



### Thinking of Reducing Your Fair's Advertising Budget? Think Twice!

It seems most everyone these days is on the hunt for ways to economize. One of the first places many businesses start looking is at their advertising and/or marketing budgets. But before you think, "Hey, great idea", let's stop and think about this. Is it really a good business decision when what you'd really like to do is to increase community involvement and attendance at your fair and interim events, or to rent out more of your buildings more of the time? While study results and industry experts agree this isn't the time to abandon advertising, it is a good time to look at how and where you're advertising to ensure you're getting the most for your time, effort and ad dollars.

*"The man who stops advertising to save money is like the man who stops the clock to save time." ~ Henry Ford*

#### Research Says . . .

McGraw-Hill Research conducted a six-year study beginning in 1981 that focused on the long term

effects of advertising (or not) during a recession - in this case, from 1981 - 1982.

Researchers grouped businesses into three categories: those that decreased their advertising during the 1981 - 1982 recession, those that increased their advertising, and those that maintained their advertising expenditures during that two-year period. Study results revealed that as the economy improved, all businesses showed about the same increase in sales; however, the companies that advertised throughout the recession not only showed business increases during the 1981 - 1982 period, they retained those increases as the economy improved.

Here are two more compelling reasons for continued advertising efforts: 1) When the demand for advertising services drops (because of cut ad budgets), so does the cost of ad

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#### Just Need a Few Supplies? Team Up with Another Fair and CFSA's Purchasing Services will Help You Save

If you like taking advantage of CFSA's Purchasing Services program, but just need a little of this, a little of that, Cailee DeFoe, CFSA's buyer, has an idea for you: "piggy-back" your order with that of another fair or fairs in your area.

All you have to do is to let Cailee know which fair(s) you're working with; she'll coordinate your orders and then invoice each fair separately.

"We'll ship the order to one designated fair," Cailee said, "splitting both CFSA's administration fee and shipping fees (if any) between each fair. Plus," she added, "you'll also save with any applicable volume discounts." (Companion fairs will need to make their own arrangements to pick up their items from the designated delivery fair.)

Questions? Want to place an order? Contact Cailee, at 916/263-6191 or [cdefoe@cfsa.org](mailto:cdefoe@cfsa.org).

#### CFSA's Administration Manager, Sue Leavitt, Retires after Nearly 24 Years

After more than two decades with CFSA, Sue Leavitt, the agency's administration manager, retired at the end of August.

Sue began her fair career in CFSA's Safety Department and later put her people skills to good use as CFSA's Computer Services client liaison. In her role as administration manager, Sue supervised several of CFSA's departments and oversaw the well-being of the Fair Services Building's tenants as well as building maintenance. She also continued to assist CFSA-member fairs with computer-related questions and problems.

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#### CFFA Can Help Your Fair with All Types of Building Projects, Start to Finish

Like every good scout knows, it makes sense to plan ahead. That said, make sure your buildings are in tip-top shape, ready to weather all fall and winter can dish out, including days of freezing temperatures, wind, and lots and lots of rain. Who to call? California Fairs Financing Authority (CFFA)! Whether you have winterizing repairs, upgrades or new construction in mind, CFFA can help with every step,

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"Kodak sells film, but they don't advertise film. They advertise memories."

~ Theodore Parker



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Let's hear from you!  
Contact *fyi* at:  
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*Agency Hours  
September 5, Labor Day  
All fair agencies - CARF, CFSA, F&E and  
WFA will be closed on Monday,  
September 5, 2011.*

"Doing business without advertising is like winking at a girl in the dark. You know what you are doing, but nobody else does."

~Steuart Henderson Britt

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### **Advertising, continued**

services, and 2) When competitors decrease their advertising (especially those whose ad budgets are directly tied to sales), existing advertising increases in its prominence. And when you adhere to the tenets of good advertising, including designing advertising that speaks to your target audiences, highlighting competitive advantages in your copy (more than just price) and advertising in the right places (where your target audience is most likely to see it), so much the better!

### **One of the New "Right" Places: Social Media (it's Free!)**

Facebook, Twitter and YouTube are among the leading social media networks in use today. If your fair doesn't have a Facebook page, you're missing out on an excellent opportunity to communicate with your existing community fan base as well as with potential fans and event attendees. Twitter is an ideal resource for building in-the-moment excitement about events and promotions in progress, and YouTube makes it quick and easy to post fair and event videos.

### **Social Media's Audience**

According to Pew Internet, a project of the Pew Research Center, 65 percent of online adults use social networking sites. The study also revealed that 61 percent of users 30 years of age and under use social networking sites on a daily basis. Use among adults ages 50 - 64 has also grown significantly: 60 percent now use social media on a daily basis compared to last year's 20 - 32 percent.

### **Leading by Example**

One fair that's really zeroed in on the benefits of social media is the Alameda County Fair. Visit their website, [www.alameda-countyfair.com](http://www.alameda-countyfair.com), and you'll find quick links to their Facebook and Twitter pages, as well as to their YouTube channel. All three networks are actively used to promote both fairtime and interim fairground events and promotions.

When asked about the fair's use of social media, April Mitchell, Alameda County Fair's marketing manager, replied that "Social media is an extremely important medium of advertising for our Fair. Facebook, Twitter, YouTube and blogging have allowed us to be more creative with our contests and promotions. Although our advertising budget has not decreased, it has been re-aligned to include social media and less print. Additionally, our campaigns are more integrated, tying social media with the more traditional forms of advertising. Our campaigns have had very successful results and have correlated to record attendances the last three years."

### **Share your Advertising Stories in fyi!**

*Has your fair made any changes or adjustments to its ad budget or ad strategy? How about social media? Has one of your online promotions turned out better than expected? Melissa Thurber, editor of the fyi newsletter would like to talk to you. Contact her at 916/263-6163 or [mthurber@cfssa.org](mailto:mthurber@cfssa.org).*

### **S. Leavitt, continued . . .**

Always on the go, Sue already has plans to visit family and friends in Utah, as well as several trips lined-up, including one to the Shakespeare Festival in Oregon.

Although everyone at CFSA will miss her help and cheerful personality, the entire staff wishes her Good Luck! and much happiness in her future adventures.

Beginning in September, if you have a question or concern you'd typically take to Sue, or would like to send a message to Sue, please contact Kevin Wright at 916/263-6187, [kwright@cfssa.org](mailto:kwright@cfssa.org).

### **CFFA, continued . . .**

start to finish. Contact Bryan Eubanks in CFSA's new Construction Department (Mainline: 916/263-6100, Fax: 916/263-6116, [construction@cfssa.org](mailto:construction@cfssa.org)) directly at: [beubanks@cfssa.org](mailto:beubanks@cfssa.org) or 916/263-6121.

You can also talk to:

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