

WFA 2013 convention

I will list the most interesting sessions I attended in the 4 days of the convention. The first workshop we attended was the Strategic leadership. We learned that most of the fairs now depend upon the Foundations to raise money for the fair grounds. One of the most successful is Paso Robles, they started in 1999 with 2 people now have 233 members and they pay \$1,000.00 each year for 2 people. (This we all ready knew). The term for the directors is 4 years with elections every other year. Some of the perks they receive are a \$250.00 concert ticket and parking passes.

King City Fair will now have a new CEO, and they are proud of their 2 ½ million pavilion/ barns. They had over 1,000 animals at the fair and one animal brought \$50,000.00

Alameda: Has a new CEO

Santa Clara: they are getting up on their feet thanks to the addition of Bingo! They made \$12,000.00 the first year and plan on making a lot more this year.

San Mateo: They have moved all food and beverage to in house.

O.C Fair: They made 35 million dollars and had a profit of 25% margin!

A quote I felt was good, "We don't want to just survive, we must grow."

We were to take a bus to the OC fair grounds and it was a total disaster as far as I am concerned, we had to wait for 1 ½ hours for a bus to take us out to the function. The function was held in the "Farm" a beautiful farming area of the grounds. It has every kind of raised vegetable beds you can think of, as well as animals. They have 2 employees full time to take care of the area.

The keynote speaker was Doug Lipp, former head of the training team at the world-famous Disney University; he took us on an insightful and entertaining behind the scenes tour to show us the secret of Disney's success. He as wonderful and very informative. I loved one of his quotes "One foot in the past and one foot in the future" so well said. He said we must have two kinds of people, to make a balanced team, the dreamers and the doers. Budgets might be tight, creativity is free.

John Kegebein was given the 50 year service reconigzation.

I attended the Ag council open forum because I wanted to learn about the Nevada County's Fair elephant exhibit experience. If it had not been for the boards, stand your ground approach and fight the animal rights people we the fair industry would be in a world of hurt. The first meeting 200 people attended and by the time the case hit the courts they had 300,000 people respond. The fair won their case, with the support of the community and the courts. They stuck to their guns! The company "Have trunk will travel" is still in business.

Monday night Read and Steve took 25 of us out to dinner, very generous of them, and then we attended a suite party and I was lucky to win \$100.00, and low and behold Stephanie won an hour later \$100.00 as well. It was a good day.

Trade show: It has really gotten smaller each year, and I feel offer less, But then again when it comes to entertainment, we really do not have much impute since we have Read to do the entertainment for the fair. This year they only had one night of live entertainment, and Sue, Jody and I sat through the entire show case of shows.

Tuesdays afternoons speaker were Steve Stagnaro and Zoie Scurfield. It was about marketing solutions. Steve and his daughter in law did a very good job. It does not seem possible we hired him in 1993. 20 years ago. All of the speakers kept quoting the importance of Face Book and the Media. Sue attended the California State Parks and California fairs meeting and said it was very well done.

Several of us attended the meeting on how to keep your fair safe. The speaker was from the Sheriff's department in Fresno. He was really good and quoted the way to keep your fair a success is, to keep it safe! Image is everything. And I learned we have the right to ask the Sheriff's department to help us in any way we want them to help/ horseback, bikes, and etc. We even have the right to request how they dress! If anything goes wrong your fair will do the following: You lose the public trust, Sponsors back away, someone gets hurt, and BOD gets sued!

The sheriffs Department needs to be kept in the loop at all times of upcoming events, Communications is very important. Reserves work at ½ the price, and everything is negotiable. You need 2 police per 1,000 people. They meet with the fair 2 months before the event and have a wrap up meeting after the fair.

Wednesday key note speaker was Marla Calico for the animal to human interaction current issues. This I felt was one of the best forums at the convention. I learned several things I did not know, one being e.Coli comes only from animals with two stomachs. She talked about the several fairs that have been affected by cases. Lake Co. Fair, Oregon was hard hit in 2002, the N.C. State fair in 2004, 2005 several fairs in Florida. One of the worst was in 2012, Cleveland Co. Fair where they had 116 people stricken and 1 small child died.

The swine flu comes from a different animal. 98% of all 43N2v flu comes from people with the contact with hogs! She talked about 45 Salmonella and things you can do to help prevent it:

*Do not let children under 5 handle ducks or chicks. On lawns were a Petty Zoo or animals have been IF one of them had the virus 6 months later the soil still contained the e.coli. This was very disturbing to me. What I learned is to read the insurance for bird shows and all shows and see if they DO have enough insurance to cover IF there is an outbreak. She called her class, one to scare the shit our of you> I must say she did. The government offers a 6 hour class in information she gave us a brief lesson on. I feel it would be to our advantage to take it.

Tuesday's general session was great; the speaker was Marilyn Magness, principal creative director for Walt Disney Imagineering, she was uplifting, and very informative. One of her quotes was, Rekindle laughter, have courage, rowing the boat in the direction you want it to go, you will NEVER reach the farthest shores until you leave the port. Be confident, Create an image for yourself; create moments for our guest that becomes memories that will become traditions.

The final general session was about the Merrill Award Finalist Presentations. It was a slide show showing what different fairs have done to their grounds to better it, change it, and then the finalist won. It was done with movies, slice presentations and speakers.

One thing I took away from the Convention, "If you can dream it, you can do it" something I have all ways believed. We need to say our Mission statement each meeting, I know it is on the agenda, but do we know it?

A handwritten signature in cursive script that reads "Loretta". The signature is written in black ink and is positioned to the left of the rest of the page.