From the President

Register now to attend the 77th Annual Convention! On behalf of the Washington State Fairs Association (WSFA), I’m pleased to invite you to attend the 77th Annual WSFA Convention taking place October 19 – 21, 2017 at the Hilton – Vancouver, WA. You’ll find the Hilton to be a perfect place for our rowdy bunch, with beautiful room arrangements you’ve come to expect and centralized watering holes where you can tie up your horse to catch up with old friends while making news ones.

The Board of Directors and Staff are working very hard on the convention and have a lot of great sessions, events and entertainment being planned. The Theme this year is “Spirit and Pride County Wide.” With that said, the Board and Staff feel the 77th annual convention will enhance your knowledge, widen your network, stimulate your creative self, and expand your vision. We are very excited about this year’s convention and look forward to welcoming you to Vancouver, WA in October. The registration information pertaining to the 77th Annual Convention is available on our website at www.wastatefairs.com.

What’s with the Fair Fund! Washington State Legislature was called into a special 30-day session late in April so they could complete writing a two-year state budget and figure out how to fully fund basic education. Lawmakers have already spent five years on this issue. The state Supreme Court ruled in 2012 that the state has not been meeting its constitutional mandate to fully fund basic education. The House is controlled by Democrats while the Senate is run by a conservative coalition of 24 Republicans and one Democrat. So goes the game of special sessions in Olympia while waiting for leaders to come to a deal on a state budget. The public isn’t seeing much progress. The last budget year they had three special sessions. The best we can determine at this time is the Fair Funding is in the Senate’s Budget, but not in the House Budget. Nevertheless, given the clear partisan divide, members of the legislature must get serious now about reaching a compromise that gets the job done for all of Washington State. July 1, 2017, the state’s new two-year budget must be approved to keep the government operating. Now, we sit back and wait!

Tony R. Atkinson
The regular legislative session ended April 21 without fanfare. Legislators went home knowing they would be back for one or more special sessions until an agreement is reached and a budget is passed. The big issue continues to be school funding and how to pay for it.

Both the Fair Fund and health and safety grants for fairgrounds are included in the Senate budget proposal, but not the House version. We won’t know the outcome until the budget is final.

The Fair Fund has been $2 million a year for twenty years. Is it time to ask for an increase? That’s a question your board must decide this summer. The law governing how the Fair Fund is allocated was written in 1961. It needs to be updated. If the association chooses to go forward with a request to update the law and ask for an increase in funding, we will need the full support of every fair in Washington State.

For many years, Washington State Fairs Association Board of Directors has visited legislators in January. If we go forward with this proposal, we will need as many people as possible, from every county, to come to Olympia to help legislators understand how important fairs are to your community and to your family.

The legislature has a very difficult job to do. Many people ask for money for many different things. Each year, the legislature funds a myriad of items that would surprise you. Most legislators are good listeners. They want to help their constituents. But if they don’t hear from you, they don’t know what you want. We have many legislators who participate in fairs and fully understand how junior livestock shows and county fairs are an integral part of the fabric of rural life. But others, especially more urban legislators, may not have any experience with fairs and may not understand their value. We need to reach them all.

Stay tuned, as decisions are made and the details of the proposal develop, more information will be shared. As fair season approaches, make sure all three of your legislators are invited to your fair. If possible, get them actively involved. Ask them to speak at opening ceremonies, ask them to judge a contest. The more involved they are, they more likely then are to support the Fair Fund!

Heather Hansen
WSFA Government Affairs
# Washington State Fairs Association
## Convention Registration Form
### Hilton Vancouver, WA
### October 19 – 21, 2017 . . . “Spirit and Pride County Wide”

<table>
<thead>
<tr>
<th>Name of Delegate (As you wish it to appear on the name badge)</th>
<th>Early Bird $297.00</th>
<th>$340.00</th>
<th>Voting Delegate</th>
<th>Fair Position Held (Do you want this to appear on badge?)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Name of Fair/Business: ____________________________________</td>
<td>1st</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Contact Name: ________________________ ____________________</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Address: ________________________________________________</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Street or P.O. Box: ________________________ City: ____________</td>
<td>State: _____________</td>
<td>Zip: __________</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Email: ____________________________________________ Telephone: ________________________</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Payment must accompany entry. Amount enclosed: $ ________________</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Visa Card/MasterCard/Discover # __________________________ Exp Date: ______________</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Security Code __________ last 3 digit number on the back of the card located at the end of the signature line.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Name as it appears on the credit card: ______________________</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Signature: ______________________________________________</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

- Save with Early Bird Registration till Tuesday, September 12, 2017 Only $297.00.
- Registration Fee starting Wednesday, September 13, 2017 is $340.00.
- A registration entitles you to a name badge, entrance to all convention activities, 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 $40.00 each.
- Badges will be required at all meetings and convention functions.
- **Refund Policy:** Requests for a refund must be received by Monday, September 18, 2017. Starting Tuesday September 19, 2017 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 Vancouver, WA
- To have a Trade Show Booth you must also be registered for the Convention, with this form.

