President’s Message

Summer is here and across the board I know all of you are well along preparing for the upcoming Fair season. In many cases your Community, Spring and Youth Fairs, and Junior Livestock shows are already over and the communities and youth involved have benefitted from the hard work you put in to producing those events. For those with Fair dates in the future the pace is fast and I’m confident the rewards will be significant.

The WSFA quarterly Board meeting was held recently in Pasco and we spent the majority of our time finalizing the details of our upcoming convention. We have incorporated many of the suggestions we received at the Management Team in Moses Lake for improving the event and I’m confident you will see and enjoy a very informative and entertaining convention. Among the changes will be sessions that include information of interest and applicability to smaller Fairs and information on the important animal health issues we are all facing. We will be introducing video showcases for acts that are not able to be presented indoors in a convention setting. Also, we will have an opportunity to meet the new State Veterinarian Dr. Joe Baker, DVM, as well as the new Director of the Washington State Department of Agriculture (WSDA), Derek Sandison. We have invited them to attend the convention and share their views on topics of interest to Fairs across the state. On a related note, I am sad to say that long-time Fair supporter Kelly Frost retired at the beginning of July. Kelly has been the WSDA Fairs Coordinator for a number of years and has been one of our strongest supporters when it comes to the Fair Fund and the Health and Safety Grant program. We wish her well and lots of happiness in her retirement. She will be missed.

We received some great news from our WSFA Lobbyist, Heather Hansen, that the budget signed by Governor Inslee has the Fair Fund fully restored to its $4 million over the biennium and that there is a $2 million amount in the Capital Budget for Health and Safety Grants over the same time period. We will be getting a newsletter out to all of you about this and other WSFA items very soon but I wanted to make sure you were all aware of the Fair Fund and to thank everyone for their diligence in keeping our legislators aware of the importance of the Fair Fund to every Fair in Washington. You letters, emails, calls and travel to Olympia for our WSFA Legislative Day was worth all the effort and has paid exactly the dividend we needed and deserved.

Now it’s time to say thank-you. Please encourage board members, parents, volunteers, kids, etc. to let your legislators know how much they are appreciated! In addition to sending thank-you notes, many legislators have Facebook pages where notes of thanks can be posted.

I am looking forward to seeing all of you at the convention October 22-24 2015. It’s going to be a great event. More on that in the next newsletter as well as information on upcoming Board seat opportunities.

See you in Pasco,
Jodi Buresh, CFE, Assistant General Manager of the Red River Valley Fair Association in West Fargo, North Dakota, is a creative and successful strategic marketer with a passion for agricultural education. In her Assistant General Manager role, Jodi works with volunteers, sponsors, promotions, and social media … and can make a great batch of popcorn for all the staff! Jodi absolutely loves cheese curds … specifically garlic-flavored cheese curds. She is a self-described “slightly obsessive compulsive organizer and cleaner.” Buresh has a Bachelor’s Degree in Facility management from North Dakota State Management and received her Certified Fair Executive recognition in the Spring of 2015. Buresh speaks to numerous non-profit and for-profit organizations annually around the region by helping them find their marketing niche and recharge their agricultural thinking. She truly enjoys the Ag Education Center and strives to educate everyone on where our food comes from … The Farm!

She will also be doing this workshop after the keynote. Bacon! Eggs! Milk!

Keep it simple. Let’s focus on how to entertain and educate your Fair visitors by having interactive and fun exhibits. Buresh will inspire your volunteers and staff to create an inexpensive educational atmosphere to drive more families to your event.
Hello Fair Family!

As I write this, I am sitting in our living room. It is 10:44 p.m. and I’m looking at a thermometer that says 76.8 degrees indoors and 67 degrees outdoors. Did we move to Arizona and someone forgot to tell me? Have I gone delirious from the heat? Well, I certainly hope not!

Our fair is less than a few weeks away and each year it seems like it gets more challenging to make it all come together. Up until yesterday I was still without an Open Class Art and Sheep superintendent. I now have volunteers for those positions and can breathe a sigh of relief. Now, if I can only successfully get through the remaining tasks in a timely manner. This is my 17th Fair (yikes!) and you would think I could do it in my sleep. Well, no, it just doesn’t happen that way.

I am sharing this because we all have challenges - small and large - and somehow we successfully make it through them. I know for myself - I use you all via the e-mail system to glean information that you are all willing to share. If I have not thanked you for your responses - please allow me to do that now. THANK YOU!!!! It gives me great comfort to be able to use all of your expertise for problem solving.

Your board is diligently working to put together a 2015 WSFA Convention Program that will include informational sessions that include something for everyone. Our tentative schedule is included in this newsletter. (page 11) If you have a suggestion on a topic that we haven’t included please let me know and we will try to incorporate your suggestion.

