

CEO's Message



Throughout its history, the Orange County Fair & Exposition Center has been committed to children and youth programming. Twenty-five years ago, the Fair Manager, Ken Fulk, wanted to create a program that would lift up the accomplishments of students in a manner that complemented the annual summer fair and yet was focused solely on youth. In order to coincide with the school year and encourage teacher participation, an event was created for springtime that was similar to the summer fair, but with a true dedication to youth.

As a result of Ken Fulk's vision, Youth Expo was born. Since its inception, Youth Expo has been sponsored and underwritten by the Orange County Fair Board of Directors. A three-day fair, Youth Expo annually welcomes over 30,000 Orange County students, 4-H Clubs and their members, Girl Scouts, and Boy Scouts. It features work of students in pre-school through high

school, a talent competition, jazz festival, inventors' contests, science fair projects, 4-H animal projects, and more.

For me, the most exciting part of Youth Expo is opening day when busloads of school children come to the fairgrounds to see what ribbons they have won for their work. When the exhibit buildings open, the students eagerly seek out their school projects, while cameras flash, and teachers, parents and children beam with pride.

For many children, having their work exhibited at Youth Expo is the only time outside of school that they are recognized for their accomplishments. Whether it is artwork, a diorama, or science project, public recognition of their value and worth is extremely important and a powerful motivator.

Come witness the excitement of Youth Expo for yourself on Friday, April 29 - Sunday, May 1, 2004. There is so much to see and experience that I guarantee it will inspire and reinforce in you the hope for our youth's future.

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

Master Plan Brings Improvements To OCFEC

The first phases of the Fair's Master Plan have begun as the Board and management of the Orange County Fair & Exposition Center implement improvements that will meet the growing needs of the community.

Already in full swing, the first phase of the Master Plan involves grading and construction of a new parking area west of the Equestrian Center (EQC). The existing EQC, including stalls, trainer areas and riding arenas is being re-formatted, and the area for boarding and training horses is now located on the eastern 7½ acres of the property. In addition, one of the Fair buildings has been relocated to the livestock area where it now serves as the classroom building and headquarters for The Ranch After-School Program.

Other changes scheduled to take place are as follows:

- Renovation of the Pacific Amphitheatre and possible removal of the earthen berm surrounding the structure is a key component of the Master Plan. However, before a final decision is made on

removing the berm, extensive research and sound tests will be undertaken.

- The Fair is working with the City of Costa Mesa to create an overall plan for storm drain improvements along Arlington Avenue, which includes clarifying the run-off water on the property prior to water reaching the storm drain.

- The four entries to the Orange County Fair & Exposition Center will receive landscaping improvements including the relocation of the Main Gate electronic reader board, and the addition of a monument reader board near the entrance on Fairview.

- The final stages in the Master Plan initial implementation strategy involve the construction of a new exhibit building with a commercial kitchen, and the construction of a covered breezeway linking two existing exhibit buildings.

- Architectural improvements are also planned for all of the property's five exhibit buildings, while landscaping, paving and lighting improvements are planned for the Main Mall area.

Board of Directors

Patricia Velasquez - President
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**Orange
County
Fair &
Exposition
Center**

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Return Service Requested

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

Fair Promotions

"TASTE OF THE FAIR"
Thursday, July 8
Free Pre-Fair event. Live music,
fireworks & more.
7 p.m. - 8:45 p.m.

JAM INTO THE FAIR
Opening day, Friday, July 9
Free admission and parking
10 a.m. - 11a.m. All gates.

**JAMMIN' FOR HUNGER
CANNED FOOD DRIVE**
Wednesday, July 21
Free admission with donation of
five (5) canned or dry food items.
Benefiting Second Harvest Food Bank.
Noon - 5 p.m.

**FUTURE FARMERS OF AMERICA (FFA),
FARM BUREAU & 4-H DAY**
Wednesday, July 14
Free admission with Farm Bureau,
4H or FFA membership cards. All day.

SALUTE TO SOUTHERN CALIFORNIA HEROES
Friday, July 9
Free admission for all active duty military,
law enforcement and firefighters plus one
guest with valid I.D. 11 a.m. - 6 p.m.

KIDS DAYS
**Tuesdays,
July 13, 20, 27**
Children age 12 & under
admitted free. All day.

**SUMMER BOOK
DRIVE**
**Wednesday,
July 28**
Free admission with
donation of one (1)
new or three (3)
gently used
children's books.
Noon - 6 p.m.

