



**What's on the back?**

- Fairs in the News
- Top 10 North American Fairs in 2002

"Don't worry about the world coming to an end today. It's already tomorrow in Australia."

~ Charles Schultz



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Let's hear from you!  
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**Tom Baker is the New Executive Officer of the California Construction Authority**

On Monday, June 23, it became official, Tom Baker, previously operations manager at the California Construction Authority (CCA), is the agency's new executive officer. A CCA employee since 1993, Tom replaces

Steve Lucas, who has retired after 15 years with CCA. Wasting no time, Steve has already moved to Colorado to be closer to family and to build a new home. Jess Cummings, previously a CCA inspector, will take over as CCA's operations manager.

**Additional Personnel Changes**

In other CCA news, inspector Dan Doan has also retired and will be replaced by Mike Leonard. Phil Smith, new to CCA, was hired to take over Mike's Southern California territory. Phil was previously the head of the building inspection department for the City of Temecula.

**Check Your Mail for a CFSA Insurance Alert Regarding Revised Liquor Liability Insurance Requirements**

Charlie Mitchell, CFSA's risk manager, recently sent an Insurance Information Alert to all CFSA member fairs reminding them that when alcoholic beverages are offered for sale during fairtime or interim events, the sellers are required to carry Liquor Liability insurance (with a minimum limit of \$1,000,000) in addition to General Liability insurance.

Charlie also notes that while many sellers will already have Liquor Liability insurance coverage, those who don't may purchase it through CFSA's Special Events Program.

*If you haven't received the Insurance Information Alert or if you have any questions about limits and requirements, call Charlie Mitchell, 916/263-6150, or Lianne Lewellen, 916/263-6145.*

**Final "Operational Recommendations for Rodeo Safety" are in the mail to all CFSA Member Fairs**

While you're checking your in-box for your Liquor Liability Insurance Alert, keep an eye out for a June 1, 2003 Loss Control Bulletin regarding rough stock and bull riding activities often associated with rodeos.

The bulletin, issued by CFSA's Safety Department, recaps how CFSA enlisted the help of fair and professional rodeo industry representatives to develop a realistic and sound set of recommendations and guidelines for running safe rodeo operations. The June 1 bulletin also outlines the group's final safety recommendations and encourages fairs to implement the recommendations at rodeos as well as other hazardous events.

*To request a copy of the "Operational Recommendations for Rodeos" guidelines or if you have a question about the guidelines, contact Tom Allen, 916/263-6186.*

**Western Fairs Association Service Member Meetings slated for August - October**

Mark your calendar for the next wave of WFA service member meetings in your neighborhood. Members of WFA are invited to attend, as are representatives from all fair-related businesses.

*Note:* Before finalizing your travel plans, call the WFA Meeting Line, 916/535-7805, to confirm times and locations.

**Meeting Dates**

- Ventura County Fair, Thursday, August 7
- Clark County Fair, Washington, Thursday, August 7
- Napa Town and Country Fair, Thursday, August 7
- California State Fair, Wednesday, August 27
- Oregon State Fair, date to be announced\*
- Mariposa County Fair, date to be announced\*
- Los Angeles County Fair, Thursday, September 18
- Western Washington Fair, date to be announced\*
- Kern County Fair, date to be announced\*

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**Let's Go to the Fair, 2003**

Good weather and popular entertainment continue to be among the top reasons fairs are seeing increases in their 2003 attendance. Of the five paid-gate fairs reporting in so far, four have seen their numbers rise.

2003: 311,220 patrons  
2002: 303,948 patrons  
Total: + 7,272 patrons  
Up: +2.39%

“Creativity is allowing oneself to make mistakes. Art is knowing which ones to keep.”

~ Scott Adams,  
*The Dilbert Principle*

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### Fairs in the News

What's in a name? For the **Farmers Fair & Festival**, the answer is “history.” The Farmers Fair & Festival has returned to its 1920's roots and name: the Southern California Fair.

According to Lyndal Graff, CEO/secretary manager of the Lake Perris fairgrounds, the name change was made for a couple of reasons. The first was to reflect changes in the annual event, the second was to keep a piece of the fair's history alive.

“Back in the late 1920s the fair was called the Southern California Fair,” Lyndal explained, “so the name preserves our heritage, yet remains true to what we are today, a fair for everyone in Southern California.”

Today, more than 150,000 people visit the annual nine-day fair. “As we grow, we want our visitors to understand that we have not forgotten about what made this event what it is,” said Lyndal. “We wanted to preserve our history with the name change, but also look forward into the future and continue to grow as the communities around us continue to grow.”

*“Fairs in the News” is a new column for the fyi newsletter. If your fair has any news you'd like to share with your colleagues— maybe you recently won an award or secured a grant — please send a press release to fyi, or call Melissa Thurber at 916/263-6163, mthurber@cfsa.org.*

### WFA Service Member Meeting Dates, continued...

- Central Washington State Fair, Thursday, October 2 (tentative)
- Big Fresno Fair, Thursday, October 9
- Arizona State Fair, date to be announced\*
- Southern California Fair (Farmers Fair & Festival), Thursday, October 23

\* Call WFA's Meeting Line for meeting dates.

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### Top 10 North American Fairs, 2002

<u>Fair</u>	<u>2002 total attendance</u>
State Fair of Texas, Dallas	3 million, plus
Minnesota State Fair, St. Paul	1,693,460
Houston Livestock Show & Rodeo	1,563,662
Canadian National Exhibition, Toronto	1,465,100
Los Angeles County Fair	1,288,056
Illinois State Fair, Springfield	1,264,750
Western Washington Fair, Puyallup	1,184,671
San Diego County Fair, Del Mar	1,169,384
Eastern States Exhibition, W. Springfield, Mass.	1,165,224
Calgary Stampede, Alberta	1,164,933

Source: *Amusement Business Magazine*