Thanks to each and every one of you who participated in letting your Washington State Legislators that we have a strong voice. We were heard! I am going to quote Roylene Crawford with a comment she made on another topic: “I am so Proud of Us!”

I sincerely hope that all of you have the most successful and gratifying Fair ever. I hope to see some of you this summer - but for sure in Pasco in October!

Sincerely,
Kathi Mattinen, WSFA Director
2015 WSFA Convention Chair

Service Member Message . . .

Hello Service Members,

I hope every ones surviving the weather, I can tell you not sure I want to be over my deep fryer making corndogs if this is a prelude to the rest of the summer. Great to have John back among us again. And to Elisa for still being a miracle. We’ve decided the video show cases are a great way to go and in this newsletter Gale will have all the rules and regulations. Also remember to pay your dues, don’t make Gale have to call or email you, she also has a lot on her plate. A bit of wonderful news, looks like all our hard work paid off. We got the budget we needed. Thanks for those of you who lent us your voices. Okay kids still need a singer for opening ceremonies, please or I’ll have to sing and we don’t want that. Everything we discussed last year at our meeting, I feel all our wants and needs have been met. I need 3 names to submit to the board for service member of the year. I have wrote my personal email on our facebook, so it will be more private. I look forward to seeing all of you down the road.

May God Bless each step you make and may your Journeys be fruitful.

Penny
Penny Nelson
WSFA Service Member Director
Hazel’s Diner

Now here’s a little note from our . . .

2014 Service Member of The Year, Karen Quest

Dear Entertainment Managers, Fair Managers and Fair Boards,

“When your booking your entertainment for your fairs, do you ever check to see if they’re a member of the fairs associations?

Most of us are members of all associations. We’re in hopes of making a living in the field we were born to do, Entertaining! So next time you’re looking for entertainment, try picking us who diligently pay our dues.”

Thank you,
Karen Quest
Inslee announces appointment of Derek Sandison as director of state Department of Agriculture

OLYMPIA – Gov. Jay Inslee today announced he is appointing Derek Sandison as director of the Washington State Department of Agriculture.

“Our Department of Agriculture helps support a multi-billion industry and works closely with growers, workers, tribes and communities around the state,” Inslee said. “Derek has a successful record of leading on incredibly complex and large-scale projects and brings a commitment to innovation, transparency and collaboration that is exactly what we need to maintain and grow Washington’s world-class agriculture industry.”

Sandison is familiar to many in the agriculture industry through his current work as director of the Wenatchee-based Office of Columbia River in the Washington State Department of Ecology. As OCR director he oversees numerous water supply development projects and related efforts along the Columbia River Basin that are important to farmers and ranchers in the region. He was also a principal architect of the Yakima River Basin Integrated Water Resource Management Plan and has played a key role in other hallmark water supply projects such as the Odessa Ground Water Replacement Project.

Sandison has also been regional director for the Department of Ecology’s Central Region. Based out of Yakima, this region covers seven counties stretching from the Canadian border to Klickitat and Benton counties. Prior to working at Ecology, he co-founded a consulting firm and worked in water supply and waste programs at Tacoma-Pierce County Health Department.

As Director of the state Department of Agriculture, Sandison will oversee an agency with a budget of about $158 million and a staff of 750 that can grow by 200 during the busy harvest season.

With a focus on supporting Washington’s robust and diverse agriculture industry, the agency has a broad range of responsibilities that include protecting plants and livestock from pests and disease, ensuring the movement of agriculture products, managing the use and registration of pesticides, and ensuring the safety of the state’s food supply.

Sandison is replacing Bud Hover who announced his resignation in March. Sandison began his new cabinet-level role on June 15.
<table>
<thead>
<tr>
<th>Name of Delegate</th>
<th>1st Early Bird $285.00</th>
<th>$325.00</th>
<th>VD Voting Delegate</th>
<th>AVD Alternate Voting Delegate</th>
<th>SP Spouse</th>
<th>Fair Position Held</th>
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Name of Fair/Business: _____________________________________________________________

Contact Name: ________________________________________________________________

Address: _________________________________________________________________

Street or P.O. Box: _______________________________________________________
City: ____________________________ State: ____________________________ Zip: ______

Email: ____________________________ Telephone: ____________________________

Payment must accompany entry. Amount enclosed: $__________________________

Visa Card/MasterCard/Discover #: ____________________________ Exp Date: ___________

Security Code ____________________ last 3 digit number on the back of the card located at the end of the signature line.

