

CEO's Message



Thanks to you, the 2005 OC Fair was one in a million! For the first time in our 113 years, we welcomed over 1,000,000 visitors to the annual event. The final attendance tally was 1,058,192. It was not only a record-breaking year for attendance, but also a record-breaking year for our partners including the carnival, food vendors, and commercial concessionaires. Additionally, Pacific Amphitheatre succeeding in presenting artists as varied as Beck and the Scorpions along with X and Hilary Duff during a season that was both critically and commercially successful.

Of course, we owe all of our success to you, the Fair enthusiasts who keep coming back year after year and encourage us to re-invent ourselves and challenge the notion of what a county Fair can be.

And while we strive to be bigger and better each year, we do not want to lose site of what makes our event great: tradition.

Tradition is the lynchpin upon which all of the innovation and progress hinges. It is a commitment to community outreach through such programs as our annual book drive and food drive, it is hosting community entertainment to the delight of parents and grandparents, it is a responsibility to educational programs such as 4-H and FFA, and it is a pledge to providing a safe and comfortable venue for our guests.

As the year winds down, we begin to look ahead. We are already planning the 2006 OC Fair, hoping to delight and thrill our guests all over again. But before we get ahead of ourselves, 2005 still has some other great events to enjoy. One of the many events happening over the next three months, Kidsfaire, returns to OCFEC Oct. 8 and 9. Kidsfaire promises to be an amazing weekend full of non-stop entertainment, interactive pavilions, and unbelievable attractions. Also, the Orange County Market Place will host their eighth annual Trick or Treat Festival, featuring professional giant pumpkin carving; the Hearse, Bug and Monster Classic Car Show and Hearse Procession; and an appearance by Dr. Demento. And, wrapping up the year, OCFEC will host the first Orange County

Board of Directors

Peggy Haidl - President
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Gary Hayakawa
David Padilla

Chief Executive Officer

Becky Bailey-Findley

Chief Operating Officer

Steve Beazley

Chief Administrative Officer

Dena Heathman

Fair Times Staff

Communications Dept.

New Year's Eve celebration which will be the biggest New Year's Eve party in the county featuring the inaugural "dropping of the Orange Ball" to ring in 2006.

So, once again, thank you OC for a great 2005 Fair and we look forward to creating something special for 2006.

Becky Bailey-Findley
CEO

Orange County Fair & Exposition Center

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Costa Mesa, California - Fall 2005

ORANGE COUNTY FAIR & EXPOSITION CENTER

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What's Inside



Board Elections



New Year's Eve



CEO's Message

Did You Know?

The 2006 Youth Expo Handbook will be online at ocfair.com in Dec.

OC Fair Says Thanks A Million In 2005

It was a one in a million kind of year for the OC Fair - a more than one million patrons kind of year. In its 113th year, the annual event set an all-time attendance record of 1,058,192 during its 21-day run from July 8-31.

"Surpassing the million visitors mark only further highlights the fact that, through hard work and dedication, the OC Fair has become a wonderful event for not only Orange County but for all of California," OC Fair CEO Becky Bailey-Findley said.

Anaheim resident and first-time Fairgoer Rebecca Harris, 7, was the lucky millionth visitor to help mark the record-breaker on Sunday, July 31. Accompanied by her parents Mark and Glenda, the slightly overwhelmed youngster received a lifetime pass to the Fair and free carnival rides and food for the day.

Themed "It's Callin' You Out to Play," this year's event focused on the joy a child at age or heart can feel when at play. From the annual carnival rides and games to the special-for-2005 free play area at the Main Gate and toy exhibit in the Fair Play building, all Fairgoers were encouraged to have fun.

And there was also a lot of "guac" to go around as Fairgoers helped the Fair salute the versatile avocado by devouring some 10,000 deep-fried avocado slices from Chicken Charlie's and some 14,000 stuffed deep-fried



One In A Million - Rebecca Harris, 7, from Anaheim was the one-millionth visitor to the 2005 OC Fair. She came through the gates with her parents shortly before 1 p.m. on Sunday, July 31, becoming one of the 1,058,192 visitors to this year's Fair.

avocados from Baja Blues.

