Department of Agriculture
Health and Safety Grants
Now Available to More Fairs

From left to right WSFA Legislative Liaison Heather Hansen,
Governor Chris Gregoire and our own WSFA President Paul Nimmo)

The Governors’ signing of House Bill 2356 which established the eligibility of additional
Fairs that were previously excluded from applying for Health and Safety Grants.

Mark your Calendar
WSFA 2012 Convention
November 1 – 3
Yakima Convention Center
Theme: “The Wizards of Oohs and Ahs”
Celebrating the People that Make the Magic Happen
**President’s Message**

It was just like magic…

With a puff of smoke, the Fair Fund disappeared right before our eyes, only to have it reappear just 5 months later. The 2012 legislative session was indeed a wild ride, worthy of any carnival or amusement park.

Besides our promised budget, several other items came through this Legislative Session. The passing of HB 2356 established the eligibility of additional Fairs that were previously excluded from applying for Health and Safety Grants. SHB 2299 established the ability for 4-H to have special license plates, thus funding State 4-H programs. As most Fairs have heavy 4-H involvement, financial stability ensures their continued participation.

There is another success I would like to point out. If you ask our membership, “What does the W.S.F.A. do for you?”, you may receive a wide variety of answers. However, this year, if you heard an answer similar to; “a well respected organization with a powerful membership representing a vibrant industry”, you would be hearing from a Washington State Legislator. The W.S.F.A. emerged from Olympia as an entity representing a livelihood that will not perish. All I can say is thank you to the thousands that took the time to remind our Legislators of their promises and commitments.

With the session under our belts, it is time for Fair Season. Several Fairs have already welcomed the season, while others are in final preparations. Now is the time to welcome our Legislators to our Fairs, and record the stories that we will need once again in the next Legislative Session. Now let us go forth and let the magic happen.

**Convention**

The W.S.F.A. had been wrestling with an important decision for 3 years, that being the location of future Conventions. A decision was not made without research into as many possibilities as possible. The W.S.F.A. Convention is unique in many ways, considered a small to moderate convention in attendance, it also has special space needs. Several proposals were made, most that would require a substantial increase in fees to our membership. This was not the time to make such a request. After a careful decision process, Pasco Red Lion came out the front runner for our Convention for 2013-2015. Saying goodbye to Yakima was not without sadness. We have felt very much at home and do not leave for any specific reason, it was simply time for a change.

We are also challenged to pack in as much business time as possible, moderated with social interaction time and educational opportunities. Thus, for 2012, we have re instituted the full Saturday opportunity. We hope this will allow time for all to participate in as many fair industry opportunities as we can provide, without the feeling of being rushed. While I have always enjoyed the many workshops presented at convention, I have also found that the hallway interactions (not to mention meals and hospitality suits) just as educational. Something magical happens when we come together.

Paul Nimmo
WSFA President
Director Pierce County Fair
Director Washington State 4-H Fair
Washington State Fairs Association
Convention Registration Form
Yakima Convention Center
November 1 – 3, 2012

Please print legibly your name tag depends on it!

First Time at Convention

<table>
<thead>
<tr>
<th>Name of Delegate</th>
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<tr>
<td>(As you wish it to appear on the name badge)</td>
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<tr>
<th>Registration Till September 30</th>
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<tr>
<td>1st</td>
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<td>$245.00</td>
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<table>
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<tr>
<th>Registration October 1 and after</th>
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<td>AVD</td>
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<td>Alternate Voting Delegate</td>
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<table>
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<tr>
<th>Fair Position Held</th>
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<tr>
<td>(Do you want this to appear on badge?)</td>
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</tbody>
</table>

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 #: __________________________ Exp Date: __________________________

V-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 advance registration Advance Registration ends Sunday, September 30, 2012
- Registration Fee starting Saturday, October 1, 2011 is: $285.00
- 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, October 1, 2012. After Monday October 1, 2012 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 Yakima!

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

Questions: Call: 1-360-269-9971
E-Mail: wastfair@comcast.net
Website: www.wastatefairs.com

WSFA Office Use Only:
Date: ___________
Check #: ___________
Amount: ___________
Other: ___________
2012 WSFA
Annual Convention Auction

“Wizards of oohs and ahhs.” Let us ooh and ah our fair managers, board members and volunteers with a live and silent auction that will magically grow awareness of our fairs - while raising the revenue needed to keep our organization strong. The board has set our auction goal for this year at $5,000.

