

**NEW AND INNOVATIVE WAYS TO
SHOWCASE TRADITION, LOOK TO THE
FUTURE, AND INCREASE EXHIBITORS
AND ATTENDANCE**

NEW VIEWS - PERSPECTIVES FROM YOUR FAIRS COMMISSIONERS



COMMISSIONER PAUL NIMMO



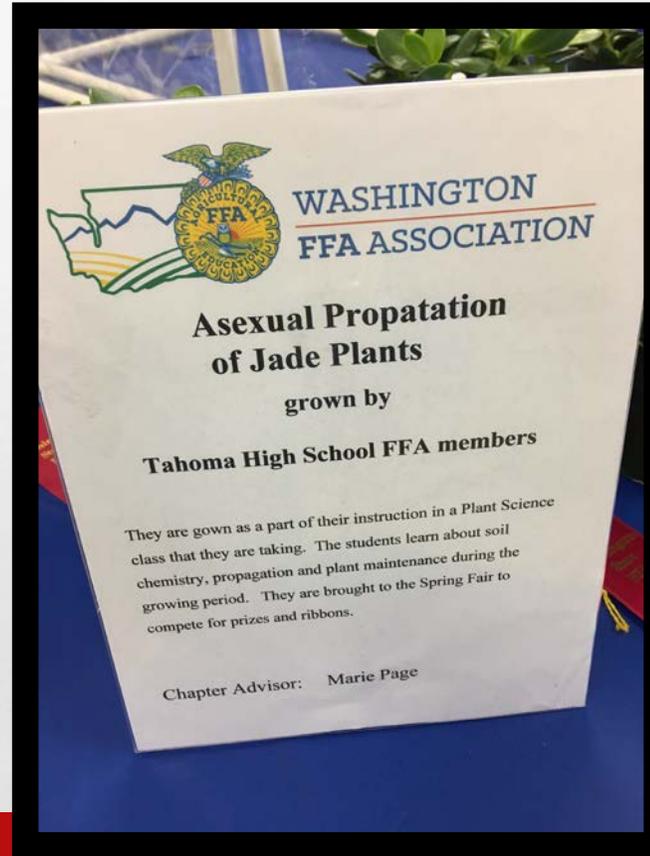
EDUCATING THE PUBLIC

- NOT ALL PEOPLE WHO GO TO THE FAIR ARE “FAIR PEOPLE”
- THIS IS A GREAT EXAMPLE OF A SIMPLE EXPLANATION OF HOW THIS DEPARTMENT WORKS



EDUCATING THE PUBLIC

- SIGNAGE IS VERY EDUCATIONAL AND IMPORTANT TO EXPLAIN COMPLICATED DISPLAYS
- PLEASE REMEMBER SPELL CHECK IS YOUR FRIEND



EDUCATING THE PUBLIC

- YOU CAN EASILY STAND OUT BY STANDING UP
- INTERACTIVE YET SIMPLE DISPLAYS WILL ATTRACT (AND EDUCATE)



FIRST IMPRESSIONS

- LOOK THROUGH THE EYES OF THOSE WHO ARE NOT “FAIR PEOPLE”
- FIRST IMPRESSIONS? THIS PHOTO IS THE FIRST THING PEOPLE SEE WHEN THEY STEP AWAY FROM A TICKET OFFICE



FIRST IMPRESSIONS

- WHILE IMPORTANT TO THOSE WHO PARTICIPATE, THIS EXHIBIT MEANS NOTHING WITHOUT AN EXPLANATION TO THE CASUAL FAIRGOER



FIRST IMPRESSIONS

- LOOK TO SPLIT UP DISPLAYS
- AFTER READING THE FIRST FEW, THE AVERAGE FAIRGOER SIMPLY MOVES ON
- USE OF TECHNOLOGY AS WELL AS ENGAGEMENT ITEMS WILL ENCOURAGE PEOPLE TO “LEARN”