Name as it appears on the credit card: __________________________________________

Signature: ____________________________

- Save with Early Bird Registration till Wednesday, September 30, 2015 Only $285.00
- Registration Fee starting Thursday, October 1, 2015 is $325.00.
- A registration entitles you to a name badge, 5 Meals and a booklet making you eligible for all of the prizes to be given away.
- Individual meals: Thursday evening - Friday lunch - Friday evening - Saturday lunch - Saturday evening - All individual meals are priced at $35.00 each.
- Badges will be required at all meetings and convention functions.
- Refund Policy: Requests for a refund must be received by Monday, September 21, 2015. Starting Tuesday September 22, 2015 the funds may be transferred to another member, but not refunded.
- Make checks on all registration payable to WSFA with proper funds.
- Make a copy for your records. Thank you and we will see you in Pasco!
- To have a Trade Show Booth you must also be registered for the Convention.

Mail this form to: WSFA Convention
Washington State Fairs Association
P.O. Box 914
Chehalis, WA 98532

WSFA Office Use Only:
Date: ________
Check #: ________
Amount: ________
Other: ________
The WSFA Directors have established the following policies for the 2015 Showcase:

**SELECTION:** The WSFA Showcase committee has sole authority in the selection and development of the showcase schedules. Selection of acts will be based on the originality and talent of the act, capability of production at the showcase facility, and appropriateness of fair audiences.

**ELIGIBILITY:** Agents/Acts must be a member of the WSFA. If selected, Agent/Act must be registered for the WSFA Convention.

**CANCELLATIONS:** If an act is unable to appear, no substitutions by Act or Agency will be permitted for showcase performances. A list of alternates will be established by the Showcase Committee and in the event of a cancellation; the first act on the list will be notified.

**PRODUCTION/EQUIPMENT/PERFORMANCES**

**STAGE ACTS:**
1. Each stage act in the showcases shall have a maximum of 20 minutes to perform.
2. Each showcase will have an Emcee provided by WSFA.
3. Stage and production equipment are the responsibility and control of the WSFA Production crew. The house sound system will provided by the WSFA and will be scaled to the venue used and reasonable requirements of the attractions. The WSFA Showcase Chairperson will have absolute control over this system, including overall volume levels (both stage and house).
4. A schedule for sound check will be provided to each act prior to the Convention. The WSFA Showcase Chairperson will conduct daily meeting (usually mornings) with the attraction or its representative required to be present.
5. All attractions will perform under standard stage lighting provided by the WSFA Showcase Committees unless a representative of the attraction is present to operate/call lighting cues.
6. All instruments, instrument amplifiers, drum kits; equipment and/or special lighting effects are the sole responsibility of the entertainer.
7. The WSFA Showcase Committee assumes no responsibility for any expenses, transportation, meals or rooms, of any attraction.
8. All members and support staff of the showcasing acts will by given Showcase Act credentials. This badge will entitle them to be at the convention on the date of their showcase only.
9. Meals for the entertainers and their family and friends are available at the WSFA Convention Meal Rate. Please contact WSFA for arrangements.

**STROLLING ACTS:**
The WSFA Showcase Chairperson will set the schedule of performance for Strolling Host Performers. Each act will be notified in advance of the Convention. In addition, each act will receive an advance schedule of Convention events and programs along with a layout of the Convention site. Every effort is made to ensure that all performances coincide with high traffic areas and events throughout the Convention schedule.

**APPLICATION PROCEDURES**

**APPLICATION FORMS/SUPPORT MATERIALS**
1. Completed applications must be returned with the following required material:
   d. Application Fee, per act (non-refundable)
   e. Audio CD - sufficient selections to depict talent, originality, style, versatility, etc.- Musical and variety stage act that incorporate musical performance. Important: **Label whether the Disc is a CD or a DVD.**
   f. DVD (A quality video, 10 to 12 minutes in length, may significantly help your chances of being selected.)
   g. References and/or Letters of Recommendation from Fairs.
   h. Diagram of stage plot including list of stage props, technical requirements (Stage acts Only)
   i. Promotional packet to include 8”x 10” black and white photo suitable for publication. A digital file can be emailed to wastfair@comcast.net. Please make mention in your packet that this was emailed and the day it was sent.

2. Applications and required materials must be received by WSFA office on or before **Monday, August 31, 2015.**
3. Agencies may submit unlimited number of applications.
4. Sound checks need to be scheduled with the Sound Company. Sound Company contact phone number will be provide to applicant when they are informed of their selection to showcase.

**APPLICATION FEES:** (All Fees Payable in US Funds)
All application fees are administrative processing fees and are non-refundable. Fees will be used for the Sound System for the Showcasing.

