

CEO's Message



than 1,090,000, customer satisfaction was at an all-time high. As we look to the remainder of the year and the coming of the 2008 OC Fair, we plan to take the energy and passion of the fair and sustain it throughout the many events and activities hosted at the Orange County Fair & Exposition Center.

We are proud to host Cirque du Soleil's "Corteo." Opening November 8, "Corteo" is another wonderful production for this

legendary theatrical company, about a joyful life-procession as imagined by a clown. Then, to celebrate the New Year, Carnivale comes to OCFEC. Spend New Year's Eve with friends as part of the West Coast's largest New Year's celebration. Featuring live music, dancing, food and fireworks, Carnivale promises to be a night to remember.

A long-standing tradition and staple of the community is the weekly Orange County Market Place. This concoction of unique and exceptional vendors spread their wares each Saturday and Sunday at OCFEC, creating the most distinctive and memorable shopping experience in Orange County. This wonderful setting offers a rich selection of all sorts of holiday goodies.

And that is just the end of 2007, the new year promises to bring back many of your favorite events including Youth Expo, Sand Sports Super Show, America's Family Pet Expo and the annual OC Fair. The 2008 OC Fair, themed "Say Cheese," will be here in a flash.

*Becky Bailey-Findley
CEO*

Orange County Fair & Exposition Center

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Governor Appoints New Directors To OCFEC Board

Two new faces have appeared on the Orange County Fair & Exposition Center's Board of Directors. David Ellis of Newport Coast, and Mary Young of Aliso Viejo, were appointed by Gov. Arnold Schwarzenegger to fulfill four-year terms on the nine-member board.

Ellis founded the public relations and government affairs firm, Delta Partners. He is a member of the Orange County Taxpayers Association Board and is former president of the Laguna Beach Taxpayers Association.

Young owns the Quiet Village Mobile Home Park and Las Brisas Apartments. She is a member of the Republican Presidential Task Force, Orange County Youth Commission and is a former member of Choices/Teen Awareness.

With the addition of new members, the Board has elected new officers. Dale Dykema of Newport Beach has been elected President and Julie Vandermost of Laguna Niguel was elected Vice President.

Members of the Board of Directors are appointed by the governor of California and serve a four-year term without compensation. The Board of Directors sets and approves policies for OCFEC.



Dale Dykema, President



Julie Vandermost, Vice President



David Ellis



Mary Young

**Orange
County
Fair &
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Fair Times

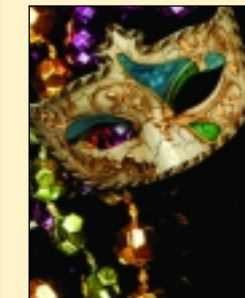
Costa Mesa, California - Fall 2007

ORANGE COUNTY FAIR & EXPOSITION CENTER

What's Inside



CEO's Message



Carnivale - Dec.31



Board of Directors

Did You Know?

Sign up for the 2008 OC Fair info at ocfair.com/saycheese.

2007 OC Fair Corrals Fun With Record Attendance

The tide of fun was high as more than one million visitors joined the stampede to the annual OC Fair, setting an attendance record of 1,090,653. The previous record of 1,058,192 was set in 2005.

"One of the reasons the OC Fair rises above other forms of summer entertainment is because it is an event continually striving for excellence," said Becky Bailey-Findley, OC Fair CEO. "The 21 days of the OC Fair celebrate excellence in all forms and creates lasting memories for the community. In the midst of an ever-changing world, we celebrate all that is good."

The 2007 OC Fair was themed "Cowabunga! - The Year of Herefords, Surfers and Sand." Cattle and surfing-related displays and exhibits were found throughout the Fair, including the Avenue of Breeds, a giant sandcastle, and Cowabunga Beach.

During the Opening Day Free Hour on July 13, 20,938 people took advantage of free admission and parking from noon to 1 p.m. At the Fair's Summer Food Drive on July 18, 22.2 tons of nonperishable food items were donated by 9,243 generous fairgoers, which will provide meals for an estimated 88,000 individuals through Second Harvest Food Bank of Orange County. On Aug. 1 during the Summer Book Drive, 13,200 bookworms donated 36,409 new and used children's books to Orange County public



The OC Fair will be back in a flash beginning July 11, 2008. Sign up at ocfair.com/saycheese for the early snapshots.

elementary schools through the partnership with the Los Angeles Times Reading by 9 program.