Our auction has become a fun way that we can all actively participate, both by gathering items and bidding on our favorite piece. Auction items have increased in numbers with more fairs participating and offering a wide variety of items of varying value. Let’s take advantage of tapping into the communities that all fairs center around and come up with some new and creative ideas.

Although the convention is set for later in the fall it isn’t too early to start thinking about how you would like to participate in this event. A few auction ideas that have surfaced are weekend getaway packages, airline passes to a special destination or two hot air balloon rides at a local balloon festival.

Let’s make this auction our best ever while we come together, meet others within the fair community and show off what makes our communities special.

Terry Atchison
WSFA Director Position #
Walla Walla Fair & Frontier Days Board Member

Showcase Reminder

Hi everyone —
well summer is finally here and convention 2012 is fast approaching. This will be the last article about sending entertainers in to be selected for your entertainment at convention. The due date has been extended to Monday, July 9th and I hope everyone is thinking of sending in their app or finding that special someone who they saw throughout the year.

Please help us to get those final applications in before the due date. I know there is good talent out there for everyone to see so they may hire them for their fair for 2013. So, don’t hesitate, let’s do what we can to have the best 2012 convention that we possibly can.

You may have them or yourself send the application form to Gale Sobolesky at the WSFA office, PO Box 914, Chehalis, WA 98532.

Just so you know, we are having the 2012 Convention continue through Saturday night this year. So, get ready to gear up for a fun three days. We can’t put this Convention on without the help of all of you. By the way, it is all about you!

Val Watson
Showcase Chairman
WSFA Immediate Past President

See Policy and Application in this newsletter on page 5 and 6.
The WSFA Directors have established the following policies for the 2012 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 by Monday, July 9, 2012.
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 2012 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 2012
Washington State Fairs Association
Yakima Convention Center
Yakima, Washington ~ November 1 – 3, 2012

APPLICATION

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

Name of Act ___________________________________________________________________________________
Description of Act _______________________________________________________________________________
______________________________________________________________________________________________
Number of People in Act ___________________________ Performance Fee $ __________________ per day.
Represented by: [ ] Self [ ] Agent
Name of Agency/Contact __________________________________________________________________________
Address of Act or Agency __________________________________________________________________________
City ________________________________________ State ____________________________ Zip _______________
Phone# _______________________________________ Fax# ___________________________________________
Email_______________________________________ Website: ___________________________________________
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 photo, and a write up that can be used in the Fair Views if your act is selected for the 2012 Showcase.
3. DVD of Stage Acts
4. Stage Plot, sound and technical requirements
5. References and Letters of Recommendation
6. 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, July 9, 2012**
Selected Acts will be notified by the last week of July.
Return application to: WSFA Showcase 2012
P.O. Box 914
Chehalis, WA  98532

Questions: Phone: 360-269-9971 or  Cell Phone: 360-219-6580
Email address: wastfair@comcast.net  Website: www.wastatefairs.com
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 again be in Room ABC. 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. NEW this year we will also use the Court Yard Area in Front of the Convention Center for a few booths, such as Concession Trailers, Stages or . . . . See below for more information.

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.

- Single booth - $100.00
  - Before Sunday, September 30
  - Starting Monday, October 1 - $150.00

- Double booth - $200.00
  - Advance Price ends Sunday, September 30
  - Starting Monday, October 1 - $250.00

Plus Washington State Fairs Association Convention Registration

PLEASE NOTE: To participate in TRADE SHOW you must be registered for the Washington State Fairs Association Convention. ADVANCE CONVENTION REGISTRATION is $245.00
Starting Monday, October 1, 2012 - Convention Registration is $285.00

NEW FOR 2012

- COURT YARD BOOTH - $100.00
  - 10 x 10 approx. size
  - Before Sunday, September 30
  - Starting Monday, October 1 - $150.00

- DOUBLE COURT YARD BOOTH - $200.00
  - 20 x 10 approx. size
  - Advance Price ends Sunday, September 30
  - Starting Monday, October 1 - $250.00

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

Name as it appears on the credit card: ______________________________________________________________

Address: _______________________________________________________________________________________

Visa / Mastercard/Discover: ___________________________ Exp Date: ______________ V-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: __________________
WSFA Convention Contests

Please note the due date for Photo Contest entries. Bring Scrapbook, Poster, T-Shirt & Hat entries to the Contest Entry Table on Thursday, November 1, 2012 between 11:00 a.m. and 2:00 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 9,000; B - Fairs 9,001 - 35,000; C - Fairs 35,001 - 65,000; D - Fairs 65,001 - 100,000; and E - 100,001 and over.

