

CEO's Message



Another OC Fair has come and gone and now we set our sights upon the rest of the year, but not without first reflecting upon the summer's success. We had a great Fair. July

was hotter than ever, but that didn't deter the over 900,000 people who walked through our gates, giving us the third best attended OC Fair in 114 years.

For many people, summer would not be summer without the OC Fair. The Fair is where the community can come together to celebrate tradition and new experiences, from cooking demonstrations to extreme carnival rides, from the annual opening night Speedway Derby to AGA-BOOM!

While we didn't set any records other than the temperature, the 2006 OC Fair will be remembered as a success due to things that cannot be measured like the pride on a child's face when they performed on one of the community stages, or the

look of joy when they first tried cotton candy. Or the look on parents' faces while they watched their children perform, or laugh as they enjoy a ride in the Kiddie Carnival. Or a young couple on their first date, or a not so young couple who celebrated 50 years of marriage. Or a teenager showing a prize-winning calf that they raised and nurtured themselves. This is what the Fair is all about—building memories, summer after summer, year after year.

Of course, this all leads us to the rest of 2006. We are proud to host many great events at OCFEC such as the Persian Harvest Festival, Cruisin' for a Cure Car Show, Sand Sports Super Show, and Kids Faire. Then we have the weekly Orange County Market Place and Farmer's Market. All of these events share one thing: community. That is the business we are in: providing a forum for our community to come together to celebrate all that they enjoy.

Finally, we look forward to the 2007 OC Fair, themed "Cowabunga! - The Year of Herefords, Surfers and Sand," July 13 through August 5. We'll see you there,

Board of Directors

Deborah Carona - President
 Ruben Smith - Vice President
 Peggy Haidl
 Dale Dykema
 Gary Hayakawa
 David Padilla
 Julie Vandermost
 Kristina Dodge
 Joyce Tucker

Chief Executive Officer

Becky Bailey-Findley

Chief Operating Officer

Steve Beazley

Chief Administrative Officer

Dena Heathman

Fair Times Staff

Communications Department

we'll be the ones in board shorts and cowboy boots. Surf's Up, so Cowboy Up!

Becky Bailey-Findley
 CEO

Orange County Fair & Exposition Center



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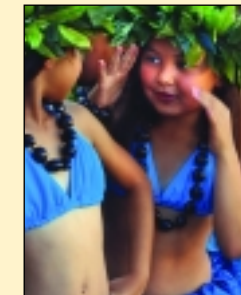
ORANGE COUNTY FAIR & EXPOSITION CENTER

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

What's Inside



Board Elections



Faces of the Fair



CEO's Message

Did You Know?

2007 OC Fair is July 13 - Aug. 5

2006 OC Fair Closes After 21 Days of Flower Power and Record Heat

The flowers continued to bloom all 21 days at the 2006 OC Fair despite record temperatures across Southern California. And while it was one of the hottest Fairs ever, the heat failed to deter the 924,315 fairgoers who streamed through the gates July 7 through July 30. This year's attendance represented the third highest in the Fair's 114 year history.

"Despite the heat and high fuel prices, we had over 900,000 people visit the Fair this year," said Becky Bailey-Findley, OC Fair CEO. "But it's not all about the numbers. It's about creating an event where the community can come together to experience traditional Fair favorites and new experiences. I'm proud to say that we have created another exceptional Fair, and made a significant contribution to the community."

The 2006 OC Fair was themed "Flower Power, Year of the Garden." Floral and gardening displays and exhibits could be found throughout the Fair, including a 20-foot diameter floral clock on the slope outside of the Pacific Amphitheatre. The actual clock, which came from Germany, is one of the few theme-related displays that remained after the Fair closed. Since it tends to be several



degrees cooler at the Fair than in other parts of Southern California, Fair officials offered a new "Beat the Heat" promotion, which gave customers half-off admission Tuesday through Friday, noon to 4 p.m. the last two weeks of the Fair. For the eight days the promotion was offered, nearly 30,000 fairgoers visited the OC Fair website to download the half-off coupon.

"We're always looking to offer our customers good value while at the same time giving back to the community," said

Bailey-Findley. "This year we accomplished both goals through the Opening Day Free Hour and our annual Canned Food and Summer Book drives."

During the Opening Day Free Hour on July 7, over 14,000 people took advantage of free admission and parking from noon to 1 p.m. At the Fair's Canned Food Drive on July 19, 15.5 tons of nonperishable food items were donated by 6,421 generous fairgoers, which will provide meals for an estimated

Continued inside

OCFEC Board Elects New Officers

Deborah Carona, an Orange County Fair & Exposition Center board member since 2001, was elected as president at the annual Meeting of the Board in August. Carona has assumed the responsibility of leading the organization by working with Chief Executive Officer Becky Bailey-Findley. The Fair Board is composed of nine volunteer members whose role is to set and approve policies for OCFEC.

In addition to Carona becoming president, Ruben Smith, a board member since 1999, was elected as vice president. Smith previously served as Board vice president from 2001 to 2002, and as president from 2002 to 2003.