**Mail this form to:**  WSFA Convention  
Washington State Fairs Association  
P.O. Box 945, Conway, WA 98238  
**Questions:** Call: 1-360-269-9971  
E-Mail: wastfair@comcast.net  
Website: www.wastatefairs.com  

**WSFA Office Use Only:**  
Date: __________  
Check #: __________  
Amount: __________  
Includes: __________  
Other: __________
WSFA Convention Contests

PHOTO CONTEST – Due Monday, October 9, 2017
Tom Gwin WA State 4-H FAIR, 2606 W. Pioneer, Puyallup, WA 98371

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

Photos taken by your Newspaper are acceptable: include name photographer and category. (Single Space)

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 19, 2017

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.
POSTER CONTEST - Due Thursday, October 19, 2017 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:

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Artistic Points</th>
<th>Informational Points</th>
</tr>
</thead>
<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>
<td>20</td>
</tr>
<tr>
<td>Originality</td>
<td>35</td>
<td>10</td>
</tr>
<tr>
<td>Information/Content</td>
<td>5</td>
<td>30</td>
</tr>
<tr>
<td>TOTAL POSSIBLE POINTS</td>
<td>100</td>
<td>100</td>
</tr>
</tbody>
</table>

WSFA Board of Directors will award “Fair Board’s Choice” in both categories if there are qualified entries.

T-SHIRT CONTEST – Due Thursday, October 19, 2017 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.

WEB SITE CONTEST

TO ENTER – PLEASE SEND AN E-MAIL TO: wastfair@comcast.net

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) and

New this year
Service Member Website

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

Book your Rooms at the Hilton Vancouver, today.
To get the Convention Rate they must be booked before September 18. Mention WSFA (Washington State Fairs Association) to get the Convention Rate

360-993-4500 or 1-800-HILTONS
Use WSFA Block Code of S17

Our Convention Room rate is:
Single and Double Occupancy of $115.00 per night
Triple Occupancy of $125.00 per night
Quad Occupancy of $135.00 per night

We have a limited amount of rooms reserved in our Block so make sure to make your reservations today.

Our cutoff date for these Rates is September 18, 2017.
After September 18th the rate goes up.

Dates of Convention October 19 – 21, 2017
Thursday - Saturday

Washington State Fairs Association Vision
“Leading Washington Fairs in successfully meeting the changes and challenges of the 21st Century.”
Washington State Fairs Association

2017 – Board of Directors Nomination

The Washington State Fair Association Board of Directors will have three (3) 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.”

**Position #2** – Currently is held by Tom Muchoney from Evergreen State Fair. He is eligible to run for this position again having been elected to the position in 2013. **Position #2 is a Westside Position.**

**Position #3** – Currently is held by Tom Gwin from Washington State 4-H Fair Puyallup, WA. He is eligible to run for this position again having been elected to the position in 2013. **Position #3 is a Westside position.**

**Position #8** – On January 5th the Board appointed Roylene Crawford from Kittitas County Fair to fill the seat vacated by Brenda Adame until the 2017 Convention. She is eligible to run for this position as defined in the By-Laws. **Position #8 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 me or any Board member.

Erin Gurtel, WSFA Director, Position #6
Chair, Nominations Committee

Send a letter of interest to Erin Gurtel, Chair – 404 N. Havana, Suite 1, Spokane Valley, WA 99202 or egurtel@spokanecounty.org

**Remember the Convention Auction**

Convention is just months away and we are beginning to round up items for our ever-popular auctions.

At our Super School Auction in March we made over $1,100.00. It was a very successful auction with lots of fun items to bid on. I think there were several bidding wars going on with many items having much interest by multiple participants.

WSFA Vice President and Auction Chair Tom Muchoney, is asking that everyone start planning now for our Annual Auction. We would like to see Fair Packages - featuring happenings at your 2018 Fair, Weekend Getaways, and items that tell the story about your special corner of the state. Quilts, Coffee, Gardening Items, Outdoor Items, Plants, Food Baskets, Kids Items, Fall and Christmas Items are always popular.