**WSFA MEMBER APPLICATION FEE:** $25 per act
**NON-MEMBER APPLICATION FEE:** $35 plus $125.00 Membership Dues with Application for Membership.

**SHOWCASE FEE:** (All Fees payable in US Funds)
The Showcasing Fee is $100.00 per act selected for showcasing. If your act is selected to showcase, upon notification of your acceptance as a showcase act for the 2014 WSFA Convention, you will be billed $100.00 as a showcase fee. This fee will be used to insure each act has optimum sound and lighting for their showcase. Individuals who are showcasing, as emcees will not be billed this fee.
SHOWCASE 2015
Washington State Fairs Association
Red Lion Hotel
October 22 – 24, 2015
Pasco, WA

Application

[  ] Showcase Stage - Musical
[  ] Showcase Stage - Variety
[  ] Strolling Acts
[  ] Emcee

Name of Act ________________________________________________________
Description of Act ____________________________________________________
__________________________________________________________________
Number of People in Act __________________________ Performance Fee $ ______ per day.
Represented by: [  ] Self [  ] Agent
Name of Agency ____________________________________________________
Address of Act or Agency ______________________________________________
City _________________ State __________ Zip _____
Phone# __________________________ Fax# ___________________________
Name and Phone # of person who can answer technical questions for act:
Name _______________________________Phone# _______________________
This application has been submitted by ________________________________
How long have you been members of Washington State Fairs Association? _______

THIS APPLICATION MUST BE SUBMITTED WITH:
1. Nonrefundable application fee ~ $25.00 (WSFA Member) or $35.00 (Non WSFA member)
2. Promotion Packet including 8 x 10 black and white or color digital photo, and a write up that can be used in the Fair Views if your act is selected for the 2015 Showcase. This can be emailed to wastfair@comcast.net
3. CD or clip or link can be emailed to wastfair@comcast.net (for Musical Acts)
4. DVD or clip or link can be emailed to wastfair@comcast.net (for Stage Acts
5. Stage Plot, sound and technical requirements (this is mandatory)
6. References and Letters of Recommendation
7. Please email a digital photo to the WSFA Office at wastfair@comcast.net. This will be used in our newsletter and on our website if your act is selected to showcase.

Application must be received in the WSFA Office by Monday, August 31, 2015
Selected Acts will be notified by September 15, 2015
Return application to: WSFA Showcase or email to wastfair@comcast.net
P.O. Box 914
Chehalis, WA 98532

Questions: Phone: 360-269-9971
Email address: wastfair@comcast.net Website: www.wastatefairs.com
WSFA Convention Contests

Bring Scrapbook, Poster, T-Shirt entries to the Contest Entry Table on Thursday, October 22, 2015 between 10:00 a.m. and 3:00 p.m. ONLY THOSE ENTRIES SUBMITTED BY THAT DATE AND TIME WILL BE JUDGED (late entries will be accepted for display only).

The Fair attendance categories are: A - Fairs under 8,000 and youth shows; B - Fairs 8,001-22,000; C - Fairs 22,001-40,000; D - Fairs 40,001-100,000; and E - 100,001 and over.

Category Sizes have changed for 2015

PHOTO CONTEST – Due Wednesday, October 14, 2015 Photos must be mailed to:
Betty Backstrom, 30106 8th Avenue South, Roy, WA 98580

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. During one of the meals at the convention a list of winners will be displayed on all tables. All fairs that entered should also be listed. An announcement and ribbon recognition will be made for the GRAND SWEEPSTAKES. Category winners will be listed in the Fair Views following the convention.

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: include 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 are allowed.
8) Type on a 3 X 5 card. Leave ½ inch space at the top. Use single spacing: Captions may be added, but 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.

SCRAPBOOK CONTEST – Due Thursday, October 22, 2015 between 10:00 a.m. & 3:00 p.m.

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 were developed to provide flexibility and allow each fair entering a scrapbook to be creative and innovative in producing their record. Scrapbooks will compete in the appropriate size division (a) under 8,000 and youth shows (b) 8,001-22,000 (c) 22,001-40,000 (d) 40,001-100,000 (e) 100,001 and over. Judging score will be based on the judging results for the categories listed below.

Creativity Total of 30 points
Use of theme 5 points
Use of Color 5 points
Originality 5 points
Readability 5 points
Overall appeal 10 points

Introduction Total of 5 points
Preface (name of fair, name of city, fair dates, fair attendance, theme, category and person(s) doing book
Table of contents (WITH PAGE NUMBERS INDICATED)

Map

Preparations Total of 10 points
Fair Board Activities
Staff
Preparations for Fair

Fair Time Total of 40 points
Entertainment
Fair Activities
Fair Departments

Promotions Total of 15 points
Advertising (anything you paid for)
Publicity
Posters
Miscellaneous promotional pieces (TV coverage, library exhibits, etc.)

