



Mark Your Calendar

Maintenance Mania '09 is Set for February and March. It's Fun, Educational and Free!

Before you know it, Maintenance Mania 2009 will be here. So budget for the four-day event now and keep reading the *fyi* newsletter and checking the Web site: www.maintenancemaniaman.com for a schedule of events and registration dates.

Two locations are once again planned to help participants save on transportation costs. Host hotels with discounted room rates will be announced as soon as they're finalized. Event dates and locations are:

February 23 - 26

Ventura County Fair, Ventura

March 16 - 19

Gold Country Fair, Auburn

In the meantime, for more information please contact Charlie Wiglesworth, cwiglesworth@cfssa.org, 916/263-6183.

Division of Fairs and Expositions' Fair-Wide Study to Document Fair Trends and Innovations

Mike Treacy, executive director of the Division of Fairs and Expositions (F & E), reports that F & E is launching an effort to obtain statistics from each fair in the state that will be used to identify certain trends and innovations. The results of the study will be shared with the California fair industry.

According to Mike, while much of the information will be gleaned from the fairs' annual Budget and Statement of Operations submittals, additional information from individual fairs will be requested to ensure that the data gathered is a true representation of the fairs' operations and to determine where best practices can clearly be identified. F & E will

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Nuts & Bolts Has a New Name and a New Message Board

New business at the last Nuts & Bolts Training Conference committee meeting included coming up with a new, more mission-representative name for the annual training conference and taking suggestions for new services.

The committee accomplished both, choosing "Fairs Administrative Services Training" or FAST for the event's new moniker, and the development of a Message Board in response to numerous requests for an online "Buy, Sell or Trade" Message Board especially for California fair Administrative staff.

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Behind the Scenes

California Construction Authority's Project Managers Help Fairs Build for the Future

Spend a few minutes talking to any of California Construction Authority's (CCA's) project managers and you'll quickly realize that multi-tasking is a key job requirement as is attention to details, details, details; and the ability to think not only on both sides of the brain, but on one's feet as well. The results of their work aren't always glamorous

Continued on back page...

Limited-time savings

New! CFSA Purchasing Services Adds Best Buy Page to www.cfssa.org

Batteries to recycled paint. Office supplies to janitorial essentials. And then some. CFSA's buyer, Cailee DeFoe, knows a killer deal when she finds it and now you can find these limited time deals online at www.cfssa.org. You'll find a direct link to the Best Buy page at the top of CFSA's Home page, www.cfssa.org, or via the Purchasing menu tab.

Check the Web page monthly to see what new deals Cailee has found. Want to place an order? Contact Cailee at cdefoe@cfssa.org or 916/263-6191.

California's Fairgrounds Help Douse Recent Wildfires

During life- and property-threatening emergencies such as California's recent (and ongoing) wildfires, community support is vital. When firefighters and emergency crews turned to California's fairgrounds for assistance, fairground management and staff quickly and willingly responded with compassion and professionalism. While some fairs provided immediate resources for emergency service fire camps and evacuation shelters for area residents, pets and livestock, other fairs went on standby preparing their fairgrounds in the event they were needed at a moment's notice.

In the August *fyi* newsletter you read how three of the many California fairs that were contacted responded. Here are **Con't. on back**

"The person who says it cannot be done should not interrupt the person doing it."

~ Chinese Proverb

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Let's hear from you!
Contact *fyi* at:
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Visit our Web site:
www.cfssa.org

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CFSA Board Election Reminder
CFSA Member Fairs: The Resolution appointing your fair's Elector is due to CFSA by October 1. If you have any questions, please contact Donna Horner at 916/921-2213.

"Man does not live by words alone, despite the fact that sometimes he has to eat them."

~ Adlai Stevenson

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Did You Know...

Leaving a Legacy?
Make sure it's not just
90,000 pounds of trash

According to *The Recycler's Handbook*, published by the EarthWorks Group in Berkeley, the average 150 pound American adult throws away 600 times his or her adult weight in garbage — that's 90,000 pounds in a lifetime. And of that garbage, half could be recycled.

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You think Twinkies have a long shelf life, think about these decomposition times:
Glass bottles and jars, one million years; aluminum cans, 200 to 500 years; plastic bags, 10 to 20 years; rubber shoe soles, 50 to 80 years; cigarette butts, one to five years; and those Styrofoam "clamshell" take-out food containers? Forever.