PHOTO CONTEST – Due Friday, October 24, 2012

Photos must be mailed to:
Betty Backstrom, 30106 8né 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: Category, Fair, Activity and Photographer. 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, November 1, 2012

between 11:00 a.m. & 2:00 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 9,000 (b) 9,001-35,000 (c) 35,001-65,000 (d) 65,001-100,000 (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
Publicity
Posters
Miscellaneous promotional pieces

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.
Table Decorations for Convention

If your business or fair would like to provide table decorations for the November WSFA Convention please contact WSFA Director Kathi Mattinen at 360-577-3121 or email her at fair@co.cowlitz.wa.us.

Theme of Convention
Wizards of Oohs and Ahs

T-SHIRT AND HAT CONTEST - Due Thursday, November 1, 2012 between 11:00 a.m. & 2:00 p.m.

Awards will be given in each attendance division for “Best Use of Theme”. 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” category.

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

WEBSITE CONTEST – Must be submitted no more than 30 days and no less than 5 days prior to the start of your fair.

TO ENTER – PLEASE SEND AN E-MAIL TO enter@saffireevents.com

Be sure to include your attendance category (the Fair attendance categories are: A - Fairs under 9,000; B - Fairs 9,001 - 35,000; C - Fairs 35,001 –65,000; D - Fairs 65,001-100,000; 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 of website
2) Overall appearance/impression
3) Use of graphics and other effects
4) Organization of information
5) Website adheres to a consistent theme
6) Website shows creativity
7) Website shows production excellence

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

Poster Contest

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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</thead>
<tbody>
<tr>
<td>Design</td>
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<td>20</td>
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<tr>
<td>Use of White Space</td>
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<td>20</td>
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<td>Overall Impact</td>
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<td>20</td>
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<td>Originality</td>
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<td>10</td>
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<tr>
<td>Information/Content</td>
<td>5</td>
<td>30</td>
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<tr>
<td>TOTAL POSSIBLE POINTS</td>
<td>100</td>
<td>100</td>
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</tbody>
</table>

Remember to Reserve your Hotel Rooms for 2012 WSFA Convention

November 1 – 3
Yakima Convention Center
Yakima, Washington
Convention Hotel:
Red Lion Hotel Yakima Center
509-248-5900
Howard Johnson Plaza
509-452-6511
Remember to mention WSFA to get the Convention Rate

Remember to Reserve your Hotel Rooms for 2012 WSFA Convention
LEGISLATIVE UPDATE: FAIR FUNDING IN TACT, FOR NOW

This is truly a time to be thankful for a great effort. A special thank you needs to go to all of those legislators who not only voted to preserve our funding, but actually led the fight and spoke on our behalf during stressful committee hearings and legislative sessions. To Heather Hansen and President Paul Nemo and Greg Stewart and the rest of the WSFA Board who led the cause and provided valuable facts to legislators on the many ways we positively impact our communities. An attaboy to all of you who e-mailed or spoke directly to your representatives for this great cause.

It is safe to say we can no longer sit back and assume state funding will be there on a permanent basis. Even though this is supposed to be a two year budget, as new revenue projections are presented, things can change in a hurry. As was the case this year, a Special Session was called and both Houses were scrambling to balance the budget. I believe we are now a recognized entity during the legislative sessions. We truly got their attention this year and our, name “Fairs”, was used more than once in various negotiations. We must have a presence at all future legislative sessions in Olympia, even if our funding appears to be solid.

We may on occasion ask ourselves “What do we get out of our state membership dues?” At least part of that answer was in our reimbursement check.

Rich Hartzell,
VP & Legislative Chair, WSFA

Hello Guys and Gals,

I’m sure most of you are back on the road, I’m wishing you good weather and crowds. The Washington Fair Board just met June 7th in Pasco. I’m here to tell you the service members are taken very seriously and we’re doing everything to make the trade show an awesome success. We’re opening the court yard, and are looking for food vendors and walk around acts. Price will be $100.00 for a 8x10 spot. Food vendors can give out samples and it’s a chance to spread our trade show out and get everyone noticed. Hey service members, please give Gale a break and get your dues in. She has more to do than call or e-mail everyone to remind you. Also don’t forget to get your registration in, dead line is Sept. 30th, after October 1st there is a late fee. Convention Registration Forms are contained in this newsletter. So get all registration forms and monies into Gale as soon as possible please. You’ve often said they don’t have workshops for service members, well we’re asking for your input on what you would like to see. Let Gale or I know, We Are Working To Make This a Great Convention For All! I’m also asking for raffle items, we have raffles we get the fair into our trade show. Also that trivia game we did what 3 years ago, seemed to be something fun everyone could get into. If someone would like to put that together, I would really appreciate it. If we end up working the same fairs or festivals please come up and say hi, I’ll be the one stuck behind the grill. Good fortune to all.