Items for the Auction can be brought to the Registration Desk on Thursday, October 19 starting at 10:00 AM. We have a donation form on our website (wastatefairs.com), it can be filled out and brought with you or you can send to the WSFA office at wastfair@comcast.net or PO Box 945, Conway, WA 98238.

If you have questions about the auction give Tom Muchoney a call at 425-344-3657 or Gale a call at 360-269-9971

*Thank you for your support and we look forward to seeing all your 2017 Treasures.*

**If you would like to help at the 2017 WSFA Convention give Gale a call at 360-269-9971 or email her at wastfair@comcast.net.**
Trade Show Registration Form

This year our Trade Show Area will be in Heritage DCA. A draped table, fabric dividers, and chair will be furnished. The exhibit hall booths are approximately 8 feet wide by 8 feet deep. Please return this form as soon as possible, space is limited. There will be hospitality times plus coffee and snack 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 return this form as soon as possible, space is limited.

- Single booth - $160.00
- Early Bird Registration Price Prior to September 13
- Starting September 13 - $200.00

- Double booth - $300.00
- Early Bird Registration Price Prior to September 13
- Starting September 13 - $350.00

Plus Washington State Fairs Association Convention Registration $297.00 till September 12. $340.00 starting September 13, 2017

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

Do you need WIFI?  Yes  No

Electricity Needed?  Yes  No

Electricity Charge at $105.00 (includes both days) __________________________

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 945
Conway WA 98238
360-269-9971, if you have questions, please call or email: wastfair@comcast.net

WSFA Office Use Only
Check # ______________
Credit Card ______________
Date Rec’d: ______________
Amount: ______________
Other: ______________

WSFA Office Use Only
Electricity ___________ WIFI ___________

FAIRVIEWS
Hello Guys and Gals,

With Summer fast approaching, well someday, the board has been busy already trying to make this a great year.

Last year convention was one of the best we’ve had in a long time and it was from a lot of hard work from the board and Gale keeping us running right.

This year we’ve already been talking about the trade show and ways to get them to come see us. We had a discussion of putting small carnival games in back and maybe spinning a wheel to get the door prizes. Games would of course give out small prizes as well. It would be great to get some in put from you as well.

I’m also speaking to the fairs in hope I see more of you turn out for Speed Dating. It’s the Service Members way of introducing themselves and telling you about themselves. So make a note to drop by and talk to us.

I hope to see many of you this summer. My prayers are with all of you and may the season be bright.

Penny Nelson
WSFA Service Member Director
Hazel’s Diner

New WSFA Service Members

Malicious Monster Truck Tour
Bill or Lorna Payne
2220 Erlands Point Road
Bremerton, WA 98312
Phone: 360-265-1030
Email: Straightupracing@hotmail.com
Website: www.straightupracing.com
Northwest Based production team bringing quality entertainment at an affordable price to speedways, fairs and stand-alone events.

Whirley Drink-Works!
Charlie Conarro
2008 Scowers Court
El Dorado Hills, CA 95762
Phone: 916-296-4698 - Fax: 814-406-7280
Email: cconarro@whirley.com
Website: www.whirleydrinkworks.com
Custom and Stock refillable souvenir food and beverage containers for the fair industry to drive revenue and repeat traffic with a discounted refill.

WSFA Bylaws

The Clark County Fair proposes the following changes to the WSFA Bylaws for consideration by the membership at the 2017 Annual Meeting.

ARTICLE IV – DIRECTORS
Section 2. Change the sentence that presently reads: “A member in good standing per Article III, Section 1 may not have more than one (1) representative at any time” to read “A member in good standing per Article III, Section 1 may not have more than one (1) voting representative at any time”.

Rationale: The intent of the original language is to ensure that any one member Fair not have more than one vote on matters of business of the Association. Given that the Immediate Past President does not have a voting membership on the Board of Director’s, if left the way it is, the member Fair from which he/she comes is ineligible to have a voting member of the Board until his/her term as Immediate Past President has passed. This all assumes that the Immediate Past President’s term as an elected officer has expired at the time he/she becomes Immediate Past President. Otherwise it is moot and that Fair still has one voting member. This change just covers the case where the term has expired at the time the President also becomes Immediate Past President. It will happen in 2018. When Terry Atchison becomes Immediate Past President, his term on the Board will be over. With the current wording, the Walla Walla Fair would not be eligible to have a WSFA Board member for up to two years.