The 2007 OC Fair Cattle Drive, on Friday, July 27, raised

\$275,000 benefiting Centennial Farm educational programs including school tours, Agademics and The Ranch After School Program.

Continued inside

Cattle Drive Rustles Up Funds For Centennial Farm

The 2007 OC Fair Cattle Drive, held July 27, proved to be more than just an outrageous blend of education, community and fun. After months of preparation, a promotional "work-the-cattle" event at Huntington Beach, and 3.5 miles of asphalt, more than \$275,000 were collected to benefit the Centennial Farm Foundation and its programs, including The Ranch After School Program.

The hour-long trek from Fairview Park to the fairgrounds involved the herding of 300 steers by 120 riders on horseback and 9 specially trained cattle dogs. Hundreds of spectators lined city streets snapping photos and donning their Fair-branded Cowabunga Cow Hats to witness the spectacle through Costa Mesa.

The Cattle Drive and the funds it raised were possible thanks to the generous support of the staffs of the cities of Costa Mesa and Huntington Beach, Oakley, Automobile Club of Southern California, American Sterling, Orange County Market Place, Glenn and Mindy Stearns, Johnson Capitol, Marconi Automotive Museum, Quality Toyota, Todd Spitzer, Ralphs, Toyota/Scion of San Juan Capistrano,



Western National Group, ARB, Ovations, The Irvine Company, Paul and Daranne Folino, Ronald Simon Family Foundation, CORE Realty Holdings, John Ginger, Lucky Lippa, Dr. Richard Schulze, Arnel Development Corporation, Berry-Hinckley Industries, The Robert Mayer Corporation, Joyce and Tom Tucker, Teddie and

Michael Ray, T.D. Service Financial Corporation, Dan Lubeck, Debbie Bridges, RA Industries, Fred Armendariz, Mark Chapin Johnson Foundation, Rick and Pat Wesselink, The Ritz Restaurant and Garden, Aussie Vineyards, Ray Cammack Shows, and the Orange County Association of REALTORS®.

Paintball Park Opens Oct. 18

Patrons will paint the fairgrounds red...and green, orange, yellow and blue at the Giant Paintball Park in the grandstand arena from Oct. 18 to Dec. 30.

Proven to be one of the safest extreme sports (when the rules are followed), paintball mixes high energy, agility and friendly competition. Teams of gutsy guests will attempt to eliminate other

teams by firing small, non-toxic washable gelatin paintballs from air-powered markers at each other.

Competitors can select from three fields, each with a capacity of 100 people. All the necessary gear and equipment is available for rent. And paintball enthusiasts from all skill levels, veteran to beginner, are welcome.

Minimum age requirement is 10 years of age and a signed waiver is required prior to participation. Admission is \$25 per person. Groups booked at least a week in advance are discounted to \$20 per person (minimum 24 people.)

Hours are Thursday and Friday, 4-10 p.m.; Saturday 8 a.m.-10 p.m.; and Sunday, 8 a.m.-7 p.m.

Fair Corrals, continued from page 1

Other 2007 OC Fair facts and figures include:

- California Grill sold 584 Hucowamungous Burgers, which equals 876 pounds of Angus beef; 3,504 slices of bacon; and 1,752 slices of cheddar cheese.
- Chicken Charlie premiered the Deep-Fried Peanut Butter Banana Honey sandwich selling over 4,000 to sweet-toothed patrons.
- Orange County residents were awarded 1,980 Blue Ribbons for prize-winning art, crafts, collections, quilts, cakes, photographs, woodcarvings and other ingenious creations.
- On the three Kids Days, 25,636 children visited the Fair for free.
- A total of 18 piglets came into the world during Fairtime.
- Mark Yuzeik hypnotized nearly 800 people.
- A total of 45,247 "Unlimited Ride Wristbands" were sold for \$20 each on Tuesdays and Wednesdays.
- Top rides in the Main Carnival were La Grande Wheel, Hydroslide, Euroslide, Hi-Miler, and the Sky Ride.
- At the Junior Livestock Auction, 4-H and Future Farmers of America (FFA) youth raised \$279,077 on the 331 animals sold at the annual event. All proceeds benefit 4-H and FFA members.

Summer nights rocked for a fifth consecutive year with the Lexus Summer Concert Series at Pacific Amphitheatre. Concertgoers filled the 8,500-seat venue nightly for acts such as Willie Nelson; Earth, Wind & Fire; Lynyrd Skynyrd; Bob Dylan; Heart; and Fergie.