Penny Nelson
WSFA Service Member Director
Owner Hazel’s Diner

Washington State Fairs Association Vision
“Leading Washington Fairs in successfully meeting the changes and challenges of the 21st Century."
WASHINGTON STATE FAIR ASSOCIATION DIRECTORS

For

Position # 6 - EASTSIDE
Currently held by Rich Hartzell
(Eligible for re-election)

Position # 7 - EASTSIDE
Currently held by Val Watson
(Not eligible for re-election)

Election will be at the 2012 State Convention
Both are 3 year terms.

Send a letter of interest or for more information to:
Dick Pulis, Chairman
Nominating Committee
4064 Cove West Drive
Moses Lake, WA 98837
rhpulis@yahoo.com
Fax 509 764 5213

New WSFA Service Member
Island Productions
Ron Stubbs
176 North Henning Drive
Camano Island, WA 98282
Phone: 360-387-1197
Fax: 360-387-6303
Email: islandproductions@camano.net
Website: RockandRollhypnotist.com
Ron Stubbs Rock and Roll Comedy Hypnosis Show performing 250 plus shows worldwide every year. Experienced, safe, laughs guaranteed!

WASHINGTON STATE FAIRS ASSOCIATION

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 appraised of matters of interest or concern
• Attend WSFA quarterly business meeting and other meeting that may be called by the WSFA President.
WASHINGTON AGRICULTURAL COMMODITY COMMISSIONS