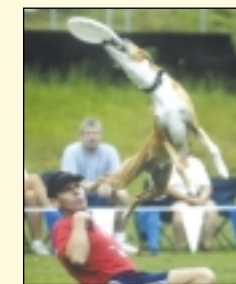
SENIORS DAYS
Thursdays, July 15, 22, 29
Seniors (55+) admitted for \$4.
Free Ferris wheel and merry-go-round
rides. All day.

CARNIVAL PROMOTIONS
Ride All You Want!
\$20 Tuesdays & Wednesdays
Sold until 5 p.m. Ride until 8 p.m.
\$1 Rides
Thursdays & Fridays
Sold until 5 p.m. Ride until 6 p.m.

What's Inside



CEO's Message



Pet Expo April 2-4



Competition
Handbooks Available

Did You Know?

OC Fair tickets
are on-sale at
all Ticketmaster
locations.

Jammin' At The 112th Annual Orange County Fair

In a salute to grapes, the Fair Board has approved "Jammin' at the Fair" as the theme of this year's Orange County Fair, harmonizing with a concert lineup that will bring entertainment nightly to the Pacific Amphitheatre stage.

Continuing last year's precedent, the 112th Fair will be in session for 21 days, July 9 through Aug. 1, closing on Mondays.

To launch the official 2004 Pacific Amphitheatre Summer Concert Series, on Friday, July 9, Orange County's Pacific Symphony will team with the Fab Four, a Beatles tribute band that has been a crowd favorite in previous years at the Fair. Special admission prices will prevail on the Fair's four Fridays, dubbed "T.G.I. Fridays." For \$19, ticket holders will gain entry to the concert plus free admission to the Fair. For the complete Pacific Amphitheatre schedule, visit www.ocfair.com.

Besides the schedule of internationally renowned musical artists at the Amphitheatre, the Fair again will offer a free concert series at the Citizens Business Bank Arena that includes a week devoted to tribute bands, and week-long stays by both "Weird Al" Yankovic and a

week-long tribute to the classic Motown sound with the Funk Brothers.

The Arena also will host a number of other types of entertainment, all of which will be free with Fair admission. The Arena seating will be on a first-come basis.

One of Orange County Fair's most popular attractions returns to the Citizens Business Bank Arena on Sunday, July 11, with afternoon and evening shows as intrepid jalopy drivers seek to survive the slam-bang action of the 4th annual "Orange Crush" Demolition Derby.

The Arena's opening days will have special appeal for motorcycle fans, with freestyle motocross jumping on the dirt track on Friday, July 9.

Sundays in the Arena will have a Latino flavor, with festivals from noon to 10 p.m. on July 11, 18 and 25. **continued inside**



**Win FREE
Fair and
Concert
Admission!**

See Inside

ORANGE COUNTY FAIR & EXPOSITION CENTER

Costa Mesa, California - Spring 2004

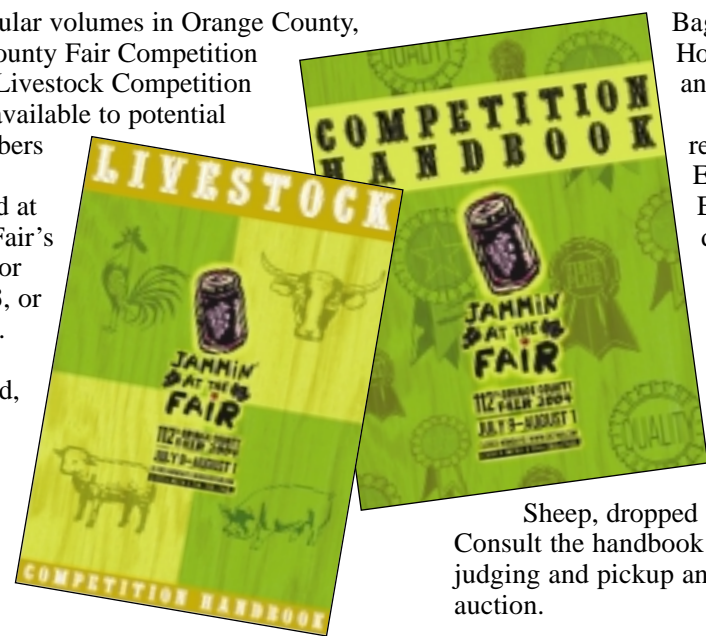
2004 Competition & Livestock Handbooks Now Available

Two of the most popular volumes in Orange County, the 2004 Orange County Fair Competition Handbook and the Livestock Competition Handbook, are currently available to potential exhibitors and other members of the public.

Copies can be obtained at the reception area of the Fair's Administration Building, or by calling (714) 708-1553, or online at www.ocfair.com.