Off Season (Optional) NO POINTS
Interim events and activities
Construction (capital and preparation)
Ticket samples, etc.

TOTAL POINTS POSSIBLE 100

General rules and instructions

Example: First section of Scrapbook
First Page (Introduction) is a tabbed page.
Page 2 – back of Introduction page is blank – as are all other tabbed pages
Page 3 – Title page/Preface – Must include name of fair, city, dates, fair attendance, category, theme, and person(s) doing the scrapbook
Page 4 – Table of contents – with page numbers included
Page 5 – Map of fairgrounds

Required
Use both sides of pages (except tabbed pages)
Incorporate theme throughout scrapbook
Label (caption) ALL pictures clearly
All pages must have page numbers
Premium/Exhibitor guides MAY be included (many are now on-line, so this is optional) Scrapbook judge will be independent of WSFA. Scores will be tallied and the judge(s) will give awards based on above scores. The judge(s) will determine the winners in each size division. A “Judges Choice” will be awarded to one entry only. Score sheets will be provided for all scrapbooks.

Betty Backstrom, 30106 8th Avenue South, Roy, WA 98580

Categories are:
A) Carnivals
B) Contests & Games
C) Animals
D) Kids
E) Senior Citizens
F) Entertainment
G) Rodeo
H) General Interest
POSTER CONTEST - Due Thursday, October 22, 2015 between 10:00 a.m. & 3:00 p.m.

The purpose of this contest is to share the wide variety of the ways fairs market their event with the use of posters.

Posters will be judged in two categories:
1) Artistic
   The poster should be an Artistic presentation of the fair. A special event or feature may be included, but not required.
2) Informational
   Poster is to clearly present information about the fair (i.e. date, time, special events, cost, preseason ticket purchase location, etc.). Both categories will compete in the appropriate division as determined by fair attendance. The judging criteria are listed below:

JUDGING FOR POSTER

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Artistic Points</th>
<th>Informational Points</th>
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<tbody>
<tr>
<td>Design</td>
<td>30</td>
<td>20</td>
</tr>
<tr>
<td>Use of White Space</td>
<td>0</td>
<td>20</td>
</tr>
<tr>
<td>Overall Impact</td>
<td>30</td>
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<td>Originality</td>
<td>35</td>
<td>10</td>
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<tr>
<td>Information/Content</td>
<td>5</td>
<td>30</td>
</tr>
<tr>
<td>TOTAL POSSIBLE POINTS</td>
<td>100</td>
<td>100</td>
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WSFA Board of Directors will award “Fair Board’s Choice” in both categories if there are qualified entries.

T-SHIRT CONTEST – Due Thursday, October 22, 2015 between 10:00 a.m. & 3:00 p.m.

Awards will be given in each attendance division for “Best Use of Theme”. There will be “Best of Show” T-Shirt awarded if merited.

*Please note the following:
All t-shirts must be picked up by 2:00 PM on the last day of the convention. NONE WILL BE MAILED.

WEBSITE CONTEST

TO ENTER – PLEASE SEND AN E-MAIL TO info@saffireevents.com
Be sure to include your attendance category (the Fair attendance categories are: A - Fairs under 8,000 and youth shows; B - Fairs 8,001- 22,000; C - Fairs 22,001 –40,000; D - Fairs 40,001-100,000; and E - 100,001 and over).

Rules: The site must be active. All sites will be judged using a 1 to 10 point scale with 1 being the lowest score and 10 being the highest score. The score will be based on the following criteria:

1) Navigability/organization of website
2) Overall appearance/impression, including creativity and graphics
3) Use of graphics and other effects
4) Website adheres to a consistent theme
5) Website shows production excellence

2015 WSFA Annual Convention Auction
Silent and Live Auction

The Washington State Fairs Association is right around the corner and we are asking for your support for our WSFA Convention Auction by donating something to the silent and/or live auction to be held throughout the WSFA Convention at the Pasco Red Lion Hotel in Pasco, Washington. Every fair and service member is urged to bring an item for the auction. Auction items can be fair memorabilia, something special from your local vicinity, a service, or anything you feel someone else could use.

2015 WSFA Convention Theme

SUPERHEROS

WSFA
Trade Show Registration Form

Two sizes of commercial booths are available at the WSFA Convention in the Trade Show Area. This year our Trade Show Area will be in GOLD/OLYMPIC ROOMS. A draped table, fabric dividers, and chair will be furnished. The exhibit hall booths are approximately 8 feet deep and 8 feet wide. 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. You must also submit a convention registration form with the trade show registration form to have a trade show booth.