Alfalfa Seed Commission (RCW 15.65) Dairy Products Commission (RCW 15.44) Seed Potato Commission (RCW 15.66)
Shane Johnson, Executive Director 100 N. Fruitland, Suite B Steve Matzen, General Manager 4201 198th Street SW, #101 Giana Lagerwey, Manager 400 Fifth Street Kennewick, WA 99336 Lynnwood, WA 98036 Lynden, WA 98264 Phone: (509) 585-5460 Phone: (425) 672-0687 Phone: (360) 354-5545 Fax: (509) 585-2671 Fax: (425) 672-0674 Fax: (360) 354-1951 Email: aqmgdt@aqlgmt.com Email: smatzen@havemilk.com Email: gloria@telgenhoffandoetgen.com
Web: www.havemilk.com Web: www.wasedapotato.com
Apple Commission (RCW 15.24) Dry Pea & Lentil Commission (RCW 15.65) Strawberry Commission (RCW 15.65)
Todd Fryhover, President P. O. Box 18 Tim McGrevey, Administrator 2780 W. Pullman Road Todd Fryhover, Administrator Kent, WA 98032 Yakima, WA 98901 P. O. Box 18 Phone: (509) 663-9600 Phone: (509) 543-4363 Phone: (509) 662-5824 Fax: (509) 667-2912 Fax: (509) 453-4837 Fax: (509) 882-6406 Email: Daniele.trovato@waag.org Email: smcgrevey@pea-lentil.com Email: mshelby@westag.org
Web: www.bestapples.com Web: www.pea-lentil.com
Asparagus Commission (RCW 15.65) Fruit Commission (RCW 15.28) Tree Fruit Research (RCW 15.26)
Alan Schreiber, Administrator 2621 Ringold Road B. J. Thurby, President 105 S. 18th Street, #205 Jim McFerson, Manager 1719 Springwater Avenue Kennewick, WA 99336 Yakima, WA 98901 Olympia, WA 98507-2423 Phone: (509) 266-4303 Phone: (509) 453-4387 Phone: (509) 665-8271 Fax: (509) 266-4317 Fax: (509) 453-4880 Fax: (509) 663-5827 Email: aschreib@centurytel.net Email: bj@wastatefruit.com Email: mcferson@treefruiteresearch.com
Beer Commission (RCW 16.67) Grain Commission (RCW 15.115) Turfgrass Seed Commission (RCW 15.65)
Patti Brubach, Executive Director 14240 Interurban Avenue S., #224 Tom Mick, CEO 2702 W. Sunset Blvd., Suite A Dan Ollero, Administrator 1201 Western Avenue, Suite 450 P. O. Box 2022 Seattle, WA 98168 Spokane, WA 99224-1112 Pasco, WA 99302 Phone: (206) 444-2902 Phone: (509) 456-2481 Phone: (509) 783-4676 Fax: (206) 444-2910 Fax: (509) 456-2812 Fax: (509) 783-4674 Email: pbbrubach@wabeef.org Email: tmick@wagrains.com Email: dan@maurergroup.com
Web: www.wabeef.org Web: www.washingtongrainalliance.com Web: www.treefruitresearch.com
Blueberry Commission (RCW 15.65) Mint Commission (RCW 15.65) Wine Commission (RCW 15.88)
Alan Schreiber, Sec./Treasurer 2621 Ringold Road Ann George, Administrator P. O. Box 1207 Steve Warner, Executive Director 14803 15th Ave NE, Suite 200 Shoreline, WA 98155 Seattle, WA 98101-3402 Spokane, WA 99224-1112 Phone: (206) 795-5072 Phone: (509) 453-4749 Phone: (206) 352-5759 Fax: (509) 266-4303 Fax: (509) 457-8561 Fax: (206) 351-9652 Email: Eric@washingtonbeer.com Email: aqmgdt@aqlgmt.com Email: kfrost@agr.wa.gov
Web: www.wablueberrycomm.org Web: www.washingtonwine.org
Bulb Commission (RCW 15.66) Potato Commission (RCW 15.66) Seed Potato Commission (RCW 15.65)
Mike Shelby, Manager 2017 Continental Place, #6 Chris Voigt, Executive Director 108 Interlake Road Dan Ollero, Administrator P. O. Box 2128 Moses Lake, WA 98837 1900 W. Nickerson Street, #116 P. O. Box 232527 Phone: (509) 783-4676 Phone: (509) 765-8845 Phone: (206) 542-3930 Seattle, WA 98119 Phone: (206) 783-4674 Fax: (360) 424-9343 Fax: (509) 765-4853 Email: mshelby@westag.org Email: cvoigt@potatoes.com Email: Soundcatch@seanet.com
Web: www.wapotatoes.com
Canola Commission (RCW 15.65) Puget Sound Salmon Commission (RCW 15.65) Department of Agriculture
Dan Ollero,Administrator P. O. Box 2128 David Harsila, Chair 1900 W. Nickerson Street, #116 Karla Kelley, Chair 1151 Gould Road PMB 210 Seattle, WA 98119 Phone: (509) 99302 Phone: (360) 595-8540 Phone: (206) 542-3930 Fax: (360) 793-4676 Fax: (206) 595-8734 Fax: (206) 585-2671 Email: dan@maurergroup.com Email: Soundcatch@seanet.com Email: sandhillfarms@comcast.net
Wine Commission (RCW 15.66) Red Raspberry Commission (RCW 15.65) Cranberry Commission (RCW 15.65)

3/12
## 2012 Event Dates

### MARCH
- North Central WA Jr Livestock Show: March 30 – 31

### APRIL
- Whatcom County Youth Show: April 6 – 7
- Puyallup Spring Fair: April 19 – 22
- FFA Spring Fair: April 19 – 22
- Spring WA Jr Poultry Expo: April 19 – 22
- NW Jr Livestock Show: April 19 – 22
- St John Community Fair: April 26 – 29
- Colton Uniontown Fair: April 27
- Asotin County Fair: April 27 – 29
- Horse Events: April 20 – 22
- Central WA Jr Livestock Show: April 29-May 2

### MAY
- Jr Livestock Show of Spokane: May 1 – 6
- Lewis County Spring Youth Fair: May 4 – 6
- Enumclaw Jr Dairy Show: May 18 – 19
- Puget Sound Jr Livestock Show: May 31 – June 2

### JUNE
- Waiitburg Jr Livestock Show: June 9 – 10

### JULY
- Castle Rock Fair: July 19 – 21
- Kalama Community Fair: July 19 – 21
- NW Junior Sheep Expo: July 20 – 21
- West Valley Community Fair: July 24 – 28
- Horse, Dog & Cat Show: July 21
- Cowlitz County Fair: July 26 – 29
- Mason County Fair: July 27 – 29
- Silvana Community Fair: July 28

