Washington State Fairs Association

The Showplace of Agriculture

Since 1940

Convention Program
Centennial Hotel – Spokane, WA

October 24-26, 2019
2019
WSFA Board of Directors

**PRESIDENT**
Tom Muchoney 2013-2021
POSITION #2
Evergreen State Fair
13225 S. Machias Rd.
Snohomish, WA 98290
PHONE 425.344-3657
tmuchoney@comcast.net

**DIRECTORS**
Andrea Thayer 2018-2022
POSITION #1
Washington State Fair
110 9th Avenue SW
Puyallup, WA 98371
PHONE 253.841-5008
andreat@thefair.com

Tom Gwin 2013-2021
POSITION #3
Washington State 4-H Fair
2606 W. Pioneer
Puyallup, WA 98371
OFFICE PHONE 253.445-4630
CELL 360.581-0177
tgwin@techline.com

**VICE PRESIDENT**
Erin Gurtel 2015-2019
POSITION #6
Spokane Interstate Fair
404 N. Havana, Suite 1
Spokane Valley, WA 99202
WORK # 509.477-2785
egurtel@spokanecounty.org

**IMMEDIATE PAST PRESIDENT**
Terry Atchison 2011-2020
POSITION #5
Walla Walla Fair & Frontier Days
149 Thunder Ridge Dr.
Walla Walla, WA 99362
PHONE 509.529-8386
CELL 509.520-4276
terryatchison@msn.com

Sue McIntire 2016-2020
POSITION #4
Jefferson County Fair
PO Box 242
Port Townsend, WA 98368
WORK # 360.385-1013
PHONE 360.385-5718
CELL 360.301-0747
jeffcofairgrounds@olycom.net
DIRECTORS
Bill Ogg, CFE 2018-2021
POSITION #5
Walla Walla Fair & Frontier Days
PO Box G
Walla Walla, WA 99362
PHONE 509.527-3247
CELL 509.520-3247
bogg@co.walla-walla.wa.us

WSFA SERVICE MEMBER DIRECTOR
Penny Nelson 2011-2019
Hazel’s Diner
3305 W. Birchfield
Yakima, WA 98901
PHONE 509.961-9107
corndoglady@netscape.com

OPEN 2015-2019
POSITION #7
Roylene Crawford 2017-2020
POSITION #8
Kittitas County Fair
4290 Kittitas Highway
Ellensburg, WA 98926
PHONE 509.929-1782
croylene@gmail.com

WSFA EXECUTIVE SECRETARY
Gale Sobolesky, CFE
PO Box 945
18497 Main St.
Conway, WA 98238
WSFA OFFICE 360.269-9971
wastfair@comcast.net

WSFA GOVERNMENT AFFAIRS
Heather Hansen
120 Union Ave., Suite 204
Olympia, WA 98501
PHONE 360.705-2040
heather@wafriends.org

TRADE SHOW HOURS
NO TRADE SHOW THURSDAY, OCTOBER 24, 2019
1:30 PM SET-UP TIME!

Friday, October 25, 2019
2:30-5 PM
Grand Opening & Ribbon Cutting
Prize Drawing 4:45 PM
Refreshments in the Trade Show Area

Saturday, October 26, 2019
3-5 PM
Prize Drawing 4:45 PM
Refreshments in the Trade Show Area
"Hats off to Washington State Fairs"

Thursday, October 24, 2019
DAY 1

10:00 AM  Registration Desk Opens

10:00 AM-2:00 PM  Turn in your Contest Entries

1:00 PM  Opening Session of the WSFA Convention
Riverfront Ballroom C D
Welcome – Tom Muchoney, WSFA President
Color Guard (ROTC High School)
National Anthem
Invocation – Paul Nimmo
Committee Reports

Opening Speaker: Marla Calico, CFE President and CEO, IAFE

Life is Full of “IFS”

“On my wall at the office, right where I can see it every day, is a comic strip of ‘Pickles’ by Brian Crane. The question asked in this strip, is ‘Did you ever stop and think that in the middle of the word ‘life’ is the word ‘if’?’ and the statement is, ‘That means that life is full of ‘ifs’.” In reality, many of us are afraid of the “if.” We don’t really want to ask “what if?” We prefer the routine, the expected, rather than the “ifs” that come along. In this message, you will be challenged to think about the world of possibilities and opportunities for our fairs to thrive and create a sustainable base for the next generation, if we just will embrace the ‘ifs’.”

