

General Manager's Message



According to a recent study by the California Department of Food and Agriculture, Division of Fairs & Expositions, California's network of fairs contributes over \$2.5 billion to the state's economy while creating over 28,000 jobs and \$136 million in state and local tax revenue. In addition, the study also notes the contribution fairs make to the social and cultural well-being of California's communities.

At the Orange County Fair & Exposition Center, we are pleased with the results of this study, as it has always been our vision and goal to make a positive social and economic impact on the community. As such, we have been diligently working for the past two years on a master plan that further benefits the public with an improved level of programming and opportunities.

Now nearing completion, the master plan for the Orange County Fair & Exposition Center outlines areas of the fairgrounds that are capable of accommodating a wide range of events and

patrons in a manner that is safe, easy to access and flexible.

One area of the master plan is referred to as the Village Zone and is the grouping of exhibits buildings and paved plazas. Another is the Cultural Zone that is described as an outdoor park, which includes Centennial Farm, festival grounds and a revived amphitheatre. The Equestrian Zone is for the boarding and training of horses along with a temporary location for the newly created Centennial Ranch program. Also called out in the plan is a revitalized public edge to the property and a new agrarian entry zone. Additionally, 1,500 new parking spaces are proposed, adding to the almost 8,000 spaces currently in place. And finally, storage and maintenance facilities are planned to support the infrastructure of public use buildings, facilities and spaces.

The next step for the master plan calls for public review of the draft Environmental Impact Report, which is scheduled for public review in March with an intended certification date of late May 2003. This document outlines the measures the Orange County Fair & Exposition Center would need to take in order to protect all aspects of the environment as proposed building

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projects are implemented.

For over one hundred years the Orange County Fair & Exposition Center has been the connective fiber that weaves innovation and tradition into the fabric of our community. And now, as we embark on a new era as outlined in the master plan, we are tremendously excited about the future and the continued contribution we will make to the economic, social and cultural well-being of Southern California.

*Becky Bailey-Findley
CEO/General Manager
Orange County Fair & Exposition Center*



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Fair Times

Costa Mesa, California - Spring 2003

ORANGE COUNTY FAIR & EXPOSITION CENTER

32nd District Agricultural Association • 88 Fair Drive • Costa Mesa, CA 92626 • (714) 708-FAIR (3247) • www.ocfair.com

Spring Events

WEEKLY EVENTS:

ORANGE COUNTY MARKETPLACE - Saturday & Sunday, 7 a.m. - 4 p.m. Main Lot. Admission: adults \$2; children under 12 free. Tel Phil Enterprises (949) 723-6616

FARMERS MARKET - Thursdays, 8:30 a.m. - 1 p.m. Main Lot. Sponsored by the Orange County Farm Bureau (714) 573-0374

CENTENNIAL FARM - Monday - Friday, 1 p.m. - 4 p.m.; Saturday & Sunday, 9 a.m. - 4 p.m. Admission: free. (714) 708-1916

SPEEDWAY - Saturdays, April 12; May 3, 10, 17* & 31**; June 7, 14, 21 & 28. Grandstand Arena. Races start at 7:30 p.m. Gates open at 5:30 p.m. Admission: adults \$10; juniors (13-17) and seniors (60+) \$6; children (6-12) \$3; children 5 and under free. **Higher admission applies for May 17 & 31: adults \$12; juniors (13-17) & seniors (60+) \$8; children (6-12) \$4. \$3 Preferred parking through Gate #10. Parking in the Main Lot off Fair Drive. International Speedway, Inc. (949) 492-9933

April 2003

4-6 AMERICA'S FAMILY PET EXPO - Friday, 10 a.m. - 6 p.m.; Saturday, 9 a.m. - 7 p.m.; Sunday, 9 a.m. - 6 p.m. All buildings and grounds. Admission: adults \$8; seniors (60+) \$6; children (6-12) \$3. World Wide Pet Supply Association, Inc. (626) 447-2222 www.wwpssa.com

10-12 SUGAR PLUM ARTS & CRAFT FESTIVAL - Thursday & Friday, 9 a.m. - 9 p.m.; Saturday, 9 a.m. - 4 p.m. Building #10. Admission: free. Sugar Plum Festivals (562) 598-0857 www.sugarplumcrafts.com NO STROLLERS, PLEASE!