New free-with-Fair-admission entertainment offerings included the internationally acclaimed sand animation master Ferenc Cako of Hungary, Extreme Rodeo, and 21 nights of surf music on the Main Mall Stage.

At the OC Register Arena, standing-room-only crowds enjoyed five nights of "Weird Al" Yankovic, the annual "Orange Crush" Demolition Derby, Lucha Libre, AGA-BOOM!, Viva el Mariachi with Mariachi King Jose Hernandez and his Mariachi Sol de Mexico, Bull Riding, and Fiesta del Charro.

Visit ocfair.com/saycheese to sign up for the latest news about time and money saving promotions as well as early snapshots of the 2008 OC Fair.

Events CALENDAR 2007

Oct., Nov. & Dec.

Weekly Events

STAR-VU DRIVE-IN

Wednesday-Sunday.

Admission: general \$8.50, children (5-12) \$5, kids four and under admitted free. Show listings, times and ticket sales available at star-vu.com. (949) 296-7002

GIANT PAINTBALL PARK

Opens Oct. 18.

Thursday & Friday, 4 p.m.-10 p.m.

Saturday, 8 a.m.-10 p.m.

Sunday, 8 a.m.-7 p.m.

Admission: \$25. Grandstand Arena. giantpaintball.com (949) 489-9000

INTERNATIONAL SPEEDWAY RACING

Saturday, Sept. 8, 15, 22, 29, & Oct. 6.

Gates open 6 p.m., first race 7:30 p.m. Grandstand Arena. Admission: adults \$12, juniors (13-17) & seniors (60+) \$10, children (6-12) \$5, children under 5 free. Parking & Programs free. Preferred Parking \$5. International Speedway, Inc. (949) 492-9933 costamesaspeedway.net

ORANGE COUNTY MARKET PLACE

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

Main Parking Lot.

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

Tel Phil Enterprises (949) 723-6660 ocmarketplace.com

FARMERS MARKET

Thursday, 8:30 a.m. - 1 p.m.

Main Parking Lot.

Orange County Farm Bureau (714) 573-0374 orange.cfbf.com

CENTENNIAL FARM

Monday - Friday, 1 p.m. - 4 p.m.

Saturday & Sunday, 9 a.m. - 4 p.m.

Admission: free. (714) 708-1916. During all-ground events, admission may be required. Check ocfair.com for more information.

OCTOBER 2007

5-7 GEM FAIRE

Friday, noon-7 p.m.

Saturday, 10 a.m.-7 p.m.

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

Buildings #10, #12 & Parade of Products.

Admission: adult weekend pass \$5, children 11 and under admitted free.

Gem Faire, Inc.

(503) 252-8300

gemfaire.com

6-7 KIDSAIRE-AMERICA'S FAMILY EXPO

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

Building #10 & Main Mall.

thekidsfaire.com

11-12 SENIOR EXPO

Thursday & Friday, 9 a.m.-4 p.m.

Building #12.

Admission: free.

Senior Events of California

(909) 393-8525

calseniorshows.com

13-14 MEHREGAN - PERSIAN FESTIVAL

Saturday, 11 a.m.-10:30 p.m.

Sunday, 11 a.m.-10 p.m.

Festival Fields

Admission: \$28, pre-sale \$23.

nipoc.org

18-20 SUGAR PLUM FESTIVAL'S "ARTS & CRAFTS SHOW"

Thursday & Friday, 9 a.m.-9 p.m.

Saturday & Sunday, 9 a.m.-4 p.m.

Building #10.

Admission: free.

Sugar Plum Festivals

(562) 598-0857

sugarplumcrafts.com

NO STROLLERS PLEASE.

20-21 FLYING GEESE QUILTERS QUILT SHOW

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

Sunday, 10 a.m.-3:30 p.m.

Building #14.

flyingeese.net

21 BRIDAL WORLD EXPO

Sunday, 10 a.m.-4 p.m.

Building #12 & Parade of Products.

Admission: adults \$10, seniors (55+) and children under 12 \$5.

Adcom Publishing

(714) 670-7800 brideworld.com

26-28 31st ANNUAL 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, #12, & Parade of Products.

Admission: adults \$6.75 (with coupon \$5.75), seniors (55+) \$4; children

admitted free.