Marla is passionate about agricultural fairs and the people who make them happen. She’s often referred to as “The Fair Chick” and even has the logoed shirt to prove it! Visit four fairs in one day? Of course? Take vacation to go to fairs? Why not? Her role as the President and CEO of the International Association of Fairs and Expositions is the culmination of a life spent involved with fairs – as an exhibitor, a visitor, volunteer, employee and manager.
2:30 – 3:20 PM SESSION
1: Laws and Rules Pertaining to Cannabis-Related Activities at Non-Licensed Locations, Jeremy Wissing, Lieutenant, Marijuana Non-Retail Unit WA State Liquor Control Board (Finch)
2: Emerging Animal Diseases and Fairs, A Session with our Washington State Veterinarian, Dr. Brian Joseph (Willow 1)
3: Media Tips and Tricks, In his discussion today, Jared will provide his perspective on lessons he’s learned in working with the media over the last 15 years and his most effective techniques for responding to crisis and criticism, sharing positive stories and building relationships. Jared Webley, Public Policy and Communications Manager for Spokane County (Corbin)
4: Washington Fair Commission, The Fair Commission will share best practices, common areas for improvement, what it means to be a fairs commissioner, and more. Teresa Norman and Fair Commissioners (Grant)

3:30 – 4:20 PM SESSION
1: Working with Social Media Influencers, These internet tastemakers provide opportunities for your Fair to share their message with large audiences within their target demographic. Influencer marketing is the practice by which you can promote your Fair and leverage influencers to expand your online reach, build awareness, and establish credibility in an authentic way. It can be an extremely lucrative endeavor, but only when done carefully. Mary Kae Repp, Owner, Genesis Marketing (Corbin)
2: Fairs, Health Checks & What to Look for, A Session with our Washington State Veterinarian, Dr. Brian Joseph (Willow 1)
3: The Role of Fairs in the 4-H Youth Development Program, Nancy Deringer, State 4-H Program Leader (Finch)
4: Superintendent Leadership, Just like the great game of football, it takes the entire team working together to get the victory. Communication and conflict management are key to the success of any department and our very own victories at the fair. So … let’s play ball! Jessica McLaughlin, Fair Coordinator, Spokane County Fair (Grant)

4:30 – 5:20 PM SESSION
“Future Proof Your Fair Leadership”
Planning now for inevitable transitions of leadership, whether board or staff, along with understanding best practices in successful programs of managing volunteers will help better position your fair for the next generation. Marla Calico, CFE President and CEO IAFE (Riverfront Ballroom C D)

Service Members Meeting
This meeting is for WSFA Service Members and will be located in the Trade Show Hall. It will be monitored by WSFA Service Member Director, Penny Nelson of Hazel’s Diner. (Trade Show Display Hall – Riverfront Ballroom A B)
5:30 PM  
**Young Professionals – Initiative – Ment-A-Minute**

The Mission of YPI is to provide a venue for young professionals (40 years old and under) to guide the future of the fair industry through leadership development, mentoring, incentives, education, and idea sharing. Join us for a quick-paced hour of Q&A with industry mentors! (Willow 1)

5:45 – 6:15 PM  **No Host Social in Hallway**

6:15 PM  **Dinner**

**Skyline Ballroom**

President’s Welcome – Tom Muchoney, WSFA President

Introduction of WSFA Directors

Silent Auction

Dinner

**Video Showcases**

Twiggy the Water-Skiing Squirrel, *Fusion Talent Group*

Extreme Dogs, *Fusion Talent Group*

**Entertainment Showcases**

Jessica Lynne, *Liz Gregory Talent*

Cecil’s Magic

Jeremy McComb, *That’s Entertainment International*

Southbound

9:00 PM  **WSFA President’s Reception**

Room 784

---

**Friday, October 25, 2019  
DAY 2**

8:00 AM  **Registration Desk Opens**

8:30 – 10:20 AM  **Fair Managers’ Session**

John Morrison, WSFA Past President and Clark County Fair Board

Terry Atchison, WSFA Past President and Walla Walla Fair and Frontier Days (Willow 2)