12-13 COMPUTER FAIR - Saturday & Sunday, 10 a.m. - 5 p.m. Building #12. Admission: adults \$5, children under 10 free. NP Expos, Inc. (800) 800-5600 www.lacomputerfair.com

27 STRAWBERRY CAR SHOW - Sunday, 9 a.m. - 3 p.m. Main Mall & South Lawn. Free with admission to Marketplace.

May 2003

2-4 24th ANNUAL YOUTH EXPO - "Once Upon a Vine - Salute to Tomatoes and Magical Gardens" - Friday, 9 a.m. - 3 p.m.; Saturday & Sunday, 9 a.m. - 4 p.m. All buildings and grounds. Free admission and parking. Educational Expo featuring exhibits, games, crafts, Jazz Festival, talent search, and Science & Engineering Fair. Orange County Fair & Exposition Center (714) 708-3247 www.ocfair.com

10-11 COMPUTER FAIR - Saturday & Sunday, 10 a.m. - 5 p.m. Building #10. Admission: adults \$5, children under 10 free. NP Expos, Inc. (800) 800-5600 www.lacomputerfair.com

15-16 OFF-ROAD, SAND & SPEED EXPO 2003 - Friday, 5 p.m. - 10 p.m.; Saturday, 9 a.m. - 6 p.m.; Sunday, 9 a.m. - 6 p.m. Buildings #10, #12, Parade of Products, and Main Mall. Admission: adults \$10.00 (one day pass)/\$15.00 (two day pass)/\$20.00 (3 day pass); seniors (55+) \$5.00; children under 10 free. Outdoor Sports World (714) 241-9055

24-25 SCOTTISH FESTIVAL - Saturday & Sunday, 9 a.m. - 5 p.m. All grounds. Advance ticket prices through May 15: adults \$12 (one-day pass)/\$18 (two-day pass); seniors (65+) & students

\$10/\$15; children (4-12) \$2/\$4. At the gate: adults \$14/\$20; seniors (65+) \$12/\$17; children (4-12) \$2/\$4. United Scottish Association (310) 370-9887

5/31-6/1 COMPUTER FAIR - Saturday & Sunday, 10 a.m. - 5 p.m. Building #14. Admission: adults \$5, children under 10 free. NP Expos, Inc. (800) 800-5600 www.lacomputerfair.com

5/31-6/1 HERITAGE INDIA FESTIVAL - Saturday & Sunday, 11 a.m. - 7 p.m. Festival Grounds. Admission: adults \$5; children 6 & under free. Rushi Inc. 703-998-1397 www.hifestival.com

June 2003

7-8 CROSSROADS OF THE WEST GUN SHOW - Saturday, 9 a.m. - 5 p.m.; Sunday, 9 a.m. - 4 p.m. Buildings #10, #12, #14 & Parade of Products. Admission: adults \$9; seniors \$8; children under 12 free with adult. B&L Productions (801) 544-9125

12-14 SUGAR PLUM ARTS & CRAFT FESTIVAL - Thursday & Friday, 9 a.m. - 9 p.m.; Saturday, 9 a.m. - 4 p.m. Building #10. Admission: free. Sugar Plum Festivals (562) 598-0857 www.sugarplumcrafts.com NO STROLLERS, PLEASE!

20-22 HOME REMODELING & DECORATING SHOW - Friday, noon - 8 p.m.; Saturday, 10 a.m. - 8 p.m.; Sunday, 10 a.m. - 6 p.m. Buildings #10 & Parade of Products. Admission: adults \$5.75; seniors (55+) \$3; children under 12 free. N.E.C. Group, Inc. (818) 557-2950

22 TOP BANANA CAR SHOW - Sunday, 9 a.m. - 3 p.m. Main Mall & South Lawn. Free with admission to Marketplace.

What's Inside



General Manager's Message



24th Annual Youth Expo



2003 Competition Handbooks

Did You Know?

Summer Concert Series tickets go on sale **March 29.**

111th ANNUAL ORANGE COUNTY FAIR RED, RIPE & ROCKIN'

You say toMAYto and I say toMAHto, but any way it's pronounced it's going to be part of the growing excitement that's reflected in the 2003 Orange County Fair theme—Red, Ripe and Rockin'.

This 111th annual Fair will be the first to last 21 days, running from July 11 through Aug. 3 and closing on Mondays. OCF has been a 17-day event since 1992, but growing attendance persuaded the Fair Board to add more days.

