

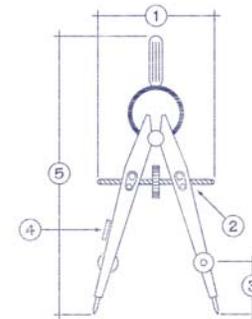
# Supers' School

Thursday, February 26, 2009

- 9:00 am **Registration**
- 10:00 am **Welcome to Supers' School**  
Patricia Conklin, Sonoma-Marín Fair  
Michael Treacy, Division of Fairs & Expositions
- 10:30 am **The Best In Five - Fairs Share Their Best Ideas**
- 11:00 am **Creating A Fair Theme**  
Presenter: Cal Poly SLO Fair Management Class
- 12 noon **Lunch**
- 1:00 p.m. **Report Out On Creating A Theme**
- 1:30 p.m. **Top Ten Display Rules**  
Presenter: Carrie Wright, Western Fairs Assn.
- 2:30 p.m. **Break**
- 2:45 p.m. **Roundtables**  
Topics: Entry Processing & Computer Programs  
Daily Competitions/Contests  
Open Judgings  
Ag Education Programs  
Winning With The Judges  
Revamp Your Preserved & Baked Goods Competitions
- 4:00 p.m. **Design Competition**
- 5:00 p.m. **Social & Design Competition Critique**
- 6:00 p.m. **Dinner & Keynote Speaker**  
Presented by Marla J. Calico,  
International Assn. of Fairs & Expositions

Friday, February 27, 2009

- 8:15 a.m. **Get Your Designs Going**  
Presenter: Patricia Conklin, Sonoma-Marín Fair
- 8:30 a.m. **Creating a Successful Crafts Area at Fairs**  
Presenter: Marylee Guderjahn, Theater 16, Inc.
- 10:00 a.m. **Break**
- 10:15 a.m. **The Exhibitor, Your #1 Customer**  
Presenter: T.J. Plew, Sacramento Co. Fair
- 10:45 a.m. **Hands on Daily Contests & Competitions**  
Presenter: Patricia Conklin, Sonoma-Marín Fair
- 11:30 a.m. **Networking Lunch**
- 1:00 p.m. **Putting the "Green" in Your Fair Exhibit Program**  
Presenter: Katie Phillips, San Diego Co. Fair



For more information call  
Tomme Jo Dale  
916/296-9530

### **Area Accommodations:**

Doubletree-Sacramento  
2001 Point West Way  
Sacramento, CA 95815  
800/222-TREE

\$84 (Single or Double Occupancy)

Cut Off for Reservations: February 5, 2008

For other area accommodations visit the  
Cal Expo Website at [www.calexpo.com](http://www.calexpo.com)

### **Be Prepared for Supers' School!**

Just to make sure everyone is prepared when they arrive at Supers' School, we ask that you bring your own tool box for the design competitions including things like scissors, tacks, staple guns, safety pins, and whatever "goodies" you need to help make a great display. If you are flying and unable to bring these items, we will have some materials on site.

### **Along with your tool box please bring these items to share and use in the program:**

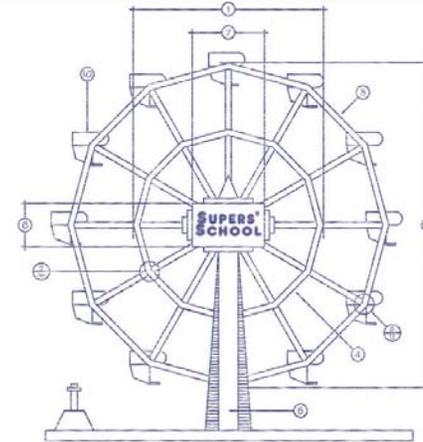
Raffle Items  
Fair Theme  
Interesting Ribbons and/or Rosettes  
Fair Marketing Items (buttons, pins, posters)  
State Rules Questions

### **Directions to Cal Expo, Buildings A/B:