ARTICLE IV – DIRECTORS
Section 3. Add the following wording to the last sentence of Section 3: “where an election will be held to fill the unexpired term of the ineligible Director.”

Rationale: The present wording, although sufficient, is not clear that appointed Director’s must stand for election at the next annual membership meeting if they so desire, along with any other candidates, for Board positions that become vacant. The wording also needs to be clearer that any vacancy so filled is for only the unexpired term of the vacant position so that the rotation of two Directors off the Board each year is maintained. Otherwise depending on the circumstances and timing, there could be three of the eight Directors leaving the Board at the same time and possibly from the same side of the State. A key advantage of the four-year term was that it allowed us to ensure that a maximum of only two Directors will rotate off each year.

ARTICLE V – OFFICERS
Section 8. Add the following sentence after the end of the first sentence of Section 8: “It will be the responsibility of the Board to fill the office of Executive Secretary, if so created, and to prepare and present an annual evaluation of the incumbent.”

Rationale: The present Bylaws were not clear as to the responsibility for filling the office of Executive Secretary and there was no provision for evaluation of the incumbent, nor the desired frequency of an evaluation. Given that the Executive Secretary works directly with the Board on a regular basis, it is logical that the Board would hire and evaluate that individual.
Preliminary WSFA Convention Program

Here are some of the topics we are working on for the WSFA Convention in October. More descriptions, workshops and presenters will follow as we get closer to the Convention. There will also be Meals, Showcases, Video Showcases, Auctions, Hospitality Rooms and Jam Session.

Thursday, October 19, 2017

10:00 AM Registration Open

1:00 – 1:50 PM Convention Kickoff
Round Table Sessions
1: Reaching out to Your Chamber of Commerce/VIC
2: Phone Apps for Your Fair
3: How to be a Rock Star at Your First WSFA Convention
4: Introducing “The League” of Agricultural and Equine Centers (LAEC)
5: West-Side Super School Planning Meeting
6: Wildcard - This space is saved for the “Hot Topic” after the 2017 Fair Season
7: Animal Service/Companions – What can we ask or not ask
8: Event Pro - Management Software

2:00 – 2:50 PM SESSION
1: Maximizing your Year-Around Facility Rental Program, Debbie Baker, Washington State Fair
2: How to Work with Your County Commissioners, This will be a panel discussion with 3 - 4 County Commissioners participating
3: Marketing Social Media, Mary Kay Repp, Learn more about organic and paid campaigns. This session will focus on how to best utilize all social media platforms using the newest trends. Additionally, this session will give you information on the core demographics utilizing each social media platform.

3:00 – 3:50 PM SESSION
1: Booking Entertainment
2: Liability Issues for Fairgrounds, Marnye Langer, Langer Equestrian Group Insurance Solutions (LEGIS), Burbank, CA

4:00 – 4:50 PM SESSION
1: Motivating the Millennials, Mary Kay Repp
Motivating the Millennials through creating a heliotropic engaging culture in your work place. Mary Kae has experience being an executive coach, helping companies and Managers best lead their teams. The session will give guidance on leading in a Heliotropic manner and teaching your team to Be The Sun, Not the Salt.
2: State Vet Get up to speed with Current Animal Health Trends
3: Legislative – Heather Hansen, WSFA Government Affairs

Friday, October 20, 2017

9:00 AM Opening Session
IAFE Keynote Speaker – TBA

10:30 - 11:45 AM SESSION
1: Keynote Speaker – Topic to be determined
2: WA State Fair Commission
3: Speed Dating with WSFA Services Members and Washington Fairs - Great opportunity to meet your Fair Contacts and WSFA Service Members

2:00 – 5:00 PM Grand Opening and Ribbon Cutting for 2017 Trade Show

3:00 PM - Young Professionals Meeting

Saturday, October 21, 2017

9:00 – 9:50 AM SESSION
1: Instabrags vs. Videosnaps: How & When to Use Both, Cassie Roberts Dispenza, Saffire Social Networks, especially Instagram & Snapchat have taken a turn for the similar—it seems like everything you can do on one you can do on the other. So, when should you use Instagram and when should you use...
Snapchat? What are the differentiators that make it worth having both or should you just pick one? Join us to answer these questions and strategize on how to most efficiently put these Millennial and Generation Z-focused apps to work for you!

