



Sign Up! The 2010 Fair Administrative Staff Training Conference is Slated for Tuesday - Thursday, April 6 - 8

WFA and the Fair Administrative Staff Training (FAST) Committee have gone above and beyond in their planning for this year's FAST Conference. Set for April 6 - 8 at the downtown Sacramento Capital Plaza Holiday Inn, the conference promises two and a half days of job-enhancing information, networking opportunities, and several sure-to-be-popular first-time events.

Tuesday includes a networking lunch, and a Communication and Customer Service Seminar led by popular industry speaker Carol Scofield. On Wednesday, the new Research Lab makes its debut. The Lab's trade show-ish format features representatives from Sacramento fair agencies and Joint Powers Authorities on hand to answer all your questions about their services and programs. In addition, there will be a FAST Committee sharing table and a display of 2009's WFA Achievement Award winners. A Mystery Dinner Theater is the evening's entertainment.

How to Register

Conference registration is \$70 per person and includes all seminars, information sessions and Wednesday night's dinner. A registration form is under "Quick Links" on the WFA Web site: www.westernfairs.org.

Need a Room?

WFA has arranged for discount conference rates at the Sacramento Capital Plaza Holiday Inn. Rooms are \$84, plus tax; the room reservation deadline is March 23.

Conference questions? Please contact WFA at 916/927-3100.

WFA Conference Speaker Focuses on the Connection Between Hispanics, Latinos and California's Fairs

Christina Rueck, a Division of Fairs and Expositions legislative analyst, had the opportunity to attend the WFA Conference this past January and to hear keynote speaker Kelly McDonald, a Hispanic and Latino marketing guru. McDonald's fact-filled, high-energy presentation so impressed Rueck that she wanted to share and reiterate some of the presentation's key highlights with colleagues in the fair industry.

McDonald's presentation, Rueck recapped, focused on the changing demographics in the United States — specifically, the growing Hispanic and Latino population, and how important it is that fairs (and all businesses) take this population into consideration when developing their marketing plans.

According to McDonald, there are 47.1 million Hispanics and Latinos currently residing in the United States. By 2020, one in every five Californians will be Hispanic or Latino.

This year's census, Rueck continued, will have a huge impact on business marketing strategies based on the His-

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Did You Know? EMS Reports Deemed Confidential by HIPAA

Tightened Health Insurance Portability and Accountability Act (HIPAA) regulations have prompted CFSA's liability claims examiner, Rosalyn Johnson, to encourage all CFSA Liability Pool Program members to use CFSA's Liability Accident Report form when documenting a fair-ground incident.

Rosalyn notes that some fairs submit the EMS report in lieu of CFSA's form. This isn't the best method, she continued, because the EMS report cannot by law be shared with third parties such as the insurance companies of event promoters renting fair facilities. In some

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Does Your Fair have a Written Injury and Illness Prevention Program? No? You Could be Fined by Cal/OSHA

If one of your fair's New Year's Resolutions included creating an Injury and Illness Prevention Program (aka IIPP), Tom Amberson from CFSA's Safety Team has a few words to the wise for you: Start writing.

Recently, a serious accident at one of California's fairs resulted in a visit from Cal/OSHA authorities. The fair didn't have a written IIPP in place and it will be fined for that infraction of state law along with any other violations Cal/OSHA discovers during its ensuing inspection.

Tom emphasizes that not only is an IIPP a state-mandated program, it's the blueprint for all of your fair's safety activities. He continued that noncompliance is considered egregious in the eyes of Cal/OSHA inspectors. Tom's advice? Make sure your fair has an up-to-the-minute

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"Money is only a tool. It will take you wherever you wish, but it will not replace you as the driver." ~ Ayn Rand

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Let's hear from you!
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"To punish me for my contempt for authority, fate made me an authority myself." ~ Albert Einstein

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Hispanic and Latino Marketing, continued . . .

panic and Latino population of each business's geographic location. The demographic landscape of California is rich in diversity and highly concentrated with Mexican-American heritage. It's critical that fairs realize this and cater to their customers.

McDonald also pointed out that even though best practices from our past must be observed in order to move forward, fairs must take note that a celebration of each community's Hispanic and Latino foods and cultural activities can no longer be limited to just one day of a fair — these elements should be integrated into the framework of the *entire* fair.

During her talk, McDonald shared that Hispanics and Latinos are the largest ethnic consumer base and that 64 percent are loyal to brands and events. Hispanics and Latinos are also a rising middle class with an average annual income of \$51,000. And they make time for family activities with other Hispanic and Latino families. Their children are indulged but not spoiled; they value the interests of their children.

Based on these facts alone it's clear that this market could be very profitable for businesses that can tailor their services and activities to meet the specific tastes and interests of their region's Hispanic and Latino families.

Rueck suggests that when strategizing your fair's marketing plan to remember the four core values shared by Hispanic and Latino communities: Power (Ganas), Perseverance (Adelante), Pride and Diversity.

Fairs can also learn from international companies: Campbell's Soup, for example, uses colors from the Mexican Flag on soup labels, and The Home Depot has a Customer Service Counter that caters to Spanish speaking customers.

McDonald wrapped up her presentation with suggestions on how fairs can be Hispanic and Latino friendly:

- Employ bilingual staff
- Provide materials in Spanish
- Provide food vendors and activities that cater to your Hispanic/Latino community
- Educate your staff on Hispanic/Latino culture
- Know your audience: i.e.:
Is your community primarily Mexican-American or Cuban-American?

Want to hear more from McDonald's presentation?
Call Christina! 916/263-2946.

Accident Report, con't . . .

cases this can slow her ability to "tender" or to refer incidents to the responsible parties.

Questions? Contact Rosalyn directly at 916/263-6171.

IIPP Compliance, con't . . .

written IIPP and that it's both effective *and* actively implemented.

If you don't have an IIP Program or would like to schedule any of CFSA's safety-related management or employee training programs, call either Tom Amberson at 916/263-6180, or your fair's Safety Specialist.

Go Online to
Learn More About
Your Local Hispanic &
Latino Communities
Visit <http://quickfacts.census.gov/qfd/states/06000.html>, the State of California's quick facts page. You can look up the county or city where your fair is located and find out what percentage of your population is Hispanic or Latino.

For example:
According to a 2008 population estimate, in Alameda County 1,474,368 people – 21.8 percent of residents – were of Hispanic origin.

Savings Plus Program Workshops Planned During CalPERS Retirement Fairs

Attend these Savings Plus workshops at the CalPERS Retirement Fair nearest you: *An Overview of the Savings Plus Program: Why You Should be in SPP* and *Digging up Dollars: How to Reduce Debt*. CalPERS Retirement Fairs are planned for:

Los Angeles: March 30
Sheraton Los Angeles
711 South Hope Street
9 a.m. – 4 p.m.

Sacramento: April 2 & 3
Sacto. Convention Center
1400 J Street
Fri: 9 a.m. – 4 p.m.
Sat: 9 a.m. – 3 p.m.

Redding: April 8
Red Lion Hotel
1830 Hilltop Drive
9 a.m. – 4 p.m.

Fresno: April 14
Radisson Hotel
2233 Ventura Street
9 a.m. – 4 p.m.