Name: ____________________________________________________________________________

Person to contact: ______________________________________________________________________

Address: ____________________________________________________________________________

Phone: _____________________________ Product or service: ___________________________________

Booth costs: Booth Fee **plus convention registration** depending on the size of booth. Payment for commercial booth must accompany this form. Please note: To participate in TRADE SHOW you must be registered for the Washington State Fairs Association Convention. Early Bird CONVENTION REGISTRATION is $285.00 Starting October 1, 2015 - Convention Registration is $325.00

- Single booth - $150.00
  Early Bird Trade Show Booth
  Registration until September 30
  Starting October 1 - $200.00

- Double booth - $300.00
  Early Bird Trade Show Booth
  Registration until September 30
  Starting October 1 - $350.00

Plus Washington State Fairs Association Convention Registration $285.00
Starting October 1, 2015 - Convention Registration is $325.00

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

Extra Table ___________ at $30.00 Please indicate Size:  
- 4 foot  
- 6 Foot  
- 8 Foot

Electricity Needed?  
- Yes  
- No

Name as it appears on the credit card: __________________________________________________________

Address: ________________________________________________________________________________

Visa / Mastercard/Discover: __________________________ Exp Date: __________ Security Code: ____________

Signature: __________________________________________ Email: ____________________________________

Mail this form to: Washington State Fair Association – Convention
P.O. Box 914
Chehalis, WA 98532
360-269-9971
if you have questions, please call or email: wastfair@comcast.net

WSFA Office Use Only
Check # __________________
Date Rec’d: __________________
Amount: __________________
Other: __________________
2015 Video Showcase Program Application

In 2015 The Washington State Fairs Association is launching a pilot program to test the success of a video showcase program, to complement the Live Showcase program during the 2015 Convention in Pasco, Washington, Oct 22nd - 24th 2015. This program will give service members who’s act can not be showcased on stage at the convention the opportunity to present a short video to Convention delegates alongside traditional live showcase acts.

Rules

- A copy of the video to be showcased must accompany the video showcase application.
- Videos Must be a maximum of 3 minutes. Any application accompanied by a video over three minutes will automatically be rejected.
- Video must be submitted on DVD, or via a functional link to a downloadable copy of the video file (dropbox or other similar services will allow us to download a copy of the video. YouTube will NOT). The file must be in a .avi, .MPG, or .MOV format. Minimum screen resolution of 720 x 480 is required.
- Only acts which can not be featured as live acts will be selected as video showcases. The objective is to present more options to convention delegate, than would fit on the showcase stage. Suitable acts include Hypnotists, Large Animal acts, Monster Trucks, and other acts that would not fit the showcase stage.
- At each Meal featuring a showcase, there will be an emcee to introduce live acts, who will also direct the audiences attention to your video. Video showcases will be presented to the convention delegates between live acts, allowing stage technicians time to reset the stage for the next live act.
- To submit a video, you must be a member in good standing of the WSFA, or join the WSFA on acceptance of your video.
- Videos Showcase applications will be reviewed by the showcase committee, who will select the successful applicants. After selection, service members may not change which video they are to display, without prior approval from the showcase committee.
- The application fee on $25.00 must be submitted with your application. If selected by the showcase committee, an additional video Showcase fee of $100 must be paid before Oct 1st, or you will forfeit your spot.

Application must be received in the WSFA Office by Monday, August 31, 2015

Contact Name: ____________________________
Company Name: __________________________
Phone: ____________________________
Address: ____________________________
Email: ____________________________
Link to Video: ____________________________
Description of act to be showcased:
Preliminary
Washington State Fairs Assn.
2015 Convention Program
Red Lion Hotel - Pasco WA

Theme: Super Heroes make Super Fairs!

Thursday, October 22, 2015
DAY 1
10:00 AM - Registration Desk Opens - Foyer
10:00 AM – 2:00 PM
Turn In your Contest Entries
  Location: Foyer
1:00 – 1:50 PM SESSION
  1: Fair Staff: Kathi Mattinen, WSFA Director and Cowlitz County Fair Coordinator – Oak
  2: Managers’ Meeting: Jerry Gingrich, WSFA Director and Grant County Fair Manager - Design
  3: Fair Directors and Superintendents Meeting:
     Tom Muchoney, WSFA Director and Evergreen State Fair - Project
*** For sessions 1 – 3 each session will use the following starting topic for discussion “What was the biggest success and challenge during your 2015 Fair?”
4: Convention First Timers Meeting: Tips on how to get more out of your first Convention, Paul Nimmo, Pierce County Fair/WA State 4-H Fair – Pine

