

### CEO's Message



#### So...What'd ya think?

Wouldn't we agree it has been an extraordinary nine months? We celebrated the career of the most accomplished CEO in Fair history; the Board of Directors pledged the single largest capital investment in history; the

2008 OC Fair was the best Fair ever; and a new CEO was named, only the third in the last 25 years.

All of which leaves one's heart thumping and asking:

#### So...What's new?

It will be an extraordinary 22 months ahead. In that time, an exhibit building, a

commercial kitchen, an administration building, a major attraction called Al's Brain, a renovated mall, a corporation yard, and a breezeway will all make their debut...and in 2009 (drum roll), a new 23-day, five-weekend run of the OC Fair will launch July 10. The first five-weekend fair in North America!

All this capped off with 2009 being the 60th anniversary of the first OC Fair held on these grounds in Costa Mesa and 2010 being the 120th anniversary of the first OC Fair. Now that's thinking big!

All of which leaves one's heart thumping and asking:

#### So...What's next?

I can't wait for us to find out! These are extraordinary times for this Fair generation. Let's revel in, relish and realize them together!

Steve Beazley  
CEO  
OC Fair & Event Center

#### Board of Directors

- Julie Vandermost - President
- Kristina Dodge - Vice President
- Dale Dykema
- Deborah Carona
- Gary Hayakawa
- David Padilla
- Joyce Tucker
- David Ellis
- Mary Young

#### Chief Executive Officer

Steve Beazley

#### Vice President, Finance/Administration

Dena Heathman

#### Vice President, Events/Facilities

Doug Lofstrom



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Costa Mesa, California Fall 2008

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### What's Inside



CEO's Message



OC Fair Cattle Drive



2009 OC Super Fair

### Did You Know?

Fair Times  
Is going  
Green

## Picture Perfect 2008 OC Fair Sets Second Highest Attendance Record

The 2008 OC Fair ended on a picture perfect note as 1,062,673 guests visited the annual Fair, setting the second highest attendance record in the Fair's 116 years. The attendance record of 1,090,653 was set in 2007.

The 2008 OC Fair was themed "Say Cheese!" Photography and cheese-related displays and exhibits could be found throughout the Fair, including the Flash & Focus Building, the OC Cheese A-Fair, and a giant camera-shaped sandcastle that featured mice who occasionally popped up to photograph Fair patrons.

During the Opening Day Free Hour on July 11, 26,202 people enjoyed free admission and parking from noon to 1 p.m. At the Fair's Summer Food Drive on July 23, 30.5 tons of nonperishable food items were donated by 11,863 generous fairgoers, which will provide meals for an estimated 120,000 individuals through Second Harvest Food Bank of Orange County. On July 30, during the Summer Book Drive, 15,712 bookworms donated 42,637 new and used children's books to Orange County public elementary schools.

The 2008 OC Fair Cattle Drive, held on July 26, raised \$160,000 benefiting Centennial Farm educational programs including school tours, Agademics and The Ranch After School Program.



Say Cheese! – Over 26,000 guests came through the gates during the free Opening Hour of the 2008 OC Fair on Friday, July 11.

Other 2008 OC Fair facts and figures as of Saturday, Aug. 2, include:

- Chicken Charlie sold 12,000 deep-fried White Castle Burgers, 5 tons of deep-fried frog legs, and 8,000 deep-fried Pop Tarts.
- Orange County residents were awarded 1,735 Blue Ribbons for prize-winning

art, crafts, collections, quilts, cakes, photographs, wood-carvings and other ingenious creations.

- On the three Kids Days, 30,334 children visited the Fair for free.
- A total of eight piglets, two kids, and a calf came into the world during Fairtime.

Continued inside



## Apply Now

### FOR CENTENNIAL FARM TOURS AND AGADEMICS

We are currently accepting applications for Centennial Farm tours and the Agademics program for the 2008/2009 school year.

Centennial Farm tours are available to kindergarten through third-grade school groups. Children visit the animal pens and crop areas. During their tour, students get to plant vegetables, hold a chick, and learn all about how agriculture is incorporated into their daily lives. Specific self-guided days are also available for preschool and specialty groups. Centennial Farm tours are scheduled Sept. 22, 2008-May 29, 2009.

Agademics is a free education program tailored to fourth- and fifth-grade students. The program provides a half-day educational experience comprising non-formal, interactive activities involving plant and animal science, which complements the science curriculum. Agademics classes are scheduled Nov. 3, 2008-May 29, 2009.

Visit [ocfair.com/farm](http://ocfair.com/farm) to apply.



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Think. Big.

## OC Urbanites Cowboy Up, Donate For Second Year Of Cattle Rustling

The riders in the 2008 OC Fair Cattle Drive may not have had sand in their boots this year but they definitely had smiles on their faces for the 3.5-mile trek through Costa Mesa. The 2008 Cattle Drive and fundraiser proved to be another success, raising \$155,000 for agricultural education programs.