**Round Table Sessions**

8:45 – 9:30 AM

1:  **What I Learned at Fair**, Help us get the word out to our community and legislators how important Fairs are to the community through social media and the #WaFairsMatter Campaign. Andrea Thayer, Grounds Entertainment/Competitive Exhibits Manager, Washington State Fair/WSFA (Corbin)

2:  **Food for Thought, Concessionaires**, Penny Nelson, WSFA Service Director and Hazel’s Diner

John Morrison, WSFA Past President (Grant)

3:  **Targeting Youth/Millennials through Social Media**

Learn how to best connect with youth/millennials through marketing and what are the best ways to reach them. Erin Gurtel, Director, Spokane Interstate Fair, WSFA Vice President (Grant)
4: **Generations YPI,** Millennials are old news by now – what do you need to start noticing about the next generation? A round table discussion on Generation Z (1995-2010) and how they may differ from past generations. *Kady Porterfield, Director, Kittitas Valley Event Center* (Finch)

5: **Premiums, Issues Surrounding,** Do you disburse premiums during your fair? Do you mail them out after? Who handles them? Let’s come together and discuss the pros and cons you have experienced, and help each other out with the possibilities of changing your current practice. *Kristi Pimentel, Entries Superintendent, Jefferson County Fair* (Finch)

6: **Driving revenue from vendor booth sales,** Best practices in booth sales and management. Session will discuss methods for increasing booth sales while spending less time per sale on closing commercial vendors as well as lower-tiered sponsorships. *Michael Bleau, CEO Event Hub* (Corbin)

**Round Table Sessions**

9:35 – 10:20 AM

1: **Food for Thought, Concessionaire,** Penny Nelson, WSFA Service Director and Hazel’s Diner (Grant)

2: **What I Learned at Fair,** Help us get the word out to our community and legislators how important Fairs are to the community through social media and the #WaFairsMatter Campaign. *Andrea Thayer, Grounds Entertainment/Competitive Exhibits Manager, Washington State Fair/WSFA Director* (Corbin)

3: **Generations YPI,** Millennials are old news by now – what do you need to start noticing about the next generation? A round table discussion on Generation Z (1995-2010) and how they may differ from past generations. *Kady Porterfield, Director, Kittitas Valley Event Center* (Finch)

4: **Targeting Youth/Millenials through Social Media**
Learn how to best connect with youth/millenials through marketing and what are the best ways to reach them. *Erin Gurtel, Director, Spokane Interstate Fair, WSFA Vice President* (Grant)

5: **Supporting Volunteers,** Learn what other organizations might do, and discuss what your fair does to thank your volunteers. *Kathi Johnson, Home Arts Superintendent, Jefferson County Fair* (Finch)

6: **What it Takes to be a WSFA Director,** Are you interested in becoming a board member of the Washington State Fairs Association but don’t know how to go about it? Join us in this round table discussion and find out what it takes to be a board member. *Tom Muchoney, WSFA President and Sue McIntire, WSFA Director* (Willow 1)

7: **Strategies for selling out sponsorships,** How to feature the assets of your fair to increase demand and excitement from sponsors, and how to sniff out what sponsors really want to see in an RFP to get the close faster and more frequently. *Michael Bleau, CEO Event Hub* (Corbin)
10:30 - 11:45 AM SESSION
IAFE Keynote Speaker
“Fairs Focus on Youth and Communities”
This presentation was made before the Rural Development, Agriculture & Natural Resources Committee of the Washington House of Representatives this past session. Marla Calico, CFE, President and CEO IAFE (Riverfront Ballroom C D)

12:15 PM – 2:15 PM Legislative Lunch
Riverfront Ballroom C D
WSFA President Tom Muchoney
WSFA Past President and Legislative Chair, John Morrison
Introductions of Legislators
Introduction of Derek Sandison, Director Dept. of Agriculture
Introductions of WA State Fairs Commissioners
Silent Auction

Entertainment Showcases
- Reptile Isle, Don Riggs (strolling prior to lunch), Pacific Rim Talent
- The Sun Drops, Liz Gregory Talent
- Karen Quest, Giddyup Productions
- Briana Renea, The Source Management Group