2:00 – 2:50 PM SESSION
1: Doing your best to prevent/monitor Animal/Livestock Health Issues at your Fair – Dr. Joe Baker, DVM, Washington State Veterinarian - Design
2: How to Market “Small” Fairs - Terry Atchison, WSFA Vice President: Scott Ingalls, Oregon Festival and Events Association – Pine
3: Alcohol Sales at your Fair – Jerry Gingrich, WSFA Director and Manager, Grant County Fair; Carroll Unruh, Oregon Beverage Services- Oak

3:00 – 3:50 PM SESSION
1. MEET YOUR WSFA FAIR DIRECTORS:
   Eastside Directors – Terry Atchison; Richard Hartzell; Haley Meredith; Jerry Gingrich - Design
   Westside Directors – John Morrison; Kathi Mattinen; Tom Gwin; Tom Muchoney - Project

4:00 – 4:50 PM SESSION
1: Managing Marijuana at your Fair – Terry Atchison, WSFA Vice President and Walla Walla Fair & Frontier Days; Bob Reynolds, Spokane Liquor Enforcement Lieutenant –Oak
2: Recruiting Off-Season Events - Heidi O’Hara, Director of Sales & Entertainment, Clark Co. Fair –Project
3: Volunteers – How to get them/how to (gently) get rid of them: Tom Gwin, WSFA Director and Washington State 4-H Fair, Kathy Underwood, Benton Franklin Fair & Rodeo - Design

5:15 – 6:15 PM - No Host Social in Hallway
6:15 PM Doors Open for Dinner
BRONZE/SILVER
Presidents Welcome – John Morrison, WSFA President
Dinner
“Competitive Contest” to be announced – Haley Meredith, WSFA Director and Benton Franklin Fair & Rodeo Director
Emcee – Entertainment Showcases –

WSFA Hospitality Room – Room 1314
Sponsored by Carroll Unruh and Oregon Beverage Services

Friday, October 23, 2015
DAY 2
8:00 AM Registration Desk Opens
9:00 AM Opening Session of the WSFA
Concentration – BRONZE/SILVER
Welcome – John Morrison, WSFA President
Color Guard
National Anthem
Invocation – Paul Nimmo, Pierce County Fair
Introduction of WSFA Directors
Committee Reports
Opening Keynote Speaker – Jodi Buresh, CFE Assistant General Manager, Red River Valley Fair
Crayons! Lipstick! Beer! Everything Your Fair Should Have!
This Keynote address will discuss the importance of a well-rounded agricultural educational message at your Fairgrounds that connects the general public with agriculture in your region.

10:30 AM Service Members Meeting:
Penny Nelson, WSFA Service Director – Trade Show

10:30 - 11:45 AM SESSION
1: Bacon! Eggs! Milk - Jodi Buresh, CFE Assistant General Manager, Red River Valley Fair
  Bronze/Silver
2: Meet your Washington State Fair Commissioners - Oak
3: Consumer Protection – Jerry Gingrich, WSFA Director and Grant County Fair Manager - Design
4. How to Create Cost Effective Sponsorships/Marketing - Matt Ferris, Director of Marketing, Clark County Fair - Pine

Noon – 2:00 PM Legislative Lunch –
BRONZE/SILVER
Legislative Chairman and WSFA President – John Morrison
Legislative Overview from 2015 – Heather Hansen, WSFA Legislative Lobbyist
Introductions of Legislators - Introductions of WA Department of Agriculture Director Derek Sandison
Introductions of WA State Fairs Commissioners
Candidates’ Speeches (WSFA Board of Directors)
Silent Auction
Emcee: Entertainment Showcases:

2:00 – 5:00 PM Grand Opening and Ribbon Cutting for 2015 Trade Show – GOLD/OLYMPIC
Prize Drawing at 4:45 PM / No Host Social Hour

3:00 PM
Carnival Guild Meeting - A Meeting for Carnival Guild Members - location to be determined - Harvest

3:30 - 4:30 PM
Designing Brochures and Posters – Jill Andrews, Sales Representative, Certified Folder Displays and Design Services - Design

5:45 - 6:15 PM
No Host Social in Hallway

6:15 PM Dinner - BRONZE/SILVER
Costume Contest – Super Heroes Make Super Fairs!
WSFA Service Director
Silent Auction
Live Auction – George Magnochi
Emcee: Entertainment Showcases:
WSFA Hospitality Room - Room 1314
Sponsored by Carroll Unruh and Oregon Beverage Services

“Jam” session – Bin 20 Restaurant 9:00 p.m. to ???