Also, in August, Gov. Arnold Schwarzenegger appointed Joyce Tucker to the OCFEC's Board of Directors. She will serve a four-year term and succeeds Frank Barbaro, who was appointed in 2002.

Tucker, a Newport Beach resident, volunteers for the Orange County Performing Angels of the Arts, Museum of Art Visionaries and the University of California Irvine Successful Aging program. Tucker was formerly an Orange County public elementary schoolteacher.



Deborah Carona

The Board of Directors as a whole focuses on policy objectives; the operational, financial and 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.



Ruben Smith



Joyce Tucker



Kidsfaire Returns To OCFEC

OCFEC will be abuzz with kid power when Kidsfaire-America's Family Expo! returns with non-stop family- and kid-friendly entertainment on Oct. 7 and 8.

Acres of OCFEC will be transformed into a child's playland with colorful costumed characters, live music, interactive stage shows, games and more for the two-day event which is open from 10 a.m. to

5 p.m. each day.

Some key highlights of this year's event include the first U.S. appearance of The Wiggles® Character Show featuring Dorothy the Dinosaur and Captain Feathersword; Strawberry Shortcake and Friends Stage Show; the Gemz in concert; Gina D's Kids Club®; PBS-TV's The Danger Rangers; Clowntown BigTop Show; and Shushybe Dream Band.

Children and their families can also find hundreds of special exhibits and activities featuring NASCAR, Speedminton®, Clifford the Big Red Dog, the NASA Mars expedition, CBS 2/KCAL 9 Weathercaster-for-a-day, fishing, gardening, bowling, clowning, bike stunts, crafts and more.

FACES OF THE FAIR

A toddler with a face full of cotton candy, a newborn piglet, a kindergartner performing on Heritage Stage, or a child screaming with delight on a roller coaster capture the experience of the annual OC Fair. Each year, fairgoers roam the grounds, training a keen eye on exhibits, entertainment, carnival rides and other fairgoers for that perfect shot that best illustrates the annual Fair.

The winners of the 2006 Many Faces of the Fair contest represent the best in Theme, Color, Black and White, and Overall categories.



Best Overall Award - Molly Yarchin of Huntington Beach.



Theme Award - Tommie Jo Ivy of La Mirada.



Best Black & White Award - Richard Cooke of Lake Forest.



Best Color Award- Teri Friend of Long Beach.

Fair closes after 21 days, continued from page 1

61,960 individuals through Second Harvest Food Bank of Orange County. On July 26, during the Summer Book Drive, 8,979 bookworms donated 29,649 new and used children's books to OC public elementary schools through the help of the *Los Angeles Times* Reading by 9 program.

Each year, the Fair features new exhibits and attractions to complement the traditional Fair offerings. For 2006, the OC Fair presented a Fuel Cell Exhibit in partnership with the National Fuel Cell Research Center at UC Irvine, which demonstrated the functionality of the fuel cell and the possible applications of the environmentally friendly energy source.

New entertainment offerings included the internationally acclaimed Russian troupe AGA-BOOM! Theatre of Physical Comedy and Circus Arts. Over 38,000 fairgoers attended performances by AGA-BOOM! Additionally, Luche Libre Mexican-style wrestling debuted to a full house at the Washington Mutual Arena on July 22 and 23.

Other 2006 OC Fair facts and figures include:

- Chicken Charlie premiered the Krispy-Kreme Chicken Sandwich half way through the Fair selling over 1,200 to daring patrons.
- OC residents were awarded 240 Blue Ribbons for prize-winning art, crafts, collections, quilts, cakes, photographs, woodcarvings and other ingenious creations.
- On the three Kids Days, 26,000 children visited the Fair for free.
- A total of 33 pigs and three goats came into the world during Fairtime.

- Fairgoers took home 300,000 carnival plush prizes as reminders of their fun-filled day at the OC Fair.
- A total of 33,824 "Unlimited Ride Wristbands" were sold for \$20 each on Tuesdays and Wednesdays.
- Top rides in the Main Carnival were La Grande Wheel, Hydroslide, Euroslide and the new G-Force ride.
- At the Junior Livestock Auction, 4-H and Future Farmers of America (FFA) youth raised \$260,426 on the 294 animals sold at the annual event. All proceeds benefit 4-H and FFA members.
- Over 6,200 volunteers worked 31,000 hours in preparation for and during the Fair.

Summer nights rocked for a fourth consecutive year with the Pacific Amphitheatre Summer Concert Series. Concertgoers filled the 8,500-seat venue nightly for acts such as the Steve Miller Band, Chris Isaak, Gnarl Barkley, Velvet Revolver, the All-American Rejects, and Paul Simon.

At the Washington Mutual Arena, standing-room-only crowds enjoyed the annual "Orange Crush" Demolition Derby, Lucha Libre, Mariachi Sol de Mexico de Jose Hernandez, Bull Riding, and Fiesta del Charro. Other nights included performances by Ozomatli, the Fab Four, Jump 5, the Jonas Brothers, and LATV's "Reggaeton Night" featuring La Sinfonia, Jzabel, and KMW.

The 2007 OC Fair will take place July 13-August 5 with the theme of "Cowabunga! The Year of Herefords, Surfers & Sand."