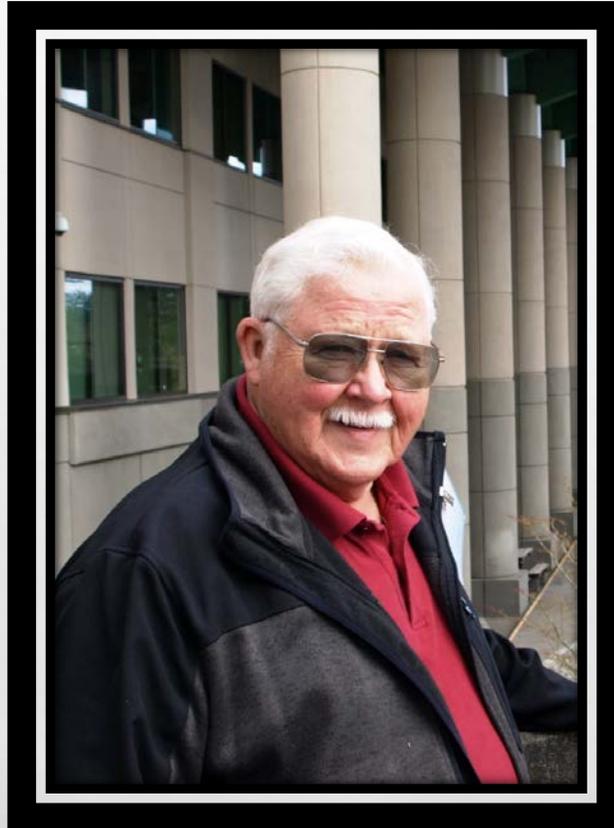


EDUCATING THE PUBLIC

- ANY DISPLAYS THAT ENCOURAGE INVOLVEMENT WILL BE A HIT, AS YOU SEE MY EXECUTIVE ASSISTANT IS DEMONSTRATING

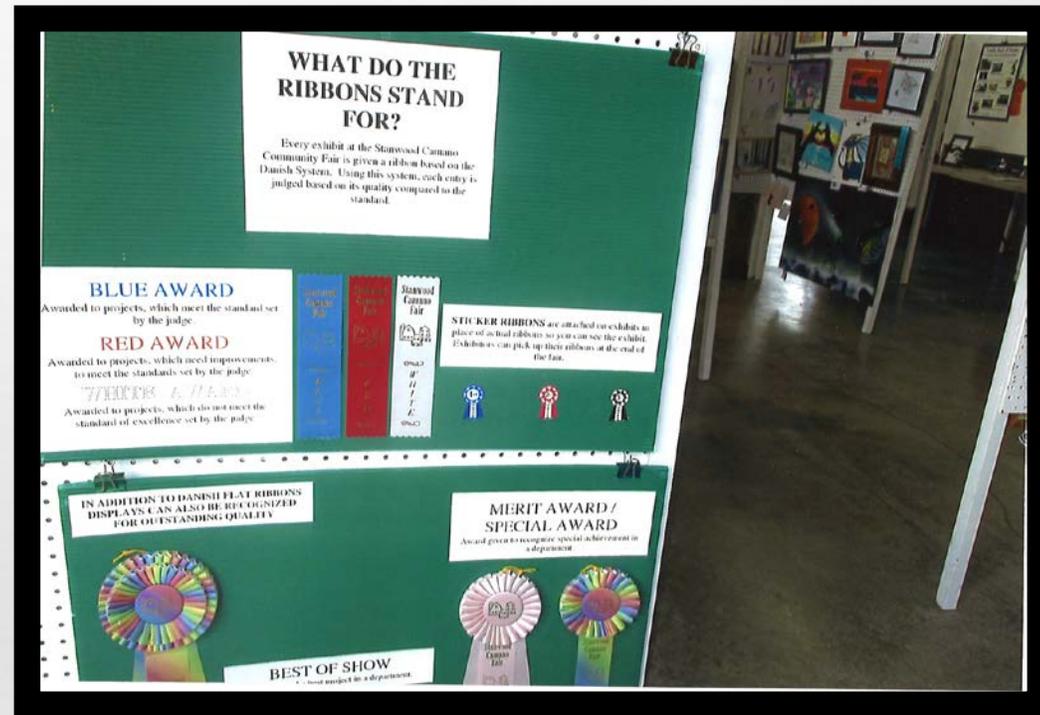


COMMISSIONER JIM BECK



SHOWCASING TRADITION AND EDUCATING THE PUBLIC

- EXHIBITS ARE A TRADITIONAL PART OF THE FAIR
- WHAT DO THE RIBBONS MEAN?