But growth was truly the trend in 2005 as food sales increased 17 percent to \$8.2 million, admission revenue increased 25 percent to \$4.5 million, and parking revenue increased 6.5 percent to \$1.3 million.

Ray Cammack Shows (RCS),

the Fair's contracted carnival operator from Laveen, Ariz., had an all-time record year with carnival revenue of \$5.2 million.

"It was great that this milestone was associated with such a great event and team as the OC Fair," RCS Marketing

continued inside

Adopt-A-Family Program Lights Holiday Spirit Of Giving

Starting in October, Share Our Selves (SOS) will start a three-month-long effort to give a little cheer and warmth this holiday season to local needy families, which will culminate at the Orange County Fair & Exposition Center on Dec. 23.

In its 36th year, SOS's Adopt-A-Family program attempts to pair generous individual and corporate donors with hundreds of needy Orange County children and their families in hopes to brighten otherwise

bleak holidays.

Last year, some 1,200 families from 68 Costa Mesa and Santa Ana schools benefited from the generosity of 500 donors and the efforts of SOS.

Pre-registered donors are asked to provide food or grocery certificates for a complete dinner for their adopted family and/or two new gifts for the adopted child. Smaller donations and monetary donations also will be accepted and combined for

families who cannot otherwise be matched with a specific donor.

Donations will be collected on Dec. 23 from 8 a.m.-11 a.m. in Buildings 10, 12 and Parade of Products. Extra gifts and food can be dropped off earlier on Dec. 21 or 22.

For more information about donating or volunteering, contact Liz Phillips at (949) 642-3451 extn. 259 or visit www.shareourselves.org.

OC Fair says thanks, continued here

Director Tony Fiori said.

Summer nights were rockin' for a third consecutive year with the OC Fair Summer Concert Series at the Pacific Amphitheatre. Concertgoers filled the 8,500-seat venue nightly for acts such as The B-52's, the Steve Miller Band, Hilary Duff, Heart, Third Day, LeAnn Rimes, Chris Isaak, and The Scorpions.

And for the outstanding free entertainment in the Citizens Business Bank Arena, patrons enjoyed everything from the fender-bending "Orange Crush" Demolition Derby to the crazy antics of comedian

Carrot Top. Spanish-speaking Fairgoers were also treated to live performances from LATV's "Mex 2 the Max", Tele Estrellas, and impersonator Julio Sabala.

At the Junior Livestock Auction, reward for hard work was on the menu as 4-H and Future Farmers of America (FFA) youth raised \$253,043 by selling 312 animals, which is an increase of 30 percent in funds raised.

Fairgoers also showed their generosity in full force at both of this year's community gate promotions. The Canned Food Drive had a Fair record-setting 20.5 tons of non-

perishable food items donated by some 8,500 patrons, which will feed 82,000 individuals through Second Harvest Food Bank. The Summer Book Drive collected another record-setting 35,790 new and gently used children's books from 11,109 bookworms, which will benefit Orange County public elementary schools through Reading by 9.

"It was truly another amazing year for the OC Fair and all of its partners," Bailey-Findley said.

Dates and theme for the 2006 OC Fair have yet to be announced.

Kidsfaire Lets Young Imaginations Loose At OCFEC

For two days in October, Southern California kids of all ages are encouraged to laugh, giggle, smile and simply enjoy being a kid during Kidsfaire-America's Family Expo Oct. 8-9. In its second year at OCFEC, Kidsfaire returns with interactive exhibits, rising youth pop stars and a plethora of beloved children's characters to offer one of Southern California's largest children's and family events.

Children's imaginations are encouraged to flourish and soar at a variety of themed activity areas like CBS 2/KCAL 9 "Weathercaster-for-a-Day" newsdesk, Princess Pavilion, Craft City, Clowntown, Plant it! Pavilion, Pretend City and Transportation Station.

In between imagination sessions, children and their families can enjoy the musical talents of hit teen recording artist j-me, all-girl pop group The Gemz and live Latin dance performances.

And don't forget the camera and signature book to capture special moments with SpongeBob Squarepants, Bob the Builder, Clifford, Curious



CBS 2/KCAL 9 "Weathercaster-for-a-Day" at the annual Kidsfaire.

George, Strawberry Shortcake, Peter Rabbit, Winnie the Pooh, The Rugrats and more as they stroll the grounds and wait to make new friends at Character Central.