For more information, visit www.ocfair.com.

Fall Treats At OCFEC

Dogs, cats, goblins, witches, ghosts and all sorts of wild activity are on the bill for OCFEC's fall events schedule.

It'll be a howling-good time at the Orange County Market Place for the 9th annual Trick or Treat Festival at the end of October with activities, candy, contests, entertainment and more. Then the Maine Attraction Cat Show saunters in on all furry fours on Dec. 2 and 3 with a variety of feline organizations, information and products. And finally the dogs get let out for the Shoreline Dog Show on Dec. 9 and 10 with the canine slant on the pet world.

And don't forget the Gem Faire Oct. 6-8 and Dec 8-10, the National Police



Rodeo Oct. 7, Rock Harbor's Hullabaloo Oct. 31, and Sugar Plum Festival's "Arts & Crafts Show" Nov. 9-12.

Events CALENDAR 2006

Oct., Nov. & Dec.

Weekly Events

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 www.ocmarketplace.com

FARMERS MARKET

Thursdays, 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

OCTOBER

6-8 GEM FAIRE

Friday, noon-7 p.m. Saturday, 10 a.m.-7 p.m. Sunday, 10 a.m.-5 p.m. Building #12 & Parade of Products Admission: adults \$5, children under 12 free. Gem Faire, Inc. (503) 252-8300 www.gemfaire.com

7 NATIONAL POLICE RODEO

Saturday, 6 p.m.-9 p.m. Gates open at 5 p.m. Grandstand Arena. Admission: Presale. Southwest Productions (714) 210-4871

7-8 KIDSFAIRE - AMERICA'S FAMILY EXPO

Saturday & Sunday, 10 a.m.-5 p.m. Building #10 & grounds. Admission: adults \$8, children (2-12) \$4. (866) 283-8600 www.americasfamilyexpo.com

22 BRIDE WORLD EXPO

Sunday, 10 a.m.-4 p.m. Building #12 & Parade of Products Admission: adults \$10. Adcom Publishing (714) 670-7800 www.brideworld.com info@brideworld.com

25 PHCC.COM TRADE SHOW

Wednesday, 10 a.m.-6 p.m. Building #12, Parade of Products, Courtyard and Main Mall. Admission: free. PHCC (714) 896-0153 www.phcc.com

27-29 30th ANNUAL HOME REMODELING AND DECORATING SHOW

Friday, noon-8 p.m. Saturday, 10 a.m.-8 p.m. Sunday, 10 a.m.-6 p.m. Building #10 and Parade of Products. Admission: adults \$6.75, seniors (55+) \$3, and children under 12 admitted free. NEC Group (818) 557-2950 www.thehomeshow.com

27 CONSTRUCTION CAREER AWARENESS DAY

Friday, 8 a.m.-1:30 p.m. Building #14. Admission: free. AGC (626) 608-5800 www.agc-ca.org

31 HULLABALOO

Tuesday, 5 p.m.-9 p.m. Festival Field. Admission: free.

Rock Harbor Church (714) 384-0914

NOVEMBER

3-5 WOODWORKING SHOW

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: adults \$9, children 12 & under free. Admission good for three days. Cash Only. The Woodworking Shows (310) 477-8521 www.thewoodworkingshows.com

9-12 SUGAR PLUM FESTIVALS "ARTS & CRAFTS SHOW"

Thursday & Friday, 9 a.m.-9 p.m. Saturday & Sunday, 9 a.m.-4 p.m. Building #10 and Parade of Products. Admission: free. Sugar Plum Festivals (562) 598-0857 www.sugarplumcrafts.com NO STROLLERS PLEASE

11 SUPER AUCTIONS

Preview 8 a.m.-10 a.m. Auction 10:15 a.m.-5 p.m. Building #14. Admission: free. Super Auctions (562) 592-1009 www.superauctions.com

18 GLITZ

Saturday, 10 a.m.-6 p.m. Fashion Show 6:30 p.m.-9:30 p.m. Building #10. Admission: TBD. Eseffe Entertainment info@eseffe.com

25-26 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, and Main Mall. Admission: adults \$12, seniors \$11, children under 12 free with adult. B & L Productions (801) 544-9125 www.crossroadgunshows.com

11/27-12/22 YULE TREE GROWERS

Daily, 8 a.m.-10 p.m. Christmas tree lot Lot E. (828) 347-8720 www.yuletreegrowers.com

DECEMBER

2-3 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

8-10 GEM FAIRE

Friday, noon-7 p.m. Saturday, 10 a.m.-7 p.m. Sunday, 10 a.m.-5 p.m. Building #10 & Parade of Products Admission: adults \$5, children under 12 free. Gem Faire, Inc. (503) 252-8300 www.gemfaire.com

9 SHORELINE DOG SHOW

Saturday, 8 a.m.-5 p.m. Buildings #12, #14, #16 & Main Mall. Admission: TBD. Shoreline Dog Fanciers Association (760) 451-9353

10 MALIBU KENNEL CLUB ALL BREED DOG SHOW

Sunday, 8 a.m.-5 p.m. Buildings #12, #14, #16, & Main Mall Admission: TBD.