SHOWCASING TRADITION – AGRICULTURAL FAIRS

- MANY PEOPLE ARE REMOVED FROM FARMING
- REALLY NICE AGRICULTURE DISPLAY REMINDS PEOPLE – NO FARMS, NO FOOD
- CAPITALIZES ON RENEWED INTEREST IN LOCAL FOOD



SHOWCASING TRADITION – AGRICULTURAL FAIRS

- AG ADVENTURE CENTER TAKES THE FAIRGOER TO THE FARM
- FURTHERS YOUR AGRICULTURAL MISSION
- FREE FAMILY ACTIVITIES CREATE MEMORIES FOR THE NEXT GENERATION OF FAIRGOERS



INNOVATION AND TRENDS

- SMART PHONES – EVERYONE HAS A CAMERA TO RECORD MEMORIES
 - SELFIES
 - FAMILY PHOTOS



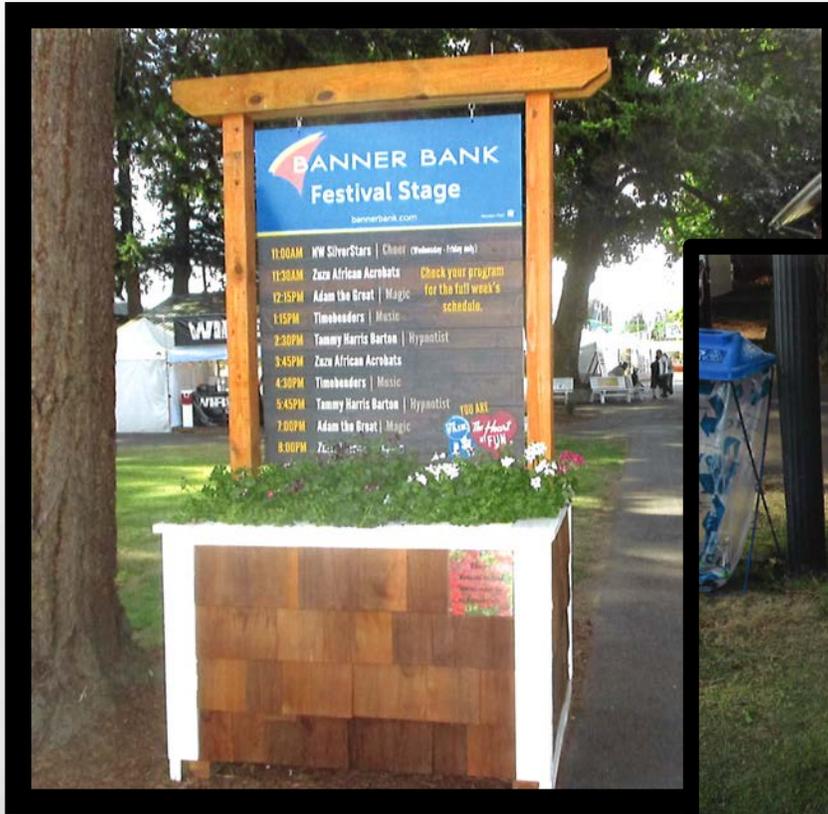
DISPLAYS

- THINK ABOUT THE OPTICS
 - TOO MANY RIBBONS CAN BE OVERWHELMING
 - CONSIDER RIBBON STICKERS – EXHIBITORS
 - GET THE REAL RIBBON AFTER



DEMONSTRATIONS & ENTERTAINMENT

- PEOPLE ARE MORE WILLING TO STICK AROUND IF THEY KNOW THE SHOW TIMES
- ENCOURAGE PEOPLE TO INVESTIGATE



COMMISSIONER TERRY NICKELS



BEST PRACTICES

- AG FEATURED EXHIBIT – GREAT EDUCATIONAL OPPORTUNITY
- YOUTH INVOLVEMENT MAKES FAIRS MEANINGFUL
- SCOUT PROJECTS – GOOD WAY FOR THEM TO EARN BADGES – LEADERSHIP DEVELOPMENT
- THE FAIR BENEFITS FROM HAVING MANY YOUTH ACTIVITIES