Saturday, October 24, 2015
DAY 3
8:00 AM Registration Desk Opens

9:00 – 9:50 AM SESSION
1: Making your Event “Internationally” Friendly – Catering to your Diverse Population - Pine
2: Fair Entertainment – “How To” primer – Jerry Gingrich, WSFA Director and Grant County Fair Manager; Karen Quest, WSFA Service Member - Design
3: ADA – Current and Updated laws - (ADA Center) - Project
4: Raffles and Games – How to conduct successfully while staying Within the Law – Oak

10:00 – 10:50 AM SESSION
1: MONEY – The Elephant in the Room! Issues Facing us All. How to make more – how to spend less? - Pine
2: Reducing Potential Liability - Project
3: West-Side Super School Planning Meeting - Sunny Saunders, Kitsap County Fair - Oak
4. Determining Commercial and Food Booth Space Pricing – What works for your event? Also to include a discussion on Profit vs. Non-profit food vendors. Jerry Gingrich, WSFA Director and Grant County Fair Manager; Penny Nelson, WSFA Director and Service Member; Terry Atchison, WSFA Vice President and Walla Walla Frontier Days; Sue McIntyre, Jefferson County Fair - Design

11:00 – 11:50 AM SESSION
1: Security at your Fair - Project
2: Wine Entries – Terry Atchison, Walla Walla Frontier Days - Design
3. How to Prevent Burnout & Manage Stress in a HOT & Stressful environment, Oak
4. – Presentation by Saffire Events – Pine
   Topic to be announced

Noon – 2:00 PM Awards Luncheon – BRONZE/SILVER
Introduction of Past WSFA Presidents
Contest Awards (Attendance, T-Shirt, Poster, Scrapbook, and Photos). Please pick up your items before 2:00 pm today.
Service Member of the Year Award – Penny Nelson, Emcee: Entertainment Showcases:

2:00 – 2:50 PM SESSION
1: Making your Fair Greener - Oak
2. “Hey, I have got an idea” – Alan Bruess, WSFA Service Member - Project
3. Grants & Other Funding/Revenue Sources -Design

2:00 - 5:00 PM Trade Show – GOLD/OLYMPIC
Prize Drawing at 4:45 PM

3:30 – 4:30 PM
WSFA Annual Business Meeting – (All voting delegates are required to attend) – Oak & Pine

5:30 – 6:00 PM No Host Social in Hallway

6:00 PM
Doors Open for President’s Banquet - BRONZE/SILVER
Emcee: Entertainment Showcases:
WSFA Hospitality Room – Room 1314
Sponsored by Carroll Unruh and Oregon Beverage Services

(This Program is developing - subject to some change - please check our website in late September for the Final WSFA Convention Program)

www.wastatefairs.com
Please support these Service Members!

Showcase and Video Showcase Applications are due
Monday, August 31, 2015
Please send to the
WSFA Showcase Apps
PO Box 914
Chehalis, WA 98532
wastfair@comcast.net

Applications are in this newsletter pages 10 and 11.

Trade Show Hours for WSFA Convention
Friday, October 23, 2015
2:00 – 5:00 PM
Saturday, October 24, 2015
2:00 – 5:00 PM

New this year the Trade Show will be Friday and Saturday ONLY. Thursday will be used for the Trade Show set-up by Vendors. This was a suggestion we received from our Service Members during last year’s Convention.
Thank you Service Members for your input.

2016
Mark your Calendars for the . . .
2016 WSFA Convention
October 27 – 29, 2016
WSFA Board Nominations for 2015

It is time to be thinking.

Theme: “Super Heroes make Super Fairs” - But, before we can have Super Fairs we need those Super Heroes. Superman (John Morrison – President) has declared a need to have new members in the Legion of Super Heroes. Therefore we need your help to fulfill our mission. Washington State Fair Association Board of Directors will have two (2) Eastside positions up for election this year.

The Bylaws: “a Director must be nominated for a specified position and elected by the voting delegates at the annual meeting”. Saturday 3:30 – 4:30 PM

Position #6 – Rich Hartzell, from the Spokane Interstate Fair, has successfully served two full terms and is ineligible to run for this position again. Position #6 is an Eastside Position.

Position #7 – Currently is held by Haley Meredith from the Benton-Franklin County Fair. She is eligible to run for this position again having been elected in 2012. Position #7 is an Eastside position.

If you are interested or know of someone that would be an effective board member, please let me know. Also, we are asking for a written letter of intent to run and a short paragraph of your qualifications is required.

If you have any questions, please do not hesitate to contact either myself or any Board member here at the convention. Thank You…

Jerry Gingrich
Director, Position #8
Nominating Committee Chair