Up to \$61,000 in cash premiums may be awarded, according to Joan Hamill, director of Community Relations.

Among new contests added this year for competitors are "Best of Pesto" and "Pack Your



Bag-Chicago in January" in Home and Hobbies, "Children/Families" in Visual Arts, and "Avian Knowledge" in Livestock.

The deadline for entry forms to be received at the Orange County Fair & Exposition Center is May 19 at 5 p.m. Entry forms received after that time, despite postmark, cannot be accepted.

Exhibit delivery times are noon to 7 p.m. on June 18 and 10 a.m. to 5 p.m. on June 19.

The Livestock Department is reinstating Poultry divisions, which were dropped last year because of the epidemic of Exotic Newcastle Disease, and the Open Breeding

Sheep, dropped several years ago.

Consult the handbook for times of animal delivery, judging and pickup and for the annual junior livestock auction.

Pets & Extreme MotorSports Roar into OCFEC

With a host of new attractions, including stars of the animal world and the movie/television stage, America's Family Pet Expo will take over Orange County Fair & Exposition Center April 2-4 to entertain and inform for the third straight year.

Pet Expo will showcase 1,000 animals, spectacular exhibits, demonstrations, petting opportunities and the latest in pet products and services—many at special prices.

The expo is one of a wide selection of shows hosted at OCFEC in April, May and June.

Special attractions at Pet Expo include actor Dick Van Patten, star of "Eight Is Enough;" international canine star Air Bud, the energetic golden retriever who plays soccer, basketball, hockey and football; a doggy fashion show featuring 20 canine models sporting the latest in faux fur coats, jewels and rain gear; Rocket's K-9 Comets, dogs who perform flying acrobatics as they race to the Frisbee; and Los Angeles arson dogs who demonstrate their special talents.

Search and rescue dogs will be on display, and Wildlife WayStation will present an exhibit of wild animals rescued and cared for by that organization.

In addition, animal experts will teach current and future pet owners how to train animals to do tricks and how to select the animal that's right for you.

There will also be a petting zoo, a pet adoption service, snake races, agility dog demonstrations and many other features.

America's Family Pet Expo will be open Friday 10 a.m.-6 p.m., Saturday 10 a.m.-7 p.m., and Sunday 10 a.m.-6 p.m. General admission is \$9, seniors 60 and older with ID \$8, children 6-12 are \$4, and those 5 and younger are free. The public is asked not to bring their own pets.

Extreme MotorSports Expo will present a high-octane mix of vehicles and accessories for off-road and speed fanatics May 14-16.

Among the vehicles to be displayed will be sand rails, rock crawlers, quads, desert trucks, dune buggies, 4 x 4s, lifted trucks, ATVs, dirt bikes and high-speed watercraft, including a 35-foot Eliminator.

Fans of monster trucks will not want to miss the opportunity to have their photo taken with Grave Digger, one of the most popular trucks in monster truck racing history. Also on display will be the Jetbike, the world's only motorcycle for the water.

Expo hours are Friday 5-10 p.m., Saturday 10 a.m.-6 p.m. and Sunday 10 a.m.-5 p.m. Admission is \$10.

Other events scheduled for OCFEC include the Orange County Senior Expo, April 16 and 17; Youth Expo, April 30-May 2; the Rusty Barn Craft Festival, May 6-8; and the Scottish Festival, May 29 and 30.



The Ranch Celebrates First Anniversary

Among the many educational and recreational opportunities that the Orange County Fair & Exposition Center offers to area residents and neighborhood children, one of the most successful is The Ranch, which is celebrating its first birthday.

Thirty youngsters from Davis Elementary School in Costa Mesa were the first graduates last year of the program, whose goal is to offer an educational experience that will be an alternative to traditional after-school activities.

But this year Evy Edelo, the program coordinator, and Jim Bailey, special Fair projects consultant, plan to have a total of 90 students, 30 in each of a four-week school quarter. Even further enrollment is possible in coming years, Bailey said.

It's an agriculture-oriented program that has some universal goals such as personal responsibility and social agreeability. The students are instructed in horsemanship, gardening and livestock, which supplements and enriches their science instruction and helps them learn how to organize facts, Bailey said.

According to Edelo, the students love the program. In fact, some who were in it last year have returned to volunteer to help their former mentors.

Preview Event Offers A Taste of the Fair

A festive, innovative party will provide a "Taste of the Fair" on the eve of the opening of the 2004 Orange County Fair, which salutes grapes from July 9 to August 1 (closed Mondays).

The free community event will begin at 7 p.m. on Thursday, July 8 in the Pacific Amphitheatre and will feature a special performance by the Fab Four, a Beatles tribute band, along with Orange County's Pacific Symphony. The evening will end with a fireworks show.