BEST PRACTICES

- WEST VALLEY FAIR APPLE HISTORY DISPLAY
- COMMUNITY'S AGRICULTURAL PRODUCTS
- DISPLAYED OR FEATURED EXHIBIT
- HISTORY OF THE APPLE INDUSTRY
- PAST HARVESTING AND PROCESSING



BEST PRACTICES

- SOUTHEAST SPOKANE COUNTY FAIR
- FOOD PRESERVATION
- EXCELLENT EDUCATIONAL VALUE
- HIGHLIGHTED CANNING PROCESS
- EXCELLENT STILL LIFE DISPLAY



BEST PRACTICES

- SPRING YOUTH FAIR
- BOY SCOUT BIRDHOUSE CLINIC
- SPECIAL YOUTH FAIR ACTIVITIES
- YOUTH PROJECT CONSTRUCTION
- YOUTH LEADERSHIP DEVELOPMENT



BEST PRACTICES

- ASOTIN COUNTY FAIR RABBIT PETTING ZOO
- EXCELLENT EDUCATIONAL DISPLAY
- SPECIAL YOUTH ACTIVITIES
- YOUTH ANIMAL PARTICIPATION
- YOUTH LEADERSHIP DEVELOPMENT



BEST PRACTICES

- ASOTIN COUNTY FAIR
- PIRATES IN THE PALOUSE



COMMISSIONER TRISH MYERS



COMMUNITY INVOLVEMENT

- THINK OF CREATIVE WAYS TO INCLUDE THE COMMUNITY
- BE CREATIVE WHEN IT COMES TO VOLUNTEERS – REACH OUT TO SCHOOLS, RETIREMENT HOMES, CHURCHES, CIVIC GROUPS
- NOT SURE WHERE OR HOW TO START? REACH OUT TO OTHER FAIRS OR THE FAIRS COMMISSIONERS FOR IDEAS AND WAYS TO IMPLEMENT THEM

COMMUNITY INVOLVEMENT

● EDUCATIONAL SIGN SPONSORS – THE SPOKESMAN REVIEW

History of Sheep

Using stone-tipped spears and wooden clubs, the earliest humans began hunting wild sheep about two million years ago, at the beginning of the Stone Age. People living in Western Asia began taming sheep near the end of the Stone Age. Today's sheep descended from the Mountain breed, from the Mediterranean islands of Sardinia, Corsica and Cyprus.

Uses of Sheep

Sheep yield two major products: wool and meat. Wool is sold for making clothes, while lambs are raised for their meat. In 2003, about 200 million pounds of lamb and mutton were produced in the U.S. Sheep give us materials for products such as soap, glue and candles, while others are kept as pets and for showing. Sheep eat broadleaf plants, tall weeds and grasses, which help reduce the dangers of wildfire. Farmers and ranchers graze sheep on their land to reduce weeds and insects that attack crops.

Did You Know?...

- Sheep produce wool
- Sheep can be milked just like cows
- Sheep eat a wide range of plants, even plants that are toxic to other animals
- Rare genetics allow some sheep to have four or more horns
- "Lamb" is the term used to define the meat of a sheep less than a year old
- You can tell a sheep's age by the number of teeth
- A sheep that loses its teeth is called a "gummer"
- Most lambs are born with long tails
- Weeds are a major part of a sheep's diet
- Nimble and sure-footed wild sheep can climb steep mountain cliffs
- A sheep's wool is sheared in the spring
- Sheep may have twins or even triplets
- Sheep are social and live in groups

Breeds of Sheep

There are more than 200 breeds of sheep worldwide. In the U.S., the top 5 are:

- **Suffolk**
 - ◊ A black-faced breed, primarily raised for meat production
- **Dorset**
 - ◊ The No. 1 white-faced sheep in the U.S., an all-purpose breed and one of the few to breed out of season
- **Rambouillet**
 - ◊ The backbone of the American sheep industry, it produces the world's finest wool and is valued for its meat
- **Hampshire**
 - ◊ A white-faced sheep used for meat and fiber production
- **Columbia**
 - ◊ The first breed to originate in the U.S., used for meat and wool production