"Once again, the OC Fair and the Cattle Drive achieved event goals: build community and continue support of Centennial Farm," Cattle Drive Coordinator Doug Lofstrom said.

For the 2008 event, 300 steers and some 100 professional and amateur horseback riders were tailed by a parade of decorated wagons sponsored by local individuals and companies. A number of the colorful wagons carried youth groups from throughout the county, including the Ranch After-School program, one of the beneficiaries of the fundraising efforts.

The Ranch is a special after-school program housed at the OC Fair & Event Center since 2003 for local at-risk children. More than 300 youth participants have experienced a variety of agricultural themes at no cost since the program's inception.

As the cattle, horses and wagons tromped down Placentia Ave. to Victoria Ave. to Harbor Blvd. and finally to Fair Dr., hundreds lined the streets donning everything from cheese hats celebrating the 2008 Fair theme of "Say Cheese" to full body cow costumes.

In addition to Gold Sponsor, the Automobile Club of Southern California, 2008 Cattle Drive sponsors include: Ronald Simon Family Foundation; RA Industries; ARB, Inc.; Joyce and Tom Tucker; Teddie and Michael Ray; Solis Capitol Partners;



Mike Hayde; Dale Dykema; Debbie Bridges; United Agribusiness League; John and Toni Ginger; RBF Consulting; Orange County Farm Bureau; Julie and Phil Vandermost; Rick Muth/Orco Block; Ovations; Bob Eichenberg; Jill Hankey; Gregg Kelly; Oakley; Joe Schmidt; Mark Vengroff; Gary Findley; Andrew Cupples; David Ellis; James Henwood; Buck Johns; Jack Langson; Joy Leavitt-Pickett; Rebekah Roth; Glenn Stearns; Mary Young; Gary Hayakawa; Craig Dupper; Frank Haselton; American Sterling Bank; Dan Perlmutter; Janice Posnikoff; Adam Probolsky; Richard Rodnick; and Murray Rudin.

### Picture Perfect 2008, continued from page 1

- A total of 54,466 "Unlimited Ride Wristbands" were sold for \$20 each on Tuesdays and Wednesdays.
- Top rides in the Main Carnival were Sky Ride, La Grande Wheel, HiMiller, Euroslide, and the Hydroslide
- At the Junior Livestock Auction, 4-H and Future Farmers of America (FFA) youth raised \$281,600 on the 322 animals sold at the annual event. All proceeds benefit 4-H and FFA members.
- Summer nights rocked for a sixth consecutive year with the Lexus Summer Concert Series at Pacific

## Weekly Events

### COSTA MESA SPEEDWAY

The dirt will fly as the best local dirt bike riders take to the track.

Saturdays, Oct. 4, 11.

Gates open 6 p.m., first race 6:30 p.m. Grandstand Arena. Admission: adults \$15, juniors (13-17) & seniors (60+) \$10, children (3-12) \$5, children 2 & under admitted free.

Parking & Programs free. Preferred Parking \$5. Costa Mesa Speedway (949) 492-9933 costamesaspeedway.net



### ORANGE COUNTY MARKET PLACE

America's most unique swap meet.

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. Visit ocfair.com for more information.



# October, November & December 2008

## OCTOBER 2008

### 3-5 GEM FAIRE

World-renowned marketplace for the finest gemstones, beads, jewelry, minerals, equipment and more at the lowest prices in the market.

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: adult weekend pass \$5, children under 12 free. Gem Faire, Inc. (503) 252-8300 gemfaire.com



### 4-5 KIDSAIRE-AMERICA'S FAMILY EXPO

Bringing the best family entertainment, acres of attractions, interactive pavilions, and miles of fun.

Saturday & Sunday, 10 a.m.-5 p.m. Building 10, Main Mall, and Festival Fields. Admission: adults \$8, children (2-12) \$5. americasfamilyexpo.com

### 4-5 CONSUMER TECHNOLOGY SHOW

Saturday & Sunday, 10 a.m.-5 p.m. Building 14. (888) 955-4CTS (4287) ctstimes.com service@ctstimes.com



### 11-12 MEHREGAN 2008 PERSIAN FESTIVAL OF AUTUMN

Bringing the traditions, tastes, sights and sounds of Persia. Saturday, 11 a.m.-10:30 p.m. Sunday, 11 a.m.-8:30 p.m. Admission: TBD. NIPOC (949) 851-3993 nipoc.org



### 11-12 REEF-A-PALOOZA

Saturday, noon-8 p.m. Sunday, 10 a.m.-6 p.m. Building 14. Admission: adult \$10, senior \$5, children 12 and under admitted free. For vendor/booth reservations, contact: Gregory Carroll (714) 925-1899 registration@reefapalooza.org, reefapalooza.org



### 10-12 HEAD TO TOE WOMEN'S EXPO

The ultimate day out for women. Friday & Saturday, 10 a.m.-6 p.m. Sunday, 10 a.m.-5 p.m. Buildings 10, 12 & Parade of Products. Admission: adults \$8, seniors (Friday only) \$6, children under 12 admitted free. headtoetowomensexpo.com



### 15 NMUSD COLLEGE NIGHT

Wednesday, 7 p.m.-9 p.m. Building 12. Admission: free.

### 16-18 SUGAR PLUM FESTIVAL'S "ARTS & CRAFTS SHOW"

Gifts to Warm the Heart...Accessories that Make a Home! Come and enjoy a unique shopping adventure. Thursday & Friday, 9 a.m.-9 p.m. Saturday, 9 a.m.-4 p.m. Building 10. Free admission. Sugar Plum Festivals (562) 598-0857 plumcrazy@sugarplumcrafts.com, sugarplumcrafts.com NO STROLLERS, BAGS, CARTS OR WAGONS PLEASE.



### 22 PHCC

Wednesday, 10 a.m.-4 p.m. Building 12 & Parade of Products. Admission: trade only. PHCC

### 24-26 33rd ANNUAL HOME REMODELING & DECORATING SHOW & ECO EXPO

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+) \$3; children 12 & under free. (818) 557-2950 thehomeshow.com



### 10/31-11/2 GET IN GEAR WAREHOUSE SALE

Friday, 10 a.m.-7 p.m. Saturday & Sunday, 10 a.m.-5 p.m. Building 14. Admission: TBD.

### 10/31-11/2 THE 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: \$9, children 12 and under admitted free. thewoodworkingshows.com



## NOVEMBER 2008

### 6-8 SUGAR PLUM FESTIVAL'S "ARTS & CRAFTS SHOW"

Gifts to Warm the Heart...Accessories that Make a Home! Come and enjoy a unique shopping adventure. Thursday & Friday, 9 a.m.-9 p.m. Saturday, 9 a.m.-4 p.m. Building 10. Free admission. Sugar Plum Festivals (562) 598-0857 plumcrazy@sugarplumcrafts.com, sugarplumcrafts.com NO STROLLERS, BAGS, CARTS OR WAGONS PLEASE.

### 13-16 CHRISTMAS COMPANY

Thursday, 10 a.m.-9 p.m. Friday, 10 a.m.-11 p.m. Saturday & Sunday, 10 a.m.-9 p.m. Buildings 10, 12, and Parade of Products. Admission: adults \$10.



### 14-16 HANDS ON SEWING

Friday-Sunday, 8:30 a.m.-9 p.m. Building 14. Admission: TBD.

### 15-16 WAREHOUSE SALE

An exclusive, invite-only denim sample sale that offers the newest and hottest styles of the season in your favorite brands for both Men & Women. Saturday & Sunday, 10 a.m.-4 p.m. Building 16. Admission: Saturday \$15 presale or \$25 at the door, Sunday \$5. thewarehousesale.com



### 22-23 CONSUMER TECHNOLOGY SHOW

Saturday & Sunday, 10 a.m.-5 p.m. Building 14. (888) 955-4CTS (4287) ctstimes.com, service@ctstimes.com



### 29-30 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



## DECEMBER 2008

### 1-19 MAGIC CHRISTMAS TREES

Monday-Friday, 8 a.m.-10 p.m. Parking Lot E. Admission: free, dantrees@aol.com

### 4-6 SUGAR PLUM FESTIVAL'S "ARTS & CRAFTS SHOW"

Gifts to Warm the Heart...Accessories that Make a Home! Come and enjoy a unique shopping adventure. Thursday & Friday, 9 a.m.-9 p.m. Saturday, 9 a.m.-4 p.m. Building 10. Free admission. Sugar Plum Festivals, (562) 598-0857 plumcrazy@sugarplumcrafts.com, sugarplumcrafts.com NO STROLLERS, BAGS, CARTS OR WAGONS PLEASE.

### 5-6 SHORELINE DOG FANCIERS DOG SHOW

Friday & Saturday, 8 a.m.-5 p.m. Buildings 12, 14, 16 and Main Mall. Admission: TBD. Shoreline Dog Fanciers Association shorelinedogfanciersassociation.org, onofrio.com

### 7-8 MALIBU KENNEL CLUB DOG SHOW

Sunday & Monday, 8 a.m.-5 p.m. Buildings 12, 14, 16 and Main Mall. Admission: TBD, onofrio.com



### 12-14 GEM FAIRE

World-renowned marketplace for the finest gemstones, beads, jewelry, minerals, equipment and more at the lowest prices in the market. 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: adult weekend pass \$5, children under 12 free. Gem Faire, Inc., (503) 252-8300, gemfaire.com



### 20-21 CONSUMER TECHNOLOGY SHOW

Saturday & Sunday, 10 a.m.-5 p.m. Building 14, (888) 955-4CTS (4287) ctstimes.com, service@ctstimes.com