Adult admission is \$8 and children from 2 to 12 years old are \$4. Kidsfaire is open 10 a.m.-5 p.m. Saturday and Sunday.

Discounted admission at the gates is available to those who donate a new or gently used children's book in English or Spanish. All donated books will benefit



VIPs at Kidsfaire include Bob the Builder and Clifford the Big Red Dog.

low-income children through the children's literacy program California Head Start.

And instead of just ordering fries with the next Happy Meal, get a couple Kidsfaire admission tickets at any Orange County McDonald's restaurant and save \$1 on each ticket. Each discount will support the Ronald McDonald House of Orange County.

For more information, visit www.americasfamilyexpo.com or call (866) 444-EXPO.

OCFEC Board Elects New Officers

Peggy Haidl, OCFEC Board member since 2001, was elected as President at the Annual Meeting of the Board in August. Haidl has assumed the responsibility of leading the organization by working together with Chief Executive Officer Becky Bailey-Findley. The Board as a whole focuses on policy objectives; the operational, financial and the administrative functions of the Fair; strategic planning, the budget, and the long-term welfare of the Fair. The Board sets broad policies and goals, giving the CEO the support and authority to implement them in the day-to-day management of the organization.

In addition to Haidl taking the reins as President, Deborah Carona, OCFEC Board member since 2001, has assumed the role of Vice President. Carona, whose initial term on the Board expired this year, was re-appointed by Governor Schwarzenegger through January 2009. Both newly elected officers are excited about their responsibility to the Fair and the facility as a whole.

David Padilla also was appointed to the Board in August - a first-time Fair Board appointment for the Costa Mesa resident. The last time a Fair Board member hailed from Costa Mesa was in 1979. Padilla replaced Jim Barich. Padilla said that he was "grateful, excited, and humbled by the appointment" and that "in addition to promoting agriculture, I plan to foster and support the annual Fair event to ensure growth, profitability, and the offering of a good value which serves all of Orange County's diverse communities."

Padilla, a Costa Mesa resident of more than five years, is the President of the Internet consulting firm Net Media Strategies and works in partnership with the Los Angeles-based firm Netvolution, both of which specialize in consulting on a variety of Internet marketing strategies. In addition to graduating from Santa Clara University as an Academic All-American nominee, Padilla also has been employed by Xerox, DEC and Compaq, specializing in sales and marketing. As a community activist, Padilla is cofounder of the Hispanic 100; holds seats on the boards of directors for the Latino Coalition and the California Empowerment Council; and was the chairperson for two years for the American Cancer Society's Relay for Life in Santa Ana, an event he continues to support.



Peggy Haidl, president



Deborah Carona, vice president



David Padilla

Events CALENDAR 2005

Oct, Nov. & Dec.

Weekly Events

ORANGE COUNTY MARKET PLACE

Saturday & Sunday, 7 a.m. - 4 p.m.
Main Lot. Admission: adults \$2, children under 12 free.
Tel Phil Enterprises (949) 723-6660
www.ocmarketplace.com
NO MARKET PLACE SUNDAY, DEC. 25.

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

OCTOBER 2005

9/29-10/1 SUGAR PLUM ARTS & CRAFTS FESTIVAL

Thursday & Friday, 9 a.m. - 8 p.m.
Saturday, 9 a.m. - 3 p.m.
Building #10.
Admission: free.
Sugar Plum Festivals (562) 598-0857
www.sugarplumcrafts.com
NO STROLLERS PLEASE

1 NATIONAL POLICE RODEO

Saturday, 6 p.m. - 9 p.m.
Grandstand Arena.
Admission: \$15 for individual, \$5 for each additional guest.
South West Productions (714) 210-4871

1-2 PERSIAN FESTIVAL

Saturday & Sunday, 11 a.m. - 10 p.m.
Building #8 & Festival Fields.
Admission: pre-sale \$20; day of event \$25.
Network of Iranian-American Professionals (NIPOC) www.nipoc.org

2 BRIDAL SHOW

Sunday, 10 a.m. - 4 p.m.
Building #12 and Parade of Products.
Admission: adults \$7, seniors (65+) \$5, children 12 & under free.
Adcom Publishing (714) 670-7800.
www.brideworld.com

7-9 GEM, JEWELRY & BEAD SHOW

Friday, noon - 7 p.m.; Saturday, 10 a.m. - 7 p.m.
Sunday, 10 a.m. - 5 p.m.
Building #12 and Parade of Products.
Admission: adults \$5, children under 12 free.