2:30 – 5:00 PM Grand Opening & Ribbon Cutting for 2019 Trade Show
Riverfront Ballroom A B
Prize Drawing at 4:45 PM/ No Host Social Hour

3:00 PM
1: Are you New to the WSFA Convention?
First Timers, don’t miss the First Timers Welcome!
This session is designed to provide first-time attendees with an overview of the WSFA Annual Convention and how to get the most out of your time while attending sessions. Terry Atchison, WSFA Immediate Past President (Willow 2)

2: Carnival Guild Meeting
A meeting for Carnival Guild Members (Willow 1)

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

6:15 PM Dinner
Skyline Ballroom
Costume Contest – “Hats off to Washington Fairs”
Silent Auction

Video Showcases
- Adam the Great
- Joe Stoddard

Entertainment Showcases
- Marty Davis, The Source Management Group
- Magician Jeff Evans, Amazement Productions
- Aaron Crawford, That’s Entertainment International

Live Auction
Hospitality Rooms Open
10:00 PM “Jam” Session
Skyline Ballroom
**Saturday, October 26, 2019**  
**DAY 3**

**8:00 AM** Registration Desk Opens

**9:00 – 9:50 AM** **SESSION**

1: **Implementation of Youth for the Quality Care of Animals - YQCA**  
This session will focus on the importance of partnerships between the State of Washington, the Fair Boards, and youth programming (4-H, FFA, Grange, etc.) efforts. Paramount to this partnership should be consumer confidence, animal well-being and character education. Youth will understand right from wrong while providing a safe, wholesome product raised in a humane manner offered to consumers. Implementation of this program is one layer to protect consumers, fairs, and youth (4-H, FFA, Grange, etc.) programs, as well as the entities that facilitate them.  
*Paul S. Kuber, Ph. D North East Regional Livestock Extension Specialist, Washington State University (Corbin)*

2: **Scaling Up Your Fair**, Best practices that will allow you to grow your fair and create bandwidth to scale it up or add additional events. Topics include systems and processes to streamline team performance, brand messaging, selling out of sponsorship and booth inventory, and more.  
*Michael Bleau, CEO Event Hub (Grant)*

3: **Service Animals**, We’ll answer these questions and more: As a fairgrounds employee, what do you say to a guest who wants to bring a dog onto the fairgrounds. How do you know that it is a service dog, and what does that phrase mean? Can a service dog go anywhere in the fairgrounds?  
*Michael Richardson, NW ADA Center Director (Finch)*

**10:00 – 10:50 AM** **SESSION**

1: **Modern Security Practices in Public Settings**, We will address practices, tools and technology used to keep your guests safe!  
*Robert Duke, Business Development Manager, Phoenix Protective Corporation (Grant)*

2: **Grant Writing**, Come and learn some of the basics of grant writing, from researching the best grantors to writing a successful grant. This will be a fun and interactive session for all to enjoy!  
*Holly Ball, Washington State Fair, Foundation Development Manager (Riverfront Ballroom C D)*

3: **Fairgrounds Facilities**, We will review the 2010 ADA Standards for physical access in a fairground setting, including exterior routes and interior areas like the ticket booth, grandstand and vendor areas.  
*Michael Richardson, NW ADA Center Director (Finch)*

**11:00 – 11:50 AM** **SESSION**

1: **Sponsorship Panel**, Hear from seasoned sponsorship program managers on their successful sponsorship programs and get some new and inspiring ideas.  
*Mary Kae Repp, Owner, Genesis Marketing and Brittany Teverbaugh, Marketing Manager, North Idaho Fair (Riverfront Ballroom C D)*
2: “Role of the Fair Board and Management in the Show-Ring”
This session will focus on the Role of Fair Boards and management of the Show-Ring. How can barns help facilitate a show allowing the judge to do what the judge is supposed to do? All too often there are enough people helping a barn superintendent, but they are all sitting behind the superintendent/clerk/announcers table. What roles need to be taken into consideration and how should help ensue? Further rule enforcement can be a hot topic. Rules are really good but they are only effective if the rule is enforced. How and why should a rule be established, monitored and when do you take action? Determining a defined path for resolution before needed will help your show run smoothly.
Paul S. Kuber, Ph. D North East Regional Livestock Extension Specialist Washington State University (Corbin)