That's not the only new element in this year's Fair. Pacific Amphitheatre, closed since 1995, will reopen as a venue for stellar music acts as the Fair continues to upgrade its entertainment offerings with the booking of some of today's most popular performers. All seats are reserved and are being sold through Ticketmaster and at the Fair box office.

The Fair's free concert series will be hosted in the Grandstand Arena. Motorcycle races and Demolition Derby will be featured at the Arena during the Fair's first weekend, and bullriding will be featured there on the final weekend. The 6,500 seats will be filled on a first-come basis.

The Competition Handbook for Fair 2003, listing hundreds



of ways for Fair enthusiasts to participate in everything from woodworking to Spam recipes, is available online at www.ocfair.com or by calling (714) 708-1553.

Many new competitions have been added this year. Some of them are pillow quilting, decorated gingerbread cookies, potted outdoor floral garden entries, drought tolerant landscapes, a host of collectibles, best-dressed tomato in the Youth Department, and the addition of rabbit, cavy, rat, hamster and beef divisions

in Livestock.

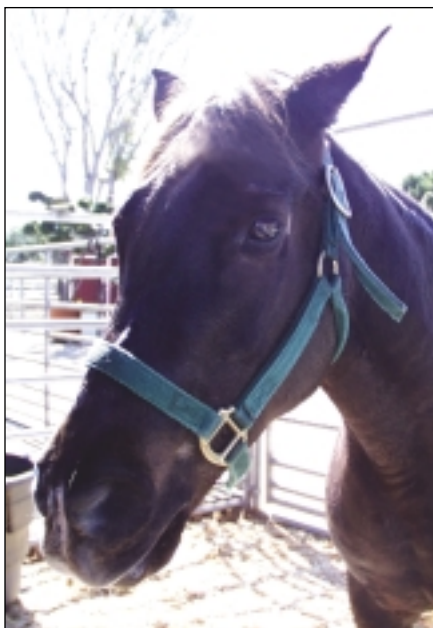
For the first time, the Livestock Handbook is available online.

Entrants will be competing for cash premiums and ribbons. For many, the participation is reward enough—although last year the Orange County Fair awarded \$175,000 in cash premiums. There were 14,501 separate entries.

The deadline to submit competition entry forms is May 21. Most nonperishable entries will be delivered to the Fair on June 20 and 21.

New Residents Of Centennial Farm

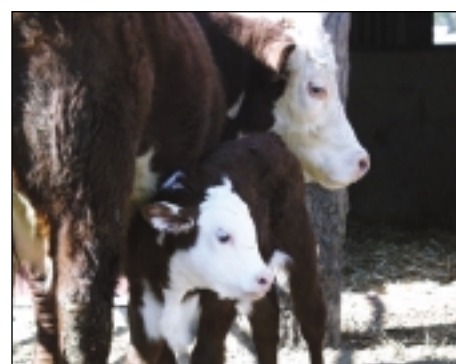
In addition to 14 piglets, 3 lambs born in February, and three Holstein calves on loan from Marquez Dairy, Centennial Farm has three prominent new additions.



MAGIC, an Arabian horse on loan from the Orange Villa Buckaroos 4-H Club, is a favorite at The Ranch.



A GIFT to Centennial Farm from April Mendez of Norco, Nickel the Buffalo will celebrate his second birthday in April.



THIS HAPPY, HEALTHY Hereford bull calf was born Feb. 15 and is on display at Centennial Farm.

Buy Orange County Fair 2003 Tickets

Advance sale of Fair admission and Pacific Amphitheatre concert tickets will begin on March 29.

Fair admission prices remain unchanged from last year. Tickets will be available at a discounted price through July 10. Advance ticket prices are \$5 for ages 13-54, \$4 for seniors 55 and over, and \$2 for children 6-12. Tickets bought during Fair are \$7 for adult general admission, \$6 for seniors and \$3 for children 6-12. Children 5 and under are free.

From March 29 through July 3, admission tickets may be bought by mail, online, and at the Fair's box office. From July 5 through 10 there will be only box office sales.

Concert tickets for the Summer Concert Series in the Pacific Amphitheatre will be available at all Ticketmaster outlets, online at www.ticketmaster.com, by phone at (714) 740-2000 and (213) 480-3232, and at the Fair box office. Prices of concert tickets will vary. Concert tickets purchased through Ticketmaster will include Fair admission.

