



**On the Calendar:
The CFA Fall Management Conference:
Wednesday - Friday, November 4 – 6,
in Sacramento**

Grab your coat and pack your bags, the 2009 California Fairs Alliance Conference is just a few weeks away. Western

Fairs Association and the Division of Fairs and

Expositions have put in long hours to ensure a top-notch conference featuring three full days of presentations, workshops and open forums at the Courtyard Marriott Cal Expo, along with the Second Annual Bowling Tournament and your choice of a guided tour of California's stately capitol or a Communication Strategies session led by UC Davis Extension and Professional Development.

Among the topics on the conference agenda are the State of Fair Funding, Creating a Vision for Your Fair, Innovative Promotions, Entertainment Buying, Social Media Demographics, and the Impact of Changing Fair Dates. Conference attendees will also meet by class size and region for valuable networking opportunities.

To register, go to www.WesternFairs.org. Sign up for the conference and make your Courtyard Marriott hotel reservations by October 23 and you'll receive early bird rates for both: \$225 per person for the conference, and a special WFA group rate of \$89, plus tax, for your room. Please see the registration form for details.

Discounted Shipping on ProFlex Vinyl Convention Taffeta Adds Up to More Than 35 Percent Savings for CFSA's Purchasing Program Members

These days it's not all that often that prices go down one year to the next. But that's the case, reports Cailee DeFoe, CFSA's buyer, when it comes to 2009's shipping costs on ProFlex Vinyl Convention Taffeta. Despite gas and shipping cost increases ProFlex experienced in 2009, the company kept all CFSA taffeta orders at a discounted shipping rate — a more than 35 percent savings.

In '08, CFSA paid \$8,971 in shipping fees for \$37,000 in purchases. In 2009, CFSA has paid just \$5,489 for more than \$38,000 in taffeta purchases.

Could your fair use a few rolls of taffeta for next year? Call Cailee today at 916/263-6190 and she'll call ProFlex!

2009 Fair Attendance

Twenty-five fairs have reported in with their total attendance numbers. Here's how this year's attendances compare to last year's head count:

*2009 total attendance: 3,645,315
2008 total attendance: 3,670,557
Down: 25,242 visitors, -.69%*

Sign Up Today for CFSA's 2009 Training Seminar. It's Free, Informative and Coming to a Fairground Near You

Participant reviews are in and it's unanimous: CFSA's training seminar in Anderson was time well spent!

Seminar topics at this, the first of five planned training seminars, included everything from why it's important to quickly submit key claim report forms, to an in-depth explanation of how claims affect pool rates. CFSA's safety specialists even provided several OSHA formulas fairs can use to track their own loss rates.

Each attending fair also received a binder with personalized relevant information.

You're Invited!

Who should attend the upcoming seminars? CFSA strongly encourages all Red Book custodians, fair managers, business and executive assistants, and everyone who works with CFSA's claims, safety and finance departments to sign up. Fair board directors are also welcome. Remember, attendance is free and lunch is included. All sessions are from 9:00 a.m. to 2:30 p.m.

Dates and Locations:

- Tuesday, October 20, Madera District Fair.
- Tuesday, October 27, Southern California Fair.
- Wednesday, October 28, Ventura County Fair.
- Monday, November 16, CFSA, (Fair Services Building, Sacramento).

To sign up, contact Melissa Thurber at 916/263-6163, mthurber@cfsa.org, or fill out the registration form on the back of this newsletter.

"A celebrity is a person who works hard all his life to become well-known, then wears dark glasses to avoid being recognized."

~ Fred Allen



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Let's hear from you!
Contact fyi at:
916/263-6163
Fax: 916/646-1238
mthurber@cfsa.org
Visit our Web site:
www.cfsa.org

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CFSA's 2009 Training Seminar Sign Up

Attendance is free and lunch is included!



"If you hold a cat by the tail you learn things you cannot learn any other way." ~ Mark Twain

fyi

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Fair Name: _____

Who will be attending? (Name and title):

Which location will you attend? (please check one):

- Tuesday, October 20, Madera District Fair (Madera), 9 a.m. to 2:30 p.m.
 Tuesday, October 27, Southern California Fair (Perris), 9 a.m. to 2:30 p.m.
 Wednesday, October 28, Ventura County Fair (Ventura), 9 a.m. to 2:30 p.m.
 Monday, November 16, CFSA, (Fair Services Building, Sacramento), 9 a.m. to 2:30 p.m.

Please note any special dietary requirements:

Name _____

Name _____

Fax to: CFSA, Attention: Melissa Thurber, 916/646-1238

Mail to: CFSA Training Seminar
Attention: Melissa Thurber
1776 Tribute Road, Suite 100
Sacramento, CA 95815

*Questions about the training day? Please contact Melissa Thurber
at 916/263-6163 or mthurber@cfsa.org*