Gem Faire, Inc. (760) 747-9215
www.gemfaire.com

8-9 KIDSFAIRE - AMERICA'S FAMILY EXPO
Saturday & Sunday, 10 a.m. - 5 p.m.
Admission: adults \$8, children (2-12) \$4, under 2 free. \$1 off with donation of one gently used book.
(866) 444-EXPO
www.americasfamilyexpo.com

15 SPEEDWAY FALL CLASSIC/FREESTYLE MOTORCROSS JUMPERS

Gates open 6 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 \$5.
International Speedway, Inc. (949) 492-9933
www.cmspeedway.com

15 COMPUTER FAIR

Saturday, 10 a.m.-5 p.m.
Building #14.
Admission: adults \$5, children under 10 free.
Discount tickets for \$2.95 are available online at tickets.lacomputerfair.com.
NP Expos, Inc. (800) 800-5600
www.lacomputerfair.com

16-19 CHRISTMAS COMPANY

Sunday, 10 a.m. - 6 p.m.; Monday & Tuesday, 10 a.m. - 9 p.m.; Wednesday, 10 a.m. - 6 p.m.
Buildings #10, #12 & Parade of Products.
Admission: \$7.
Junior League of Orange County Grandstand Arena.
(949) 261-0823 www.jlocc.com

25 ORANGE COUNTY DIVERSITY JOB FAIR

Tuesday, 10 a.m. - 4 p.m.
Building #10. Admission: free.
(714) 241-4940

28-30 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, and Parade of Products.
Admission: adults \$6.75, seniors (55+) \$3, children under 12 free.
N.E.C. Group, Inc. (818) 557-2950

29-30 RADICAL REPTILES

Saturday & Sunday, 10 a.m. - 5 p.m.
Building #14.
Admission: adults \$7.50, seniors (65+) and children 12 & under \$5.
(714) 826-6600
www.westcoastreptileshows.com

31 HULLBALOO

Monday, 5 p.m. - 9 p.m.
Festival Fields.
Admission: free.
Rock Harbor Church (714) 384-0914
www.rockharbor.org

NOVEMBER 2005

4-6 WOODWORKING SHOW

Friday, noon - 7 p.m.; Saturday, 10 a.m. - 6 p.m.
Sunday, 10 a.m. - 4 p.m.
Buildings #10, #12, & Parade of Products.
Admission: adults \$10, children 12 & under free. Admission good for all three days of event. Cash Only.
The Woodworking Shows (310) 477-8521
www.thewoodworkingshows.com

9 NMUSD COLLEGE NIGHT

Wednesday, 7 p.m. - 9 p.m.
Building #12. Admission: free.
Newport-Mesa Unified School District (714) 424-7551

10-13 SUGAR PLUM ARTS & CRAFTS FESTIVAL

Thursday & Friday, 9 a.m. - 8 p.m.
Saturday & Sunday, 9 a.m. - 3 p.m.
Building #10. Admission: free.
Sugar Plum Festivals (562) 598-0857
www.sugarplumcrafts.com
NO STROLLERS PLEASE

19 SUPER AUCTIONS

Saturday, 10 a.m. - 5 p.m.
Preview: 8 a.m. - 10 a.m.
Building #14. Admission: free.
(714) 535-7000 www.superauctions.com

25 FRIDAY AFTER THANKSGIVING MARKET PLACE

Friday, 7 a.m. - 4 p.m.
Main Lot.
Admission: free.
Tel-Phil Enterprises (949) 723-6660
www.ocmarketplace.com

26-27 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 \$10, seniors \$9, children under 12 free with adult.
B&L Productions (801) 544-9125

DECEMBER 2005

1-19 YULE CHRISTMAS TREE LOT

Wednesday - Saturday, 8 a.m. - 10 p.m.
(818) 347-8720

3-4 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 under 6 free.
Maine Attraction Cat Fanciers (858) 455-9390

