



Exhibit Supers' School, February 25 & 26, 2003 Cal Expo, Sacramento

Join colleagues from around the state for two days of information, networking, idea-sharing and fun at Exhibit Supers' School, Tuesday and Wednesday, February 25 and 26 at Cal Expo in Sacramento. Presented by the California Department of Food and

Agriculture's Division of Fairs and Expositions,

Exhibit Supers' School is designed for fair managers, exhibit superintendents, exhibit and maintenance supervisors, building attendants, judges, exhibit reps, building designers, business assistants and volunteers.

Tuesday offers a full day of presentations, including "Design Concepts," "Team Designs," "Customer Service," and "New and Innovative Exhibits." The day wraps up with a networking dinner and keynote speaker.

Wednesday kicks off with a series of roundtable discussions followed by presentations including "Theming Exhibits;" "Finding, Keeping and Caring for Judges;" "State Rules as a Beneficial Tool;" "Educational Exhibits Featuring Agriculture;" and "Innovative and Inexpensive Props."

Registration for the event is \$75.00 per person and includes lunch on both days and dinner on Tuesday. Checks should be made out to the Sonoma-Marine Fair and sent to:

Sonoma-Marine Fair
175 Fairgrounds Drive
Petaluma, CA 94952

For more information about the event, please call Tomme Jo Dale, F&E, 916/263-2948.

California Authority of Racing Fairs' Simulcast Conference Set for End of March

The San Diego County Fair welcomes the annual CARF Simulcast Conference, Sunday, March 30 through Tuesday, April 1, 2003. The conference provides fair managers who operate simulcast facilities and simulcast managers and their

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Let's Go to the Fair: 2002 Wrap-Up

Thanks to the perseverance of CFSA's Deanna Bongioanni and the help of all the fairs she contacted during the year, we have 2002 total paid attendance responses from nearly every fair in California.

A total of 72 fairs were contacted. Six of these fairs had free gates, two wished not to participate in the informal survey, and another fair wasn't able to provide their 2001 total paid attendance for comparison. In addition, one fair had a shorter run, going from 10 days to three. Of the remaining fairs, 46 reported increases in their 2002 total paid attendance. Reasons for these increases were remarkably consistent: better weather, better entertainment, and in one case, free entertainment with the price of admission. One fair cited

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2003 Fair Nuts and Bolts Training Set for April

Mark your calendar for the return of the popular Nuts and Bolts Training sessions.

Training topics are geared toward fair support staff working in the areas of accounting, contracts, personnel, claims, loss reporting, and liability insurance. Fair managers are also invited to attend.

For your convenience, two sessions are being offered: Tuesdays -Wednesdays, April 1-2 at the Los Angeles County Fair; and April 8-9, at Cal Expo in Sacramento. Each two-day session features presentations from California Fair Services

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Meet CFSA's 2003 Board of Directors

■ Rebecca Weathers - board chair, Siskiyou Golden Fair, 530/842-2767, e-mail: rebeccaw@siscfair.com
Alternate: Linda Sinclair, 209/966-2432, e-mail: mariposafair@sierratel.com

■ Ed Scofield - vice chair, Nevada County Fair, 530/273-6217, e-mail: ed@nevadacountyfair.com
Alternate: Guy "Skip" King, 530/674-1280, e-mail: yubasutter@jps.net

■ Kelley Ferreira, San Benito County Fair, 831/628-3421, e-mail: sbcfair@hollinet.com
Alternate: Richard Persons, 707/263-6181, e-mail: waterdog@lakecountyfair.com

■ Becky Bailey-Findley, Orange County Fair, 714/708-1510, e-mail: bbfindley@ocfair.com
Alternate: Norb Bartosik, 916/263-3247, e-mail: nbartosik@calexpo.com

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On the other side:

- Maintenance Mania 2003
- New 5020 Forms

"The secret of creativity is knowing how to hide your sources."