2: Regulatory and Requirements Issues of Operating Drones at your Fair, Deputy Jim Payne, Clark County Sheriff’s Office

3: Let’s Talk Rodeo, Jessica McLaughlin, Spokane Interstate County Fair

10:00 – 10:50 AM SESSION
1: Hispanics, and Asians, and Gays, oh my! Luis Valdivia, Multicultural Marketing Specialist, San Diego County Fair, California

The San Diego County Fair is a trendsetter in terms of multicultural marketing: its Hispanic marketing program - the longest-running in the Fair industry, and the 1997 WFA Merrill Award recipient - reached its 20th anniversary in 2017. The Fair’s groundbreaking “Out at the Fair” - also a WFA and IAFE award winner - is the only official LGBTQ outreach program in the Fair industry. The WFA award-winning Asian Festival has also made great strides in three short years. We would like to share these success stories, tips on getting started, and how reaching out to untapped multicultural groups can increase Fair attendance each year.

2: Youth for the Quality care of Animals, Paul S Kuber, Ph.D., Washington State University Extension, Youth for the Quality Care of Animals (YQCA) is a new, industry supported quality assurance program for youth producers ages 8-21 years old. YQCA will provide a common framework for youth food animal quality assurance programs that will enhance the educational experience of youth, improve the care of food animals and provide a higher level of food safety to consumers. YQCA includes information for youth showing the following food animals; Pigs, Beef Cattle, Dairy Cattle, Sheep, Goats, Market Rabbits and Poultry. This program launched in March 2017.

3: The Benefits of Entertainment Routing with other Fairs or Events,

11:00 – 11:50 AM SESSION
1: What you can Expect from your Sheriff’s Department in an Active Shooter Situation, Sgt. Fred Nieman, Clark County Sheriff Office Spokesman

2: Utilizing Service Members Better at your Fair, Alan Bruess, Fast Track Entertainment

3: Eyesore to Eyecandy: Elevate Your Brand NOW! Jeremy Emerson, Saffire, When we think about branding ourselves or our organizations, we can find ourselves intimidated by amount of work in front of us. Where should we start? Do we need a professional brand book or guideline? What if we have no idea what a Pantone color is? We know we hate Comic Sans and Papyrus, but what makes a good font choice, and do we even need one? Never fear! Jeremy Emerson, one of Saffire’s partners and Creative Director is going to show us how to go from “drab to fab” or “eyesore to eyecandy” with two components: a logo, and killer photography. Wait, don’t have either? Not to worry, we’ll discuss ways of utilizing what we’ve got to work with, and tips for sourcing and generating awesome photographic resources that will help our websites, Facebook timelines, Twitter feeds and Instagram pages looking tip-top, portraying our brands in the best possible light!

2:00 – 2:50 PM SESSION
1: Ins and Outs of the Master Planning Process, Tom Beckwith, Beckwith Consulting Group, LaConner, WA

2: Theme and Creative Displays, Choosing your theme and incorporating the theme throughout your fair. Where to find themes ideas and decoration and ideas on how to display your exhibits.

3: Types of Alcohol Permits for your Fair and Events, Carroll Unruh, Oregon Beverage Services

2:00 – 5:00 PM Trade Show

3:30 – 4:30 PM
WSFA Annual Business Meeting

6:30 PM President’s Banquet
Please support these Service Members!
TABLE DECORATIONS - CONVENTION
Would you like to donate Table Decorations for the 2017 WSFA Convention. Please email or call WSFA director Sue McIntire at jeffcofairgrounds@olypen.com or 360-385-5718, for details.

WSFA CONVENTION - SPONSORS NEEDED
Give Gale a call at 360-269-9971 or email at wastfair@comcast.net, if you would like to sponsor an activity or give-away at the 2017 WSFA Convention. We have lots of packages and can fine tune an opportunity to fit your budget and needs.

Fairs and Service Members Welcome!!
We look forward to including you in our 2017 Washington State Fairs Association Convention Program.

FAIR VIEWS
Washington State Fairs Newsletter
PO Box 945
Conway, WA 98238

2017 WSFA CONVENTION THEME
Spirit and Pride County Wide
Friday Night’s (October 20) Costume Contest will use this theme.

PLEASE!!
NOTE

Please note and update your records
The Washington State Fairs Association Address has changed to:

Washington State Fairs Association
PO Box 945
18497 Main Street
Conway, WA 98238

And
Our phone number and email has stayed the same:

360-269-9971
wastfair@comcast.net