Concerts and events in the Grandstand Arena will be free with Fair admission. Deadline for mail and internet ticket orders will be July 3 at 6 p.m. Advance ticket sales will be available at the Fair box office through 10 p.m. on July 10.

Fair admission is required to attend concerts at the Pacific Amphitheatre.

The 2003 Livestock and Competition Handbooks for the 111th Orange County Fair

are available online at www.ocfair.com. To receive a copy by mail call (714) 708-1553 or e-mail jmacrae@ocfair.com.



BOX OFFICE HOURS

March 29 - July 6

Wednesday-Friday, 10 a.m.-6 p.m.; Saturday and Sunday, 10 a.m.-4 p.m.; closed Monday and Tuesday.

July 7-9 10 a.m.-6 p.m.

July 10 10 a.m.-10 p.m.

July 11 - Aug. 3

Tuesday-Sunday, 10 a.m.-6 p.m. Closed Mondays.

ORANGE COUNTY FAIR 2003

For sponsorship opportunities contact Alison Keith

(714) 708-1535

akeith@ocfair.com

FAIR ADMISSION TICKETS

General (13 - 54) _____ x \$5 = _____
Senior (55+) _____ x \$4 = _____
Child (6 - 12) _____ x \$2 = _____

CARNIVAL TICKETS

Silver Pak _____ x \$15 = _____
(35 ride tickets & 4 midway discount food coupons)

Gold Pak _____ x \$50 = _____
(100 ride tickets, 10 midway discount food coupons, 2 general Fair admissions & 1 ticket for the Hurricane ride)

SHIPPING & HANDLING:

up to \$50 add \$2 \$ _____
\$51 - \$150 add \$4 \$ _____
\$151+ add \$6 \$ _____

GRAND TOTAL : \$ _____



MAIL FORM BY JULY 3RD
TO: Orange County Fair
Box Office/Advance Tickets
100 Fair Drive
Costa Mesa, CA 92626
e-mail: tickets@ocfair.com
www.ocfair.com

Name (Individual, Company, Organization) _____

Address _____

City _____ State _____ Zip _____

Phone _____

Enclosed is my check Payable to Orange County Fair

Charge

Visa MasterCard AMEX

Card Number: _____

Expiration Date: _____

Signature: _____

Spring Events Bring The World To OCFC

For a few weeks in May and June, the Orange County Fair & Exposition Center will take on a festive international air during two popular cultural celebrations.

New this year, the Heritage India Festival is a celebration of the culture of India. The May 31-June 1 observance is one of six being held in venues across the United States to acquaint Americans with India.

The festival will bring together vendors, craftsmen and artisans from all parts of India and the U.S. to display India's unique diversity in handicrafts, garments, furniture and furnishings, and services such as tourism, herbal products, yoga and healing disciplines.

Other attractions will include performances by Indian folk dancers and musicians of Indian background, and a food plaza offering culinary delights from several Indian regions.

The Heritage India Festival will be open 11 a.m.-7 p.m. Saturday and Sunday. Admission is \$5 for adults;



children 6 and under are free.

Returning for their annual Highland Festival and Games on May 24 and 25, the United Scottish Society will turn OCFC into a bonny spot for oldsters, youngsters, lads and lassies.

The Memorial Day weekend event will feature Highland dancing; the skirl of the pipes and the thrum of the drums; typically Scottish athletic events such as throwing the caber, a wooden beam about the shape and size of a telephone pole; clan tents where visitors can get help in tracing their Highland or Lowland ancestors; entertainment; food and other attractions.

The Scottish Festival will be open both days from 9 a.m. to 5 p.m. Advance ticket prices through May 15 are \$12 for adults (one day) and \$18 (two days); seniors (65+) and students \$10/\$15; and children 4-12, \$2/\$4. At the gate ticket prices will be adults \$14/\$20; seniors \$12/\$17, and children \$2/\$4. For additional information call (310) 370-9887.

Pet Expo Is The Cat's Meow

It's a pet lover's dream—the annual America's Family Pet Expo that mingles entertainment, education and shopping opportunities for three fun-filled days at the Orange County Fair & Exposition Center, April 4-6.

Besides standard and unusual varieties of dogs and cats, some of the pets on display will be fish, llamas, potbellied pigs, goats, reptiles, rodents, horses and rabbits.