3: ADA Q & A, Feel free to ask ADA-related questions with our subject matter expert! Michael Richardson, NW ADA Center Director (Finch)

4: It’s Just a Stage You’re Going Through, An interactive multimedia program geared for everyone who books and coordinates professional and community grounds entertainment. After a look at stages on fairgrounds across the country, we learn what works and how they do it. We cover a range of topics from signage to scheduling to seating and more. You will take away a new outlook on the who, what, how, when and why of grounds entertainment. Let’s give your fairgoers the best - together! Karen Quest, Giddyup Productions (Grant)

Noon – 2:00 PM Awards Luncheon – Skyline Ballroom
Introduction of WSFA Past Presidents
Contest Awards (Attendance, T-Shirt, Poster, Scrapbook, and Photos) Please pick up your items before 3:00 pm today.
Service Member of the Year Award – Presented by Penny Nelson, WSFA Director and Hazel’s Diner
Candidates’ Speeches (WSFA Board of Directors)
Silent Auction

Video Showcases
The Throw Zone, That’s Entertainment International
Crazy Contests from Freddie Prez

Entertainment Showcases:
Louie Foxx, That’s Entertainment International
The Nash Brothers, That’s Entertainment International

2:15 – 3:15 PM SPEAKER
Riverfront Ballroom D C
The Virtuous Circle: Local Journalism’s Fight For Survival
Rob Curley, Editor Spokesman-Review
Dating back to the early days of the Internet, Spokesman-Review editor Rob Curley has long been considered one of the newspaper industry’s biggest innovators. Through his times at some of the largest
news organizations in the nation, like The Washington Post and Orange County Register, to working at such small midwestern papers as the Lawrence Journal-World and Topeka Capital-Journal, it’s his passion for community journalism that drives him. After building some of the most award-winning news sites on the Internet, he has been featured on the cover of national magazines and even in an Apple commercial. Creativity Magazine named him one of the 50 Most Creative People in the World, and he’s one of the only newspaper editors in the world to give “Tech Talks” to Google’s programmers on the web giant’s main campus in Silicon Valley.

3:00 - 5:00 PM Trade Show
Riverfront Ballroom A B
Prize Drawing at 4:45 PM

3:30 – 4:00 PM WSFA Annual Business Meeting (Finch)

6 – 6:30 PM No Host Social in Hallway

6:30 PM Doors Open for President’s Banquet
Skyline Ballroom

Video Showcase
LED-Trailers

Entertainment Showcases
Sunday Speedtrap
Farrell Dillion, FUSION Talent Group
Storm Riders, A Musical Tribute to the Doors

Hospitality Rooms Open

10:00 PM “Jam” Session
Skyline Ballroom

Our Hat’s Off to YOU for coming!

HOSPITALITY ROOMS

WSFA (Thursday Night Only)
Washington State Fair
Davis Amusement Cascadia
Rainier Shows
Davis Shows NW
Paradise Amusements
Source Management Group
We wish to thank . . .

COMMITTEES

NOMINATIONS  Bill Ogg, Chair
CREDENTIALS   Sue McIntire, Chair
RESOLUTIONS AND BYLAWS Sue McIntire, Chair
LEGISLATIVE COMMITTEE  John Morrison, Chair
CONTESTS  Tom Gwin, Chair
COSTUME CONTEST  Andrea Thayer
REGISTRATION  Gale Sobolesky Sandey Brandon
AUCTIONS  Tom Muchoney Tom Gwin
WSFA Board
SHOWCASE COMMITTEE  Roylene Crawford, Chair
SERVICE MEMBERS Penny Nelson, Chair
TRADE SHOW Penny Nelson, Chair
CONVENTION CHAIR  Gale Sobolesky

