



Think FAST!

**Fair Administrative Staff Training,
March 28 - 30, in Sacramento**

You still have a few days left to sign up for the Fair Administrative Staff Training (FAST) Conference, Monday - Wednesday, March 28 - 30 at the Hilton - Sacramento Arden West. Please note: The room block set aside by the hotel for FAST participants is now full; to reserve a room, please contact Liz Waxstein at lizw@fairsnet.org or 916/927-3100.

Hosted by Western Fairs Association in partnership with the Division of Fairs and Expositions, the FAST Conference is designed especially for fair business assistants and office staff members. This year's event features three days of presentations, roundtables, Q & A panels and networking opportunities, including a Wine and Cheese Reception. Carrie Wright, WFA's marketing director, notes that this year's registration fee is significantly lower than in previous years: just \$50 per registrant.

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Rethink: Recycle, Reuse, Replant

El Dorado County Fair Turns Green Waste into Pay Dirt

On a sunny afternoon at the El Dorado County Fairgrounds, two 2011 Maintenance Mania participants were practicing their skid steer loader and backhoe skills under the watchful eye of CFSA Safety Specialist Charlie Wigglesworth. Their assignment? To help aerate the fair's massive compost pile by scooping up and turning over bucketfuls of decomposing leaves, landscape trimmings, manure and stall bedding.

This compost pile is a joint project between the fairground and El Dorado County, and for more than 10 years the fair has used it to recycle all landscape trimmings and all manure and stall/pen bedding generated during fairtime and interim events, explained fairground Maintenance Supervisor John Marino.

Composting not only saves the fair money by eliminating the need to haul away clippings, manure and bedding, it's also an environmentally responsible way to keep recyclables out of the county's landfill. At the same time, John noted, composting produces a high quality soil amendment that's very popular with community green thumbs. And if a Maintenance Mania training exercise can help the fair by turning over the decomposing materials, so much the better!

Twice a year, typically before the middle of May (and by appointment), community gardeners are invited to the

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For Sale:

Reconditioned ATM at the Del Norte County Fair

Bring convenience and customer service to your fairground with a new-to-you Automatic Teller Machine (ATM) priced at just \$2,000. The ATM is a reconditioned model used just three times in three years. Interested? For more information, please contact Del Norte County Fair CEO Randy Hatfield at 707/464-9556.

2010 Year-End Fair Attendance Tally

All 78 fairs have reported in with their total fair attendance numbers for 2010. Here's how last year's numbers compared to 2009's:

2010 total attendance:
10,781,357

2009 total attendance:
10,500,217

Up: 281,140 visitors, +2.06%



**Letter from the
fyi newsletter editor**

Something to think about: Recently, several fair managers brought up an interesting idea: How about offering the *fyi* newsletter via email only? Not only would this save trees and postage as they suggested, it would also make it super easy to forward the newsletter on to others at your fair. Any thoughts for or against? Let me know at mthurber@cfssa.org or 916/263-6163.

Thanks!
Melissa Thurber

Check out the CA fairs in the Top 50 Fairs of 2010 on the other side!

"Apart from the known and the unknown, what else is there?"

~ Harold Pinter



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Let's hear from you!
Contact *fyi* at:
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"Anyone who has never made a mistake has never tried anything new."

~ Albert Einstein

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FAST Conference, continued . . .

FAST kicks off Monday, March 28, with presentations from Division of Fairs and Expositions' (F&E's) Acting Director Rebecca Desmond, WFA Executive Director Stephen Chambers and WFA Marketing Director Carrie Wright. After a networking lunch, the event's keynote speaker will address "change:" How to view it with a positive attitude and how to focus on all the possibilities change brings. A much requested session on CalPERS has also been added to Monday's schedule.

Tuesday opens with a program update and Q & A session with California Fair Services Authority representatives. Topics will range from Workers' Compensation for New Hires to fair Injury and Illness Prevention Programs.

The day's session topics include Consumer Protection; and Connecting with your Vendors, Clients and Customers. And you won't want to miss a minute of the popular Resource Lab back again this year with representatives from agencies in Sacramento.

On Wednesday, a panel from the Division of Fairs and Expositions will present an update and Q & A session, followed by a Q & A panel session with Human Resources.

To register, go to www.fairsnet.org for a registration form (there's a link to the form from the FAST article on the Home page). Simply fill out the form and mail or fax it to WFA. You'll find WFA's address and fax number on the reg form.

Questions? Please contact Liz Waxstein at lizw@fairsnet.org or 916/927-3100.

El Dorado Country Fair, continued . . .

fairground to purchase the compost at \$5 a square yard – a small fee that helps cover staff time spent tending to the compost project. The sale also helps make room for the following year's worth of compost materials. John reports that one recent buyer, with a major landscaping project in mind, drove up with a dump truck to fill!

To get the word out about the compost sales, the fairground posts notices on their website and advertises in a local shopper newspaper. The fair also alerts local gardening groups and the county agricultural department.

Interested in composting at your fair but not sure where to begin? John Marino at 530/919-5863 can help.

FYI would like to thank the El Dorado County Fair and John Marino for sharing information about the fairground's highly successful compost project.

Does your fairground have a time or money-saving idea you'd like to share? Please contact Melissa Thurber at mthurber@cfsa.org or 916/263-6163.

Seven California Fairs Make Top 50 List for 2010

In a *Top 50* list of fairs from throughout the United States (ranked by attendance), three California fairs made the top 10, with another four coming in among the top 50. You'll find the full list compiled by CarnivalWarehouse.com on their website.

Here's how California fared:

1. Texas State Fair, Dallas: 2,618,500 (estimate)
2. Houston Livestock Show & Rodeo - Houston: 2,144,077
3. Minnesota State Fair - St. Paul: 1,776,211
4. **Los Angeles County Fair, Pomona: 1,374,673**
5. San Antonio Livestock Show and Exhibition - San Antonio: 1,354,186
6. **San Diego County Fair - Del Mar: 1,338,500**
7. Canadian National Exhibition - Toronto, Ontario: 1,280,000
8. Eastern States Exhibition - Springfield, MA: 1,228,418
9. **Orange County Fair - Costa Mesa: 1,154,969**
10. Calgary Stampede - Calgary, Alberta: 1,145,394
26. California State Fair - Sacramento: 741,189
35. Big Fresno Fair - Fresno: 542,537
44. Alameda County Fair - Pleasanton: 418,499
48. California Mid State Fair - Paso Robles: 399,122