In addition, more than 1,000 companion animals of all kinds will be featured in demonstrations, stage shows and competitions. There will be pet adoptions, advice from animal experts, learning opportunities and thousands of pet products on sale.

The featured entertainment includes Frisbee-catching dogs, a wild animal adventure show, a cat show, a parade of dog breeds, pony rides, a petting zoo, an exotic bird show and a kid's aquarium contest.

All of the fairgrounds' display halls will be used for this show, which is presented by World Wide Pet Supply Assn., a nonprofit group that promotes responsible pet ownership. To accom-

modate growing attendance, there will be increased parking and more space in exhibit halls.

Hours for the show are 10 a.m.-6 p.m. Friday, 9 a.m.-7 p.m. Saturday and 9 a.m.-6 p.m. Sunday. Admission is \$8 for adults, \$6 for seniors (60 and older) with identification, \$3 for children 6 to 12, and free for children 5 and under. For additional information, call (800) 999-7295 or visit www.petexpoc.com.



Fair Folks



Centennial Farm Manager **Alex Hess** has been awarded a Master of Science degree in General Agriculture from Cal Poly, San Luis Obispo.

Alex, 33, began his job as Centennial Farm manager and livestock superintendent in August 2001 after having taught agriculture at Fallbrook High School in northern San Diego County for four years and for three years before that at San Jacinto High School.

He attended high school in Fullerton and worked summers at the Orange County Fair.

Javier Alcantar has been promoted from Electrician to Maintenance & Operations Supervisor.



24th Annual Youth Expo Is In Full Bloom

Young horticultural wizards will turn a corner of Centennial Farm into Storybook Magic Gardens as part of this year's 24th annual Youth Expo, May 2-4.

The agricultural alchemy is part of the panoply of activities celebrating Orange County youth's accomplishments at the Orange County Fair & Exposition Center. Youth Expo is sponsored and underwritten by the Orange County Fair.

This year's Expo, themed "Once Upon a Vine... Salute to Tomatoes and Magical Gardens," is expected to attract well over 30,000 participants and spectators. The Expo is held concurrently with the annual Orange County Science & Engineering Fair, the annual Talent Search and annual Jazz Festival.

At Centennial Farm, participating groups (nonprofit youth organizations, clubs and schools) will be given an 8' x 8' plot and given two days to turn it into a representation of a fairytale, nursery rhyme, poem, a literary classic or another form of storytelling. Youth Expo supplies fencing and soil, and the groups furnish all the other materials, from plants and trees to ground cover and display items.

Each mini-garden must be designed, constructed and installed by members of the youth group under an advisor's supervision. There will be elementary, junior and high school divisions, with cash premiums for the top three places in each division.

Storybook Magical Gardens is one of the new competitions at this year's Youth Expo. Another, "Lil' Sprouts," a



junior farm and garden contest, gives school and youth organizations an opportunity to show off their home-grown fruits and vegetables.

Some of the other competitions include computer technology, creative writing, sculpture, California missions, quilt-making, social studies, murals, scarecrows, architectural drawing, journalism, home arts and photography.

Most competition is by school grade level. In addition, there are separate pro-

grams for 4-H and Girl Scout members. For animal lovers there is the Pampered Pet contest on Sunday, May 4, at 10 a.m. Winners will be selected in a number of categories, such as longest ears, prettiest eyes, best-dressed, softest fur, look-alike (master and pet), etc. Large animals such as cattle and horses won't be admitted, nor will venomous reptiles or insects.

For further information, call (714) 708-1553 or visit www.ocfair.com.

The Ranch Program Blooms

"It's a good start," said Jim Bailey, OCF's special projects director, in describing the launching of the Fair's new community service activity, The Ranch.

Twenty-five Davis Elementary School fifth graders are in the inaugural class of The Ranch, which could be the forerunner of a major OCF community undertaking if an off-site location is obtained.

Divided into three groups, the youngsters spend three hours a day after school tending to individual garden plots,

caring for horses, or taking care of farm animals such as pigs, goats, sheep, etc. The Ranch is located at the Equestrian Center.

Bailey also said that the cooperation among the Fair, the City of Costa Mesa and the school district was helping The Ranch to succeed.

The current group of children will be in the program until the end of the school term. Bailey said a decision had not been made on whether to have a summer program before the fall school term begins.