### AUGUST
- Thurston County Fair: August 1 – 5
- King County Fair at Enumclaw: August 2 – 5
- Stanwood Camano Fair: August 3 – 5
- Clark County Fair: August 3 – 12
- Grays Harbor Fair: August 8 – 12
- Skagit County Fair: August 8 – 11
- Yakima Valley Fair & Rodeo: August 8 – 11
- Pierce County Fair: August 9 – 12
- Jefferson County Fair: August 10 - 12
- WA State Jr. Horse Show: August 10 - 12
- Valley Community Fair: August 11
- Northwest Washington Fair: August 13 – 18
- Grant County Fair: August 14 – 18
- Southwest Washington Fair: August 14 – 19

### AUGUST continued
- San Juan County Fair: August 15 – 18
- Skamania County Fair: August 15 – 19
- Wahkiakum County Fair: August 16 – 18
- Clallam County Fair: August 16 – 19
- Pend Oreille County Fair: August 16 – 19
- Whidbey Island Area Fair: August 16 – 19
- Hunter Community & 4-H Fair: August 18
- Benton Franklin Fair: August 21 – 25
- Pacific County Fair: August 22 – 25
- Kitsap County Fair & Stampede: August 22 – 26
- Lincoln County Fair: August 23 – 25
- Klickitat County Fair: August 23 – 26
- Northeast Washington Fair: August 23 – 26
- North Central WA District Fair: August 23 – 26
- Evergreen State Fair: August 23 – Sept 3
- Clayton Community Fair: August 24 – 26
- Lacamas Community Fair: August 25 – 26
- Walla Walla Fair & Frontier Days: August 29 – Sept 2
- Wheatland Communities’ Fair: August 30 – Sept 2
- Kittitas County Fair: August 30 – Sept 3
- Ferry County Fair: August 31 – Sept 2

### SEPTEMBER
- Columbia Basin Jr Livestock Show: September 6 - 8
- Chelan County Fair: September 6 - 9
- Okanogan County Fair: September 6 – 9
- Palouse Empire Fair: September 6 - 9
- Columbia County Fair: September 7 - 9
- Spokane Interstate Fair: September 7 - 16
- Western Washington Fair: September 7 - 23
- Washington State 4H Fair: September 7 - 23
- Washington State FFA Exhibition: September 7 – 23
- Adams County Fair: September 12 - 15
- Garfield County Fair: September 14 - 16
- Washington Jr Poultry Expo: September 20 - 23
- SE Spokane County Fair: September 21 - 23
- Central Washington State Fair: September 21 - 30

Questions - Gale Sobolesky, WSFA Executive Secretary at 360-269-9971 or email at wastfair@comcast.net.
1) BE SURE TO read deadline information in Fair Views before coming to the convention to avoid being late for entry.
2) Where can you get the scrapbook? – Information on FFA website and price for book and pages
   a. www.ffa.org
   b. Click on “Shop”
   c. 1” binder with 36 pages - $29
   d. 2” binder with 36 pages - $39
   e. Extra pages (36) - $19
You are NOT required to use the FFA scrapbook, but gives the least size restrictions for including large newspaper articles, posters, etc.
3) There will be a prize for best cover at the 2012 convention.
4) Get started early – we start as soon as the fair is over collecting “off season” stuff for the following year, determining color scheme, etc. And, even though it isn’t judged, carry the fair’s theme through the off-season section as well.
5) Be selective with the pictures you include – you only need one or two of cows – not a herd.
6) Cropping is FINE and often beneficial
7) Background of each page should not overwhelm the book
8) Use conventional tabs – smaller and easier to use than “home made” ones.
9) What is publicity and what is advertising?
   a. Publicity is free coverage of the fair. Advertising is anything you pay for.
   b. Don’t mix them together. Put all publicity in chronological order and then all advertising in similar chronological order
10) Newspapers
   a. Don’t layer. If double sided, copy the back side, or just tape down one side so it can be flipped over to see the other side.
   b. Reduce on copy machine so they will fit.
11) Headers for departments – easier if you put them in alpha order – i.e. agriculture, beef, floral, horses. Makes it easier to find them. Also put in headers in generally so we know what we’re looking at – fair board, fair staff, fair preparations, etc.
12) Carry fair theme throughout the book.
13) Don’t be afraid to use stickers and stamps. Can get stickers on sale quite often. Find out who in your fair family has access to either.
14) Ribbons – DON’T put the real ribbons in – take a picture, cut it out, and put that in. Do this for buttons, and other bulky items as well. Also works if you have oversize ribbons, or trophies to take pictures that reduce the size.
15) Put all fair passes, ticket samples, etc. at the end. Also the exhibitor guide if you have one.
16) NO PAPER CLIPS holding stuff. Come off easily, rust, and create bulk.
Please create your membership listing for the 2013 Washington State Fairs Association Membership Roster and Website on this membership application. Please mail this form with your dues to the address listed below.