Wake up and Read it.
THE SPOKESMAN REVIEW

COMMUNITY INVOLVEMENT

- NOT ALL DISPLAYS LEND THEMSELVES TO RIBBONS
- HERE'S A CREATIVE WAY TO RECOGNIZE EXHIBITORS' ACHIEVEMENTS



IMPORTANCE OF SIGNAGE

- THINK LIKE A FAIRGOER WHO HAS NEVER BEEN TO YOUR FAIR BEFORE
- SIGN YOUR ENTERTAINMENT STAGES SO FOLKS KNOW WHEN AN ENTERTAINER WILL BE THERE – THEY'LL BE INCLINED TO RELAX AND WAIT IF THEY KNOW SHOW TIMES
- GET PEOPLE INVOLVED IN YOUR DEMONSTRATIONS BY WELCOMING SIGNS
- SIGNS ENCOURAGE PEOPLE TO MOVE TO ALL CORNERS OF YOUR FAIR
- MAKE SIGNS VISIBLE FROM A DISTANCE

THE IMPORTANCE OF SIGNAGE

- INVITE FAIRGOERS INTO YOUR BUILDINGS
- MAKE THEM WANT TO GO INSIDE
- MAKES FOR A BETTER FAIR-GOING EXPERIENCE



THE IMPORTANCE OF SIGNAGE

- LETS FAIRGOERS KNOW WHAT'S GOING ON
- ENCOURAGES THEM TO STAY FOR A WHILE
- EXPLAIN WHY BARNES APPEAR VACANT AND WHERE THEY CAN GO SEE THE EXHIBITORS COMPETE



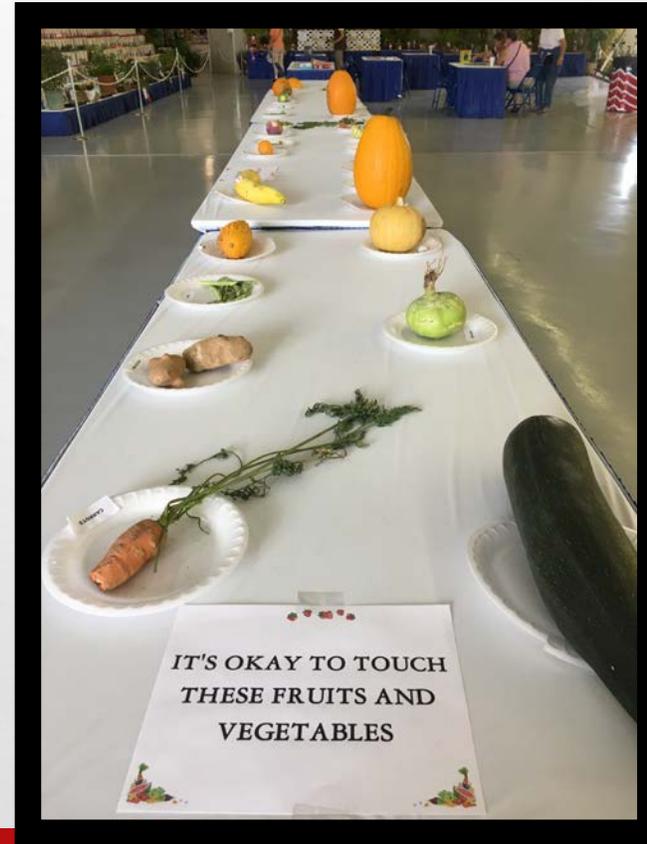
INNOVATION – MODERN CONVENIENCES

- WHAT WOULD YOU NEED IF YOU WERE A NEW MOM OR DAD, OR SOMEONE OLDER, OR SOMEONE WITH A DISABILITY
- INVOLVE A SPONSOR FOR COMMUNITY INVOLVEMENT



SHOWCASING TRADITION

- ENCOURAGE EXPLORATION
- PEOPLE LIKE TO TOUCH THINGS – SET ASIDE ITEMS FOR THEM SO THEY'LL KEEP THEIR HANDS OFF OF THE OTHER EXHIBITS



