10 - 26, 2010 Puyallup Fair Western WA Fair
 Puyallup, WA 253-845-1771
www.wbfair.com/
 Sept. 10 - 26, 2010 Washington State FFA Exhibition
 Puyallup, WA 425-432-3455
www.4h.wsu.edu/statefair/index.htm
 Sept. 10 - 26, 2010 Washington State 4-H Fair
 Puyallup, WA 253-445-4630
 Sept. 15 - 18, 2010 Adams County Fair ~ Othello, WA
 509-750-6690 www.adamscountyfair.info
 Sept. 17 - 19, 2010 Garfield County Fair
 Pomeroy, WA 509-843-3701
 Sept. 23 - 26, 2010 Washington Junior Poultry Exposition
 Puyallup, WA 360-280-8054
 Sept. 24 - 26, 2010 SE Spokane County Fair
 Rockford, WA 509-291-FAIR
www.sespokanecountyfair.org
 Sept. 24 -
 Oct. 3, 2010 Central Washington State Fair
 Yakima, WA 509-248-7160
www.fairfun.com
- August 19 - 22, 2010 Pend Oreille County Fair ~ Cusick, WA
 509-445-1367 www.povm.com/pocofair
 August 19 - 22, 2010 Klitsklat County Fair
 Goldendale, WA 509-773-6212
www.klitsklatcountyfair.com
 August 19 - 22, 2010 Island County Fair ~ Langley, WA
 360-221-4677 www.islandcountyfair.com
 August 21, 2010 Hunters Community & 4-H Fair
 Hunter, WA 509-722-4112
 August 24 - 28, 2010 Benton Franklin Fair ~ Kennewick, WA
 509-586-9211 x 201 www.bfairodeo.com
 August 25 - 29, 2010 Kitsap County Fair - Stampede
 Bremerton, WA 360-337-5350
www.kitsapgov.com/parks
 August 25 - 28, 2010 Pacific County Fair
 Menlo, WA 360-942-3713
www.co.pacific.wa.us/pc%20fair/index.htm
 August 26 -
 Sept. 6, 2010 Evergreen State Fair ~ Monroe, WA
 360-805-6700 www.evergreenfair.org
 August 26 - 29, 2010 NE Washington Fair ~ Colville, WA
 509-684-2585 www.co.stevens.wa.us
 August 26 - 29, 2010 Lincoln County Fair ~ Davenport, WA
 509-725-5161
www.lincolncountyfairgrounds.org
 August 26 - 29, 2010 North Central Washington District Fair
 Waterville, WA 509-745-8480
www.douglascounty.wa.net
 August 27 - 29, 2010 Clayton Community Fair
 Clayton, WA 509-276-2444
www.claytoncommunityfair.com
 August 28 - 29, 2010 Lacamas Community Fair ~ Roy, WA
 253-843-1566 www.lacamasfair.com
- 
- July 28 - 31, 2010 West Valley Community Fair Yakima, WA
 509-965-1851
 July 31, 2010 Silvana Community Fair
 Silvana, WA 360-652-8682
- AUGUST**
 August 4 - 8, 2010 Thurston County Fair ~ Lacey, WA
 360-786-5453 www.co.thurston.wa.us
 August 5 - 8, 2010 Cowlitz County Fair ~ Longview, WA
 360-577-3121 www.cowlitzcountyfair.com
 August 6 - 8, 2010 Stanwood - Camano Community Fair
 Stanwood, WA 360-629-4121
www.stanwoodcamanofair.com
 August 6-15, 2010 Clark County Fair ~ Ridgefield, WA
 360-397-6180 www.clarkcofair.com
 August 11-15, 2010 Grays Harbor County Fair ~ Elma, WA
 360-482-2651 www.ghcfairgrounds.com
 August 11 - 14, 2010 Skagit County Fair
 Mt. Vernon, WA 360-336-9453
www.skagitcounty.net/fairgrounds
 August 11 - 14, 2010 Yakima Valley Fair and Rodeo
 Grandview, WA 509-786-2927
www.yvfair-rodeo.org
 August 11 - 15, 2010 Skamania County Fair and Timber Carnival
 Stevenson, WA 509-427-3979
www.skamaniacountyfair.com
 August 12 - 15, 2010 Pierce County Fair ~ Graham, WA
 253-843-1173 www.piercecountyfair.com
 August 13 - 15, 2010 West Plains Community Fair ~ Cheney, WA
 509-235-4848 westplainsfair.swiffarm.net
 August 13 - 15, 2010 Jefferson County Fair ~ Port Townsend, WA
 360-385-1013 www.jeffcofairgrounds.com
 August 13 - 15, 2010 WA State Junior Horse Show
 Yakima, WA 509-930-2334
 August 14, 2010 Valley Community Fair
 Valley, WA 509-937-2638
 August 16 - 21, 2010 Northwest Washington Fair ~ Lynden, WA
 360-354-4111 www.nwvalfair.com
 August 17 - 21, 2010 Grant County Fair ~ Moses Lake, WA
 509-765-3581 www.grantcountyfair.com
 August 17 - 22, 2010 Southwest Washington Fair
 Chehalis, WA 360-736-6072
www.southwestwashingtonfair.net
 August 18 - 21, 2010 San Juan County Fair ~ Friday Harbor, WA
 360-378-4310 www.saujuncountyfair.org
 August 19 - 21, 2010 Wahkiakum County Fair ~ Skamokawa, WA
 360-795-3480 www.co.wahkiakum.wa.us
 August 19 - 22, 2010 Clallam County Fair
 Port Angeles, WA 360-417-2551
www.clallamcountyfair.com
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 Moses Lake, WA 509-431-1585
 April 9 - 10, 2010 Whatcom County Youth Fair Lynden, WA
 360-366-3144
www.geocities.com/whatcomcountyouthfair/
 April 15 - 18, 2010 Puyallup Spring Fair ~ Puyallup, WA
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 360-673-2994 www.kalamafair.com