Date: ______________________ Referred by: ________________________________________

Company Name: _________________________________________________________________

Contact Person: ___________________________________________________________________

Address: ____________________________________________________________

City: ______________________________ State: ___________ Zip: _____________________

Telephone: (_______) ___________________ Fax: (________) ________________________

Email: _______________________________ Website: _____________________

Please Describe Your Service or Products:

____________________________________________________________________
____________________________________________________________________
____________________________________________________________________
____________________________________________________________________

ADVERTISING:

NEW IN 2012:
ONLINE ADVERTISING:

______ $25.00 (per year)   Website Ad Static Business Card Size Ad no Link

______ $50.00 (per year)   Website Link Ad Linkable - Link Business Card Size Ad (link from WSFA website to Advertiser’s Website)

______$100.00 (Per year)  Fairviews Ad . Fairviews Newsletter is published 4 times per year and is distributed to all fairs and service members. Please send a digital copy of your ARTWORK to wastfair@comcast.net.

Please mark the advertising you wish to purchase and enclose payment with this form.

Dues: ............. $125.00

Advertising: ..... total from above

Total Amount Enclosed: __________________
Welcome to attendees of the 2012 WSFA Annual Convention!

On behalf of the Yakima Valley Visitors & Convention Bureau, we would like to extend a warm invitation for you to attend this year’s WSFA Annual Convention! We also want to extend our thanks and gratitude to WSFA for choosing the Yakima Valley again this year. Please plan to explore the Valley to see what we have to offer.

Enjoy the relaxing pace of the Yakima Valley and find one of the world’s top agricultural growing regions with award-winning wines and large varieties of fresh produce.

Shop our revitalized Downtown Yakima for today’s fashion or yesterday’s antiques. Pamper yourself at Yakima’s very own Ummelina’s International Day Spa, and then enjoy our wine tasting rooms and restaurants with a variety of cuisine. Take in a show or concert at the Seasons Performance Hall, the Capitol Theatre, or our newest 4th Street Theatre.

The Yakima Valley Museum offers a look into our rich history and culture, along with feature exhibits that are fun and interesting. The Yakama Nation Cultural Center and the Central Washington Agricultural Museum are wonderful exhibits and offer a glimpse of our Valley, today and yesterday.

To ensure you have the best experience in Yakima, stop by the Yakima Valley Visitor Information Center before visiting the Yakima Valley. They are your first stop to an enjoyable visit in Washington Wine Country, do some shopping with their unique gifts, Yakima Valley products, and a large selection of Yakima Valley wine for tasting and sale. Staff members will assist you in selecting your ideal travel itinerary, and can plot directions on maps to send you on your way for a pleasant stay in Yakima.

We hope you come see us and have a wonderful conference in Yakima!

Sun Central! That’s the Yakima Valley . . . your sunshine is waiting!
**2012 WSFA Convention Workshops and Presentations**

The workshops we are planning to offer at the November Convention are listed below. They are subject to change. We will have a complete schedule in our September Newsletter and on the Website later this summer.

1. Starting a 501c3 “Forming a Nonprofit”
2. Creating a Mobile Application Taking Advantage of Advances
3. E-Ticketing
4. Capturing the Media’s Attention
5. Contracts (Interim and Fairtime)
6. Alternative Funding Sources
7. Volunteer Help/Job Fair Recruitment
8. Kid’s Zones at the Fair
9. Vendor/Concessionaire Packets (what should go in the vendors packet)
10. Legislative
11. Theme Days at your Fair
12. Carnival Challenges
13. Super School – Eastside Rotation for Spring 2013 (a planning session)
14. Beer and Wine Gardens
15. ADA Topic to be determined
16. Sponsorships
17. Department Agriculture - The Fair Report
18. Building A Feature Exhibit
19. Signage
20. EntryFees/Judges Pay
21. Entertainment
22. Department of Revenue
23. Working With Commodity Commission to Showcase Agriculture at Your Fair
24. Voting Delegates
25. First Timers Meeting
26. Managers’ Meeting Opening Discussion to include: – “3 Ideas that worked and one that didn’t”
27. Staff Meeting Opening Discussion to include: – “3 Ideas that worked and one that didn’t”
28. Director’s/Fairboard Meeting Opening Discussion to include: – “3 Ideas that worked and one that didn’t”
29. Service Members Meeting

This is the Tentative List of Workshops for our November WSFA Convention – if you have additional suggestions or have a topic you would like to present – please let us know. Email your suggestions to Gale at wastfair@comcast.net or call the WSFA Office at 360-269-9971.