COMMISSIONER TERESA NORMAN



INCREASE EXHIBITS – TAP LOCAL SCHOOLS

- CENTRAL WASHINGTON STATE FAIR



INCREASE EXHIBITS – TAP LOCAL SCHOOLS

- ONE WAY TO INCREASE EXHIBITS AND TO PROMOTE COMMUNITY IS TO TAP INTO YOUR LOCAL SCHOOLS
- REACH OUT TO LOCAL SCHOOL DISTRICT ART TEACHERS – ELEMENTARY TO HIGH SCHOOL
- SCHOOL EXHIBITS DON'T HAVE TO BE JUDGED
- WONDERFUL WAY TO RECOGNIZE AREA YOUTH AND SCHOOLS
- BRINGS IN LOTS OF FAIRGOERS

INCREASE EXHIBITS – TAP LOCAL SCHOOLS



INCREASE EXHIBITS – TAP LOCAL SCHOOLS

- CENTRAL WASHINGTON STATE FAIR



INCREASE EXHIBITS – TAP LOCAL SCHOOLS

- GRANGES ARE IN A DECLINE, YET THE GRANGE DISPLAYS ARE ONE OF FAIRGOERS FAVORITE EXHIBITS
- INVITE YOUR LOCAL FFA ORGANIZATIONS TO DO GRANGE-TYPE DISPLAYS
- PRODUCE AND MATERIAL IS DONATED
- WOULD THIS QUALIFY TOWARDS THE SENIOR PUBLIC SERVICE REQUIREMENT?
- BRINGS IN LOTS OF FAIRGOERS AND ENCOURAGES SCHOOL PRIDE

INCREASE EXHIBITS – TAP LOCAL SCHOOLS



INCREASE EXHIBITS – TAP LOCAL SCHOOLS

- CENTRAL WASHINGTON STATE FAIR



INCREASE EXHIBITS – TAP LOCAL SCHOOLS

- INVITE YOUR LOCAL HIGH SCHOOLS TO PAINT A MURAL FOR YOUR FAIR
- MURALS BEAUTIFY BOTH INSIDE AND OUTSIDE WALLS
- ENCOURAGES SCHOOL PRIDE
- SIMPLE MATERIALS – ¼ INCH PLYWOOD AND PAINT
- CREATES A PARTNERSHIP WITH THE COMMUNITY