~ Albert Einstein

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Let's hear from you!
Contact *fyi* at:
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www.cfsa.org

"Not everything that can be counted counts, and not everything that counts can be counted."
~ Albert Einstein

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Thirty Boom Lift and 30 Fork Lift Certifications Awarded at Maintenance Mania 2003

On January 27-30, fair maintenance personnel from throughout the state met at the Big Fresno Fair for Maintenance Mania 2003, four days of classes, workshops and certification testing led by instructors from the California Construction Authority, California Fair Services Authority, the Division of Fairs and Expositions, and fair maintenance staff. The event, which was free to participants, was funded by the Division.

Next year's event will be expanded from one to two locations, one in northern California, the other in Southern California to facilitate attendance. Another change has the optional certification day moving from Monday to Thursday, with registration moved to Monday afternoon to allow for travel time in the a.m.

CARF Simulcast Conference, continued...

staff, an opportunity to get together, network, and receive the training necessary to support and improve their facility operations. Vendors from throughout the United States will also be on hand to give conference participants a firsthand chance to see and try out the latest waging innovations.

Mike Knapp, general manager of Surfside Race Place, will host this year's conference and has planned several social events to entertain conference guests. Tentatively, a golf tournament is slated for Sunday afternoon at 2:00 p.m. Sunday evening, from 6:00 p.m. to 10:00 p.m., a registration/reception will be held at the Del Mar Hilton, just across the street from Surfside. On Monday evening, an awards dinner will be held in the Grandstand Turf Club beginning with a reception at 6:00 p.m.

Guest speaker for the conference is Ian Hill, a popular motivational speaker. Among the topics he's presented for the roughly 60 or so motivational speeches he makes each year is "You are the CEO of your Life." Other distinguished guests include Keith Chamblin, senior vice president, Marketing and Industry Relations, National Thoroughbred Racing Association; Jeff True, marketing director, Los Alamitos Race Course; Chris Schick, marketing director, Capitol Racing; Andy Kure, Magna Entertainment Corporation representative; and Dave Payton, Autotote. Liz Houser, director of the Division of Fairs and Expositions, and a strong supporter in the success of the fairs' live horse racing and simulcasting, will preside over the conference.

Interested in attending? Even if you're not directly connected to a simulcast facility, you're invited to attend. For more information, please contact Larry A. Swartzlander, director of operations, CARF, 916/263-3347.

Let's Go to the Fair: 2002 Wrap-Up, continued...

improved ticket presales, and several others noted that their 2002 fair celebrated an anniversary. Reasons for attendance decreases were also fairly alike: triple digit heat (up to 114 degrees!) being mentioned most often, followed by changes in entertainment strategies and event conflicts with other community venues.

Here's how 2002 wrapped up after taking everything into consideration:

| | | | |
|-------|-------------------|--------|-------------------|
| 2002: | 7,257,265 patrons | Total: | + 202,562 patrons |
| 2001: | 7,054,703 patrons | Up: | + 2.87 |

Nuts and Bolts, con't...

Authority, CDFA's Human Resources Branch and Audit Office, and the Division of Fairs and Expositions. Registration is \$40 and includes a networking dinner the first day and lunch on day two.

Western Fairs Association is coordinating the registration and will be sending detailed information to all fairs within the next two weeks.

If you have any questions about registration, please contact Lindsay Shama, WFA, 916/927-3100.

CFSA to Mail New Form 5020s to Member Fairs

The state of California has just released the newly revised Employers' Report of Occupational Injury or Illness, Form 5020, and CFSA will be mailing an ample supply to its workers' compensation pool members by Friday, February 14th. Once you receive yours, please destroy all of your old 5020s. Have questions about the forms? Call Patti Nevin at 916/263-6172.

2003 Board of Directors...

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- Bruce Lim, Division of Fairs & Expositions, 916/263-2459, e-mail: blim@cdfa.ca.gov
Alternate: Liz Houser, 916/263-2952, e-mail: ehouser@cdfa.ca.gov
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