4 B.X.I. ORANGE COUNTY HOLIDAY BARTER FAIR

Sunday, 10 a.m. - 5 p.m.
Building #10.
Admission: \$10 (members only).
B.X.I. of Orange County, Inc. (714) 847-5477

9-11 GEM, JEWELRY & BEAD SHOW

Friday, noon - 7 p.m.; Saturday, 10 a.m. - 7 p.m.
Sunday, 10 a.m. - 5 p.m.
Building #10.
Admission: adults \$5, children under 12 free.
Gem Faire, Inc. (760) 747-9215
www.gemfaire.com

10 COMPUTER FAIR

Saturday, 10 a.m.-5 p.m.
Building #12.
Admission: adults \$5, children under 10 free.
Discount tickets for \$2.95 are available online at tickets.lacomputerfair.com.
NP Expos, Inc. (800) 800-5600
www.lacomputerfair.com

16 SHORELINE DOG FANCIERS ASSOCIATION DOG SHOW

Friday, 7 a.m. - 5 p.m.
Buildings #12, #14, Parade of Products, and Main Mall
Admission: free.
Shoreline Dog Fanciers Association (760) 451-9353

23 S.O.S. - SHARE OUR SELVES ADOPT-A-FAMILY

Friday, 8 a.m. - 11 a.m.
Buildings #10, #12, and Parade of Products
Share Our Selves (949) 642-3451
www.shareourselves.org

23-24 CHRISTMAS MARKET PLACE

Friday & Saturday, 7 a.m. - 4 p.m.
Main Lot
Admission: adults \$2, children under 12 free.
Tel Phil Enterprises (949) 723-6660
www.ocmarketplace.com

31 ORANGE COUNTY NEW YEAR'S EVE

Saturday, TBD.
All Grounds & Buildings
Admission: TBD.
Rich Goodwin Presents
www.ocnye.com

Celebrations, Reptiles And Pumpkins Drop In At OCFEC

This New Year's Eve, Orange County residents have a better option than simply watching on TV all the lights, music and festivities happening thousands of miles away in Times Square. On Dec. 31, people can instead ring in 2006 down the street at the Orange County Fair & Exposition Center.

Touted as the largest New Year's Eve party on the West Coast, the **Orange County New Year's Eve** (OCNYE) event will feature live music, dancing, food, exhibits and other festivities throughout the fairgrounds. Promoters are also working on Orange County's version of the Times Square ball dropping with the "Orange Ball." Hours and admission are yet to be determined. For more information, visit www.ocnye.com.

On Oct. 2 and 3, the sights, sounds and flavors of the Persian culture will fill the fairgrounds as part of the annual **Persian Harvest Festival**. Thousands are expected to visit OCFEC for the ancestral dancing, Persian customs, arts and crafts, ancient sports demonstrations, live musical performances and exotic Persian foods. Adult admission is \$20 for a one-day pass and \$30 for a two-day pass. Children under 10 years old and parking are free.



Hours of the two-day event are 11 a.m. to 11 p.m. daily.

On Oct. 29 and 30, the creepy and the crawly will be the guests of honor at the **West Coast Reptile Show** hosted by Radical Reptiles. Vendors from around the globe will be selling reptiles and all

the necessities they need to maintain their scaly exteriors. There will also be a number of exotic animal shows every hour, including a possibly stomach-turning Roach Eating Contest on Saturday. Adult admission is \$7.50 and children 12 and under are \$5. Hours are 10 a.m. to 5 p.m. each day.

Goblins, witches, ghosts and ghouls will be trolling the Orange County Market Place for free candy during the **8th Annual Trick or Treat Festival** from 10 a.m. to 2 p.m. on Oct. 30. In addition to the sweet treats, a hearse procession and appearance by Dr. Demento will accompany professional pumpkin carving demonstrations, decorated vendor booths and other activities. Young trick-or-treaters also will get the opportunity to hack away at a pumpkin in the kids carving patch area.

In preparation for the haunted festivities, the Market Place will be hosting a fundraising pumpkin patch on Oct. 23. Proceeds will benefit the Rancho Alamitos High School Octagon Club, a community service-based, after-school program.

The Orange County Market Place is open 7 a.m. to 4 p.m. Saturdays and Sundays. Adult admission is \$2 and children under 12 are free.