The Division of Fairs and Expositions, continued

be providing more information on this project at the upcoming California Fair Alliance Conference November 10 - 12, 2008, in Sacramento.

Mike reports that in spite of the extremely soft economy, high prices and increased costs, some of California's fairs were extremely successful financially during the 2008 fair season. "We understand that some of this success was achieved through aggressive marketing campaigns and innovative discounting programs, while other fairs achieved growth through creative enticements and special attractions. We invite all fairs that implemented successful programs to contact the Division so that we can help other fairs overcome the huge obstacles we all face with these trying times."

Nuts & Bolts, continued

Currently in development, the Message Board will be a page on the CFSA Web site and will include instructions on how to make a posting as well as items currently available. As soon as the page goes live, you'll find a link on CFSA's Home Page, www.cfsa.org. Watch for it!

California Construction Authority, continued

(think sewer lines) or readily visible (underground water and power), but nevertheless, CCA's project managers play a key role in the safety and longevity of California's fairgrounds. Projects currently in progress include renovations and new construction at the Madera District Fair and the San Mateo County Event Center, home of the San Mateo County Fair.

Pieter Tiche is on the job in Madera, managing \$2.5 million in infrastructure and facility improvements on a project that began nearly a year ago and that will continue to evolve into new projects and improvements throughout the grounds. Among the current improvements are new entrances, parking lots, sidewalks, ticket booths, paving and fencing around the entire fairgrounds. Working hand-in-hand with Pieter is Rod Seitz, CCA's Northern California inspector, who puts the final stamp of approval on completed work confirming it meets all state codes and requirements.

On-site at the San Mateo County Event Center is CCA's Jon Pike, managing the renovations and 4,000 sq. feet of new construction that will transform the Event Center's Oak Hall into a 20,000 sq. foot satellite wagerin http://www.myjambi.com/?service_type=want g facility. The \$5 million project, which began April 28, is financed with funding from San Mateo County, the Event Center, the California Authority of Racing Fairs (CARF) and the Division of Fairs and Expositions.

At the Event Center site, Jon is responsible for everything from keeping dozens of subcontractors on schedule to answering questions, monitoring change orders, and even choosing color schemes. The new facility is slated for completion in time for the Breeder's Cup in October and will feature artwork and historical photos purchased by CARF and the Event Center from the nearby Bay Meadows facility that closed earlier this year. Rod Seitz is also partnering with Jon on this project.

Have a project in mind for your fair? Call CCA, 916/263-6100. From suggesting funding resources to ensuring work is done on time and on budget, CCA has the expertise and the experience to get your job done right the first time.

Wildfires, continued

a few more front line stories:
The Madera District Fair served as a fire camp from June 10 - July 13, at which time the fire camp was moved to the Chowchilla-Madera County Fairgrounds. The Chowchilla-Madera fire camp closed on July 19 with the last of the camp's staff leaving on July 25. In response to the Telegraph Fire near Yosemite, however, the fire camp reopened two days later and closed August 4.

The Mariposa County Fairgrounds served as a fire camp from June 23 - July 5, and as a large animal evacuation site from July 25 - August 4. Cal-Fire set up its fire camp on July 25 and stayed on-site through August 9. Other fairgrounds serving as fire camps included the Salinas Valley Fair from July 6 - July 17; the Shasta District Fair, June 23 - July 28; the Redwood Empire Fair, June 23 - July 24; the Silver Dollar fair, June 23 - August 2 and again August 4 - 9; and the Inter-Mountain Fair from June 24 - July 2.

On September 1 and 2, just days before the Gold Country Fair opened on September 4th, the fairground was used as an animal evacuation site.

The Desert Empire Fair was on stand by as an animal shelter and the Tehama District Fair, along with other fairs within a one-hour drive from Valley fire areas, was on alert in response to the possible mass evacuation of at least 37,000 people.

The Trinity County Fairgrounds fire camp established on June 21 remains open and active. Even though the fair decided to cancel its annual event due to fire-related commitments, the Junior Livestock Auction went on as planned. A testament to the community's support of the fair's decision, the livestock auction brought in a record-breaking \$240,000.

Ken Anater, staff services analyst from the Division of Fairs and Expositions, notes many fairs have also been on alert as Summer Cooling Centers.