NEC Group, Inc.

(818) 557-2950

theshow.com

27 YOUTH WAVE 07

Saturday, 7 p.m.-11 p.m.

Doors open at 6 p.m.

Featuring Skillet.

myspace.com/youthwave07

31 HULLABALOO

Wednesday, 5 p.m.-9 p.m.

Admission: free.

Rock Harbor Church

rockharbor.org (714) 384-0914

NOVEMBER 2007

2-4 WOODWORKING SHOWS

Friday, noon - 7 p.m.

Saturday 10 a.m.-6 p.m.

Sunday 10 a.m.-4 p.m.

Buildings 10,12,16 & Parade of Products.

Admission: General \$8, children 12 and

under admitted free.

thewoodworkingshows.com

3 SUPER AUCTIONS

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

Preview 8 a.m.-10 a.m.

Building 14.

Admission: free.

(562) 592-1009

superauctions.com

8-11 SUGAR PLUM FESTIVAL'S "ARTS & CRAFTS SHOW"

Thursday, 8 a.m.-9 p.m.

Friday, 9 a.m.-9 p.m.

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

Sunday, 9 a.m.-4 p.m.

Building #10.

Admission: free.

Sugar Plum Festivals (562) 598-0857

sugarplumcrafts.com

NO STROLLERS PLEASE.

11/8-12/23 CIRQUE DU SOLEIL - CORTEO

Visit cirquedusoleil.com for tickets and

showtimes.

16-19 CHRISTMAS COMPANY

Friday 10 a.m.-11 p.m.

Saturday-Monday 10 a.m.-9 p.m.

Buildings 10, 12 & Parade of Products.

Admission: \$10

jloc.org

17-18 CALIFORNIA CHRISTIAN WORLD MARKET PLACE

17-18 WAREHOUSE SALE

10 a.m.-4 p.m.

Building 14.

Admission free with RSVP

warehousesale.com or \$3 at the door

24-25 CROSSROADS OF THE WEST GUN SHOW

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

Sunday, 9 a.m.-4 p.m.

Buildings #10, #12, #14, #16,

Parade of Products & Main Mall.

Admission: adults \$12, seniors \$11,

children under 12 admitted free

with adult.

B&L Productions

(801) 544-9125

crossroadsgunshows.com

11/29-12/1 SUGAR PLUM FESTIVAL'S "ARTS & CRAFTS SHOW"

Thursday, 8 a.m.-9 p.m.

Friday, 9 a.m.-9 p.m.

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

Sunday, 9 a.m.-4 p.m.

Building #10.

Admission: free.

Sugar Plum Festivals (562) 598-0857

sugarplumcrafts.com

NO STROLLERS PLEASE.

DECEMBER 2007

1-19 YULE TREE GROWERS

Sunday-Saturday, 8 a.m.-10 p.m.

Lot E

1-2 MAINE ATTRACTION CAT SHOW

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

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

Building #14.

Admission: adults \$7, seniors (65+) and

children (6-12) \$5, children 5 & under

admitted free.

Maine Attraction Cat Fanciers

(858) 455-9390

7-8 SHORELINE DOG SHOW

Friday & Saturday, 8 a.m.-5 p.m.

onofrio.com

7-9 GEM FAIRE

Friday, noon-7 p.m.

Saturday, 10 a.m.-7 p.m.

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

Buildings #10 & Parade of Products.

Admission: weekend pass \$5,

children under 11 and under admitted free.

Gem Faire, Inc.

(503) 252-8300 gemfaire.com

9 MALIBU KENNEL CLUB DOG SHOW

Sunday, 8 a.m.-5 p.m.

onofrio.com

20 SHARE OUR SELVES

Annual "Adopt A Family" Program

Thursday.

Buildings #10 & #12.

shareourselves.org

31 CARNIVALE

The West Coast's Largest New Year's

Eve Party!

Monday 6 p.m.-1:30 a.m.

All Grounds.

Admission: \$75.

nyecarnivale.com

Come Party like never before under the starlights of OC. Whatever your pleasure ... from dynamite dancing to rocking with the Battle of the Bands, Lover's Cover to Bourbon Street Square, or parades to Main Mall Club Carnivale ... find all the things that make Carnivale in Brazil and New Orleans the place to be on New Year's Eve right here in the OC.

www.nyecarnivale.com

Purchase tickets at  www.ticketmaster.com