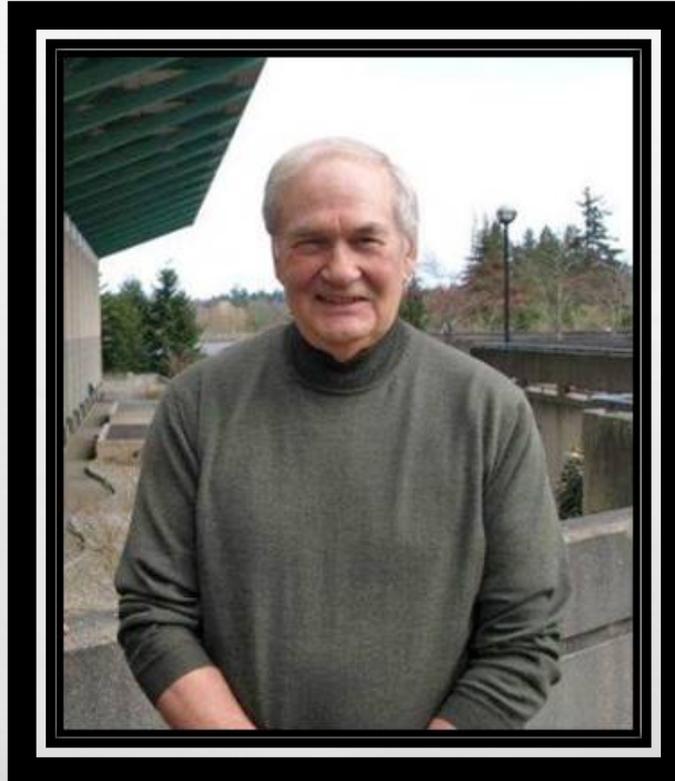
INCREASE EXHIBITS – TAP LOCAL SCHOOLS



COMMUNITY INVOLVEMENT

- LOCAL SERVICE ASSOCIATIONS (ADULT AND YOUTH)
- 4-H AND FFA (THEY CAN DECORATE THE OUTSIDE OF BARNS, TOO!)
- LOCAL SENIOR CENTER – THEY'D BE GREAT AT DOING DEMONSTRATIONS – INVITE THEM TO EXHIBIT ALSO
- LOCAL CRAFT CLUBS – THEY COULD BE WILLING TO DO DEMONSTRATIONS OR VOLUNTEER IN A BUILDING
- FARM AND FEED STORES – COULD HELP BEAUTIFY A CORNER OR HELP SUPPORT AN FFA EXHIBIT
- CRAFT STORES – MICHAELS CRAFT STORE OFTEN WILL DO DEMONSTRATIONS
- HIGH SCHOOLS
- MIDDLE SCHOOLS
- GRADE SCHOOLS
- GET IN TOUCH WITH THEM NOW!

COMMISSIONER RON CRAWFORD



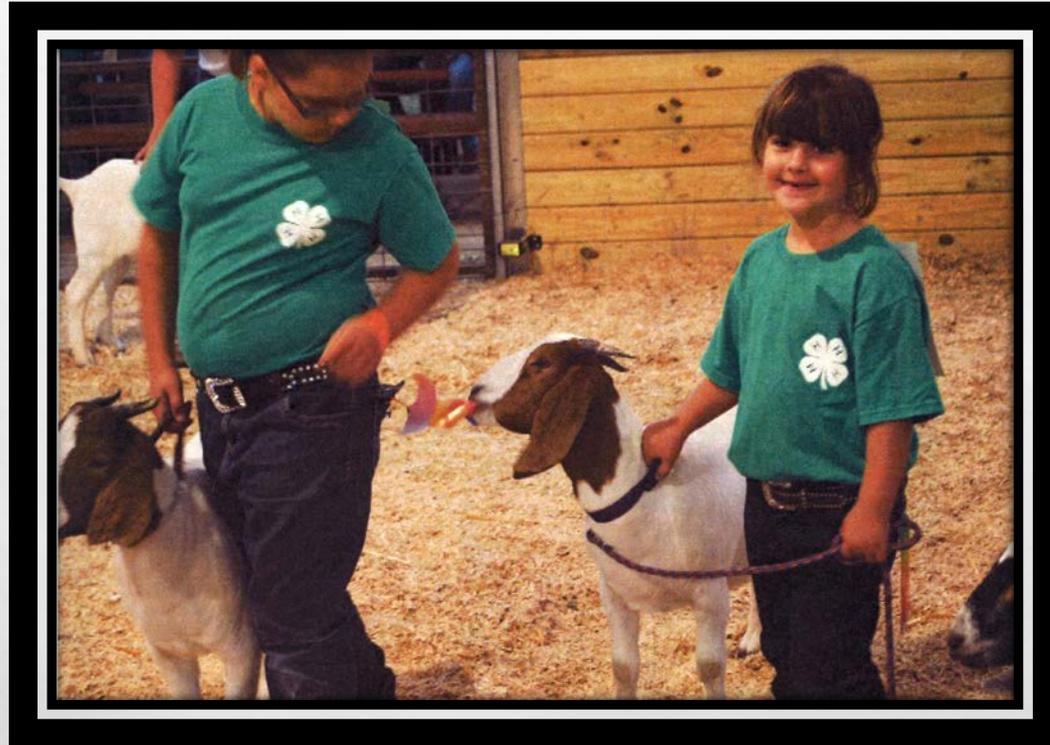
STILL LIFE DISPLAYS



VOLUNTEERS



4-H AT THE FAIR



AGRICULTURE FEATURE EXHIBIT

- MUST BE SIGNED

“AGRICULTURE
FEATURE EXHIBIT”



ACTIVITIES IN STILL LIFE BUILDINGS



COUNTY RELATIONSHIP YEAR ROUND FACILITY



WRAP UP

- SIGNS ARE IMPORTANT
- REACH OUT TO YOUR COMMUNITY SOON
- GET YOUR SCHOOLS INVOLVED IN CREATIVE WAYS
- THE MORE KIDS' EXHIBITS, THE MORE FAIRGOERS YOU WILL HAVE
- DON'T FORGET TO THANK THE LEGISLATURE FOR CONTINUING TO FUND FAIRS
- APPLICATIONS FOR FUNDING HAVE BEEN SIMPLIFIED