SPECIAL CONTRIBUTIONS

BUTLER AMUSEMENTS, INC.  Convention Bags
INTERNATIONAL ASSOCIATION OF  Keynote Speaker
FAIRS & EXPOSITIONS  Convention Speaker
WASHINGTON STATE FAIR  Convention Program
FUNTASTIC TRAVELING SHOWS  2019 WSFA Convention Logo
MORGAN OLSON  Meal Tickets
ADMIT ONE PRODUCTS  Note Pads
PARADISE AMUSEMENTS  Lapel Pins
DAVIS AMUSEMENT CASCADIA  Past Presidents Breakfast
MOLLY BALMER, HALO  Pens
DAVIS NW  Morning Coffee Breaks
THE CARNIVAL GUILD  Fair Commission Breakfast
REGALIA MANUFACTURING  Attendance Awards
PRO SOUND AUDIO AND IMPACT  Contest Awards & Ribbons
LIGHTING & STAGE  Sound and Lighting
PENNY NELSON  Hospitality Rooms Food
OREGON BEVERAGE, CARROLL UNRUH  WSFA Hospitality Room
SAFFIRE  Beverages
WSFA Website  Maintenance of WSFA Website
PENNY NELSON  Hospitality Rooms Food
OREGON BEVERAGE, CARROLL UNRUH

SPECIAL CONTRIBUTIONS

MIGHTY HAWK CONCESSIONS  Thursday Dinner
BENTON FRANKLIN FAIR  Friday Lunch
PALOUSE EMPIRE FAIR  Friday Dinner
STANWOOD CAMANO COMMUNITY FAIR  Saturday Lunch
NORTH CENTRAL WASHINGTON FAIR  Saturday Dinner
WSFA PAST PRESIDENTS

2018 Terry Atchison
2017 Terry Atchison
2016 John Morrison
2015 John Morrison
2014 Rich Hartzell
2013 Rich Hartzell
2012 Paul Nimmo
2011 Val Watson
2010 Jim Baron
2009 George Clary*
2008 Rick Storvick
2007 Bob Reynolds
2006 Yvonne Knuth
2005 Tom Musser
2004 Mark Campbell
2003 Danny Jones
2002 Rose Waring
2001 E. Lee Graham
2000 Sid Willuweit*
1999 Nancy Ruark
1998 Dan Sharp
1997 Kathy Underwood
1996 Pat Nostrand
1995 Kent Hojem
1994 Ellis Schneider*
1993 Neil Stephens
1992 Daphne Eshom
1991 Fred Blauert
1990 Max Read
1989 Rich Waldemar*
1988 Marlyta Deck*
1987 Dean Boss*
1986 Sid Uhinck*
1985 Dick Cochran
1984 Harold Beeman*
1983 Dick Moore
1982 Pete LaFave*
1981 Fred Polinder, Jr.*
1980 Pat (Goodrich) Anderson
1979 Robert Carlson
1978 Karl Marks*
1977 Greg Stewart
1976 Jim Hamilton*
1975 Bill Heaston
1974 Gust Skarberg*
1973 Dean Boss*
1972 Marlyta Deck*
1971 Bill Walck
1970 Keith Marney*
1969 James Hanger
1968 Charles Meenach*
1967 Charles Meenach*
1966 Joseph Smith
1965 John McMurray
1964 Charles Clements*
1963 Robert Loney
1962 Kenneth Killingsworth*
1961 James Blair*
1960 Paul Creighton*
1959 Donald Clark*
1958 Donald Clark*

* DECEASED
Washington State Fairs Association Lifetime Achievement Award

WSFA's Lifetime Achievement Award is in recognition of service, dedication and commitment to the Washington State Fair industry. This annual award is presented at the WSFA Convention in October each year to an individual for distinguished achievement and/or contributions to the Fair industry.

Prior recipients include:

2015  George Clary  Benton Franklin Fair
2016  Yvonne Knuth  Castle Rock Fair
2017  Kathy Underwood  Benton Franklin Fair
2018  Greg Stewart, CFE  Central Washington State Fair

MARK YOUR CALENDAR FOR

2020 WASHINGTON STATE FAIRS ASSOCIATION CONVENTION

The Centennial Hotel Spokane, Spokane, WA

October 22 - 24, 2020

For room reservations call: 844-733-3305
Mention WSFA to Get the Convention Rate

WSFA LEGISLATIVE DAY
Thursday, January 30, 2020
Olympia, WA
Check www.wastatefairs.com
For details in December

MANAGEMENT TEAM MEETING
Stanwood Camano Community Fairgrounds
Stanwood, WA
March 20, 2020

STATEWIDE SUPER SCHOOL MEETING
Skagit County Fairgrounds
Mount Vernon, WA
March 21, 2020

WEBSITE: www.wastatefairs.com
79th ANNUAL CONVENTION
OCTOBER 24-26