To join us, please call (714) 708-1529.

Win Free Fair and Concert Admission!

Sign up for the OC Fair e-mail list and get advance word on OC Fair and Pacific Amphitheatre schedules and special offers.

Visit www.ocfair.com/newsletters and sign up today.



Events CALENDAR 2004

April - June

Weekly Events

INTERNATIONAL SPEEDWAY RACING

Saturdays, May 1, 15, 22, & June 12 and 26.

Gates open 5:30 p.m., first race 7:30 p.m.

Grandstand Arena.

Admission: adults \$12, juniors (13-17) & seniors (60+) \$8, children (6-12) \$4, children under 6 free. Parking & Programs free. Preferred Parking \$3.

International Speedway, Inc. (949) 492-9933

www.cmspeedway.com

ORANGE COUNTY MARKETPLACE

Saturday & Sunday, 7 a.m. - 4 p.m.

Main Lot. Admission: adults \$2, children under 12 free.

Tel Phil Enterprises (949) 723-6660

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

11 ROCK HARBOR EASTER SERVICES

Sunday, 11 a.m. - 11:30 a.m.

Lot P.

Admission: free.

Rock Harbor Church

16-17 ORANGE COUNTY SENIOR EXPO

Friday & Saturday, 9:30 a.m.-4 p.m.

Building #10, Parade of Products and Heritage Stage.

Admission: adults \$6, veterans \$3, children 12 & under free.

\$1 off with coupon.

Senior Events of California (909) 393-8525

17-18 COMPUTER FAIR

Saturday, 10 a.m.-5 p.m.

Building #12.

Admission: adults \$5, children under 10 free.

NP Expos, Inc. (800) 800-5600

www.lacomputerfair.com

17 SPEEDWAY SPRING CLASSIC/FREESTYLE JUMPERS

Saturday, gates open 5:30 p.m., first race 7:30 p.m.

Grandstand Arena.

Admission: adults \$12, juniors (13-17) & seniors (60+) \$8, children (6-12) \$4, children under 6 free. Parking & Programs free. Preferred Parking \$3.

International Speedway, Inc. (949) 492-9933

www.cmspeedway.com

18 ALL NATIONALS TRUCK SHOW

Sunday, 9 a.m.-5 p.m.

Campground & Arlington Theater

Admission: adults \$15, seniors (65+) \$10, children 12 & under free.

Horse Power Promotions (805) 686-2007

www.horsepowerpromotions.com

4/30-5/2 25th ANNUAL YOUTH EXPO

"Grape Moments in History." Educational Expo featuring exhibits, games, crafts, Jazz Festival, talent search, and Science & Engineering Fair.

Friday, 9 a.m. - 3 p.m.; Saturday & Sunday, 9 a.m. - 4 p.m.

All buildings and grounds.

Free admission and parking.

Orange County Fair & Exposition Center

(714) 708-3247

MAY

6-8 RUSTY BARN FESTIVAL

Thursday, Friday & Saturday, 10 a.m.-5 p.m.

Building #10.

Admission: adults \$8, children under 12 free.

Rusty Barn Promotions Group, Inc. (801) 463-1200

14-16 EXTREME MOTORSPORTS EXPO

Friday, 5 p.m.-10 p.m.; Saturday & Sunday, 9 a.m.-6 p.m.

Buildings #10, #12, Parade of Products, and Main Mall.

Admission: adults \$10, seniors (55+) \$5, children under 10 free.

Extreme Motorsports Expo (714) 241-9055

29-30 SCOTTISH FESTIVAL

Saturday & Sunday, 9 a.m.-5 p.m.

All Grounds.

Advance sale admission prices through May 15:

adults \$12 (one day pass)/\$18 (two day pass), seniors (65+)

and 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 Society www.unitedscottishsociety.com

JUNE

5-6 CROSSROADS OF THE WEST GUN SHOW

Saturday, 9 a.m.-5 p.m.; Sunday, 9 a.m.-4 p.m.

Buildings #10, #12, #14, and Parade of Products.

Admission: adults \$9, seniors \$8, children under 12 free with adult.

B&L Productions (801) 544-9125

10-12 SUGAR PLUM ARTS & CRAFTS 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, 10 a.m.-5 p.m.

Building #12.

Admission: adults \$5, children under 10 free.

NP Expos, Inc. (800) 800-5600

www.lacomputerfair.com

25-27 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 and Parade of Products.

Admission: adults \$6.75, seniors (55+) \$3, children under 12 free.

N.E.C. Group, Inc. (818) 557-2950