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**Ideas for your Auction Donation**

*Here are some ideas that might make round up your donations this year a little easier*

- **Antiques and Collectibles**
- **Art**
- **Bed and Breakfast Gift Certificates**
- **Fair Package for the 2013 Fair Season**
- **Rodeo Package for the 2013 Fair Season**
- **Behind the Scenes Tour of . . . an area or a facility of interest**
- **Celebrity Autograph or Pictures**
- **Get one during your fair and donate it to the 2012 Convention Auction**
- **Day Cruises or Tours**
  - San Juan Islands, Lake Washington, West Port
- **Experiences**
  - Sailing, Fishing, airplane/Helicopter Rides, Picnics, Guest Symphony Director, Back stage Passes, Concert Tickets, Golf, Skiing, Rafting, Hiking, Poker Night
- **Power Tools**
  - Blowers, weed eaters, edges, pressure washers, table saw, and cordless tools.
- **Sports Events**
  - Tickets (College or Pro), Clinics, Lessons, Equipment, Memorabilia
- **Theme Baskets**
  - Food, Wine, County Fair, Magical, a Basket of Ooh and Ahs, Picnic, Relaxation, Martini, Game
- **Vacations/Get-Aways**
  - Condos & Cabins, Las Vegas, Wine Tours, Ocean Shores, Victoria
- **Decorations for the Holidays**
  - Christmas, Thanksgiving, New Years, Valentines, etc…
WESTSIDE

**John Morrison**  *Position 1*
- Camas-Washougal Community Fair*
- Clark County Fair
- Island County Fair
- Lewis County Youth Fair
- Mason County Fair
- Southwest Washington Fair
- Thurston County Fair
- Washington Junior Poultry Expo
- Western Washington Fair

**Debbie Donk**  *Position 2*
- Enumclaw Jr. Dairy Show
- Evergreen State Fair
- Northwest Washington Fair
- Puget Sound Junior Livestock Show
- San Juan County Fair
- Silvana Community Fair
- Skagit County Fair
- Stanwood ~ Camano Community Fair
- Whatcom County Youth Show

**Paul Nimmo**  *Position 3*
- Castle Rock Fair
- King County Fair
- Lacamas Community Fair
- Northwest Junior Livestock Show
- Pacific County Fair
- Pierce County Fair
- Puyallup Spring Fair

**Kathi Mattinen**  *Position 4*
- Clallam County Fair
- Cowlitz County Fair
- Grays Harbor County Fair
- Jefferson County Fair
- Kalama Community Fair
- Kitsap County Fair
- Skamania County Fair
- Wahkiakum County Fair

**Terry Atchison**  *Position 5*
- Chelan County Fair
- Ferry County Fair
- Grant County Fair
- Kittitas County Fair
- North Central Washington District Fair
- N Central Washington Junior Livestock Show
- Northwest Junior Sheep Exposition
- Northeast Washington Fair
- Okanogan County Fair

**Rich Hartzell**  *Position 6*
- Clayton Community Fair
- Ferry County Fair

**Val Watson**  *Position 7*
- Adams County Fair
- Asotin County Fair
- Central Washington State Fair
- Colton Community Fair
- Columbia County Fair
- Klickitat County Fair
- Lincoln County Fair
- Wheatland Communities Fair

**Dick Pulis**  *Position 8*
- Benton-Franklin Fair & Rodeo
- Central Washington Junior Livestock Show
- Central Washington State Fair
- Columbia Basin Junior Livestock Show
- Kittitas County Fair
- Waitsburg Junior Livestock Show
- Walla Walla Frontier Days
- West Valley Community Fair
- Yakima Valley Fair & Rodeo

*currently not holding a fair event*

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**FAIR VIEWS**

Washington State Fairs Newsletter
P.O. Box 914
Chehalis, WA 98532