Washington State Fairs Association

Service Member Application

The following information is necessary for your listing in the 2011 Membership Listing please make sure to include your email address and website. Please mail this form with your 2011 dues to the WSFA Office at the address below.

Date: _____

Company Name: _____

Contact Person: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone: (_____) _____ Fax: (_____) _____

Email: _____ Website: _____

Please Describe Your Service or Products:

ADVERTISING:

You may be interested in advertising in the "Fair Views" Newsletter, published 4 times per year and distributed to all fairs and service members. Cost for insertion for the 2011 year is \$100.00. Please note: your ad must be camera ready or a graphic design charge will be added at \$35.00/hour.

Washington State Fairs Association
2011 Service Members Updates & Dues
P.O. Box 914
Chehalis, WA 98532

Phone: 360-269-9971

Dues: \$125.00	_____
Advertising: \$100.00	_____
Total Amount Enclosed:	_____

What You Should Know About Multi-Tasking

Multi-tasking – *the ability to do multiple things at the same time.*

New definition of multi-tasking – *the ability to **mess up** multiple things at the same time.*

Actually, I'm a really good multi-tasker. However, I may have an advantage over most because of the amount of reading and research I have done on the subject. I know there is a right way and a wrong way to effectively multi-task. Many people that multi-task have got it wrong.

Multi-tasking became a huge buzz word a couple of decades ago as our culture really started to speed up its insatiable appetite for the "more" and faster lifestyle. However, just like most things we Americans discover we can do, we do it to the extreme and in excess. The same is true for our multi-tasking habits.

Most everyone I talk with these days feels they have more to do than they can get done in a day and the obvious solution is to multi-task. I don't blame you. I have a lot to do too and if I can make a way to get more than one thing accomplished at a time, I want to do it!

However, as it turns out, many scientific studies *prove* that inappropriate and constant multi-tasking can actually make you "stupid" and even reduce productivity instead of increasing it. Multi-tasking can make you much more prone to make mistakes and can significantly affect your memory. "If you talk on your cell phone while driving to work, you may not crash your car but you may forget where you parked it", says Professor Hal Pashler at the University of California, San Diego.

Other studies prove that chronic and media multi-taskers have a more limited attention span. (We wonder why so many people have or think they have "ADD" – attention deficit disorder. My theory is that most of us have self-induced "ADD." We have greatly diminished our ability to "focus" because of the constant distractions we allow in our lives.)

Juggling multiple tasks at the same time (multi-tasking) also often puts your body in a state of stress and this can indeed do a number on your health. Researcher Walter Kirn said, "*Studies find that multi-tasking boosts the level of stress-related hormones such as cortisol and adrenaline and wears down our systems, prematurely aging us. In the short term, the confusion, fatigue, and chaos merely hamper our ability to focus and analyze, but in the long term, they may cause it to atrophy.*" (Did I mention that excess cortisol has also been linked to belly fat? Just another reason to stop the chronic multi-tasking cycle!)

And, just because you *can* do something (multi-task) doesn't mean you should. We have had created a whole new set of rules and campaigns just

to tell people that they shouldn't be texting while driving or operating heavy machinery! Texting and driving can kill you and other people. (If you haven't seen the alarming video and latest stats about texting and driving, check it out at <http://www.msnbc.msn.com/id/21134540/vp/32549978#32549978>.)

Our kids have indeed fallen victim to this new over-doing imposed lifestyle as well. Just because they can use their iPod, computer and text while doing their homework doesn't mean it's a good idea. According to many studies, children are even less adept at effective multi-tasking and recognizing its affects than adults. Some kids may enjoy the additional stimulation it provides, but the hyped-up state of mind very definitely affects the quality of what is achieved. Multi-tasking certainly doesn't help children to learn how to focus and concentrate.

Lastly, inappropriate multi-tasking can harm relationships too. Important time with a customer, a colleague, a friend, your kids or spouse while glancing at the computer or your Blackberry can seriously damage the trust factor. Fifty-four percent of employees in one survey confessed that they often read email while on the phone. And if you are in a meeting but checking your Blackberry, you are probably not making much "productivity" progress. If you aren't planning to pay attention, why be there? You are also probably distracting and irritating those around you. Did I mention that it is rude as well?

So, can you really multi-task effectively? The answer is yes and no. Research *proves that you can't focus on two things at a time – it is not possible.* So stop trying and start practicing "single-tasking" or what some call the "right-now" habit. Whatever you are "working" on, intentionally commit to doing just that and be fully engaged with the process. Push back the temptations for being distracted and chances are you will get it done better, faster and will *feel* better too! A good rule of thumb to follow is if what you are doing involves communication or money, no multi-tasking allowed.

However, there are smart ways to multi-task that indeed allow you to accomplish more than one thing at a time. The key is being prepared for it. Organizing tasks so that you can work on something else while another task is in wait mode or on "automatic" (doesn't require you to be focused on it) is a great way to do more in less time. The key is you have to be prepared by having the tools or information needed handy so you can do it. (This requires a bit of planning and

organizational skills.) For example, doing some filing while you are waiting for the conference call to start or sending a fax while the copies are running are smart multi-tasking activities. Working-out with a friend can help cross both your exercise and social goal off your to-do list.

Tips to help you improve your focus and productivity *and* lessen the stress in your day:

- *Practice* pushing back some of the constant distractions that often keep you in multi-tasking mode – email, Blackberry, people interruptions, clutter.
- Create times in your daily or weekly schedule that are free from usual distractions (co-workers, email, etc.) to focus and work on important projects. (Maybe leaving the office to work on something will actually help you get it done better!) I often suggest to teams that I work with to establish team respected “free time” – free of co-worker “stop by’s” and meetings. Just 20% of the day (about 90 minutes) can do make a huge difference in productivity!
- Practice the “right now” habit. When you start a task that deserves your full attention, say to yourself, “*right now*” I am working on the meeting outline, product development, having lunch with my kid or talking with my spouse. Be fully present.
- When we feel overloaded, our instinct can be to speed up and multi-task. Instead, now that you know better, choose to slow down and focus on one thing at a time. You might just be surprised how doing less can often really give you more!

“You cannot solve problems at the same level of conscientiousness that created them.” -Albert Einstein
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Kimberly Medlock, CPO®, Speaker, trainer and author *speaks to teams and organizations about the amazing power of organization and its profound impact on productivity and quality of life. You can reach her at www.kimberlymedlock.com.*



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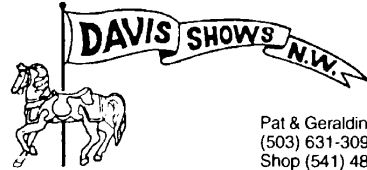
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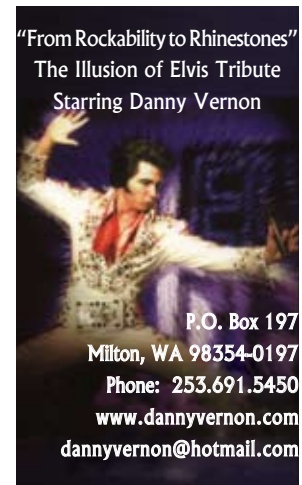
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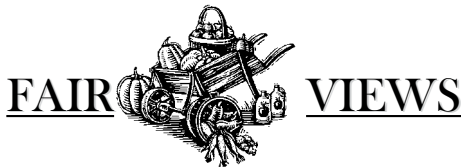
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We the Fair Representatives are authorized by our member association in good standing to appoint this Voting Delegate and Alternate Voting Delegate.

This form may be sent with your registration mailing prior to the convention to:

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Or you may also bring this letter with you to the Convention and turn it in at the registration desk by 10:00 a.m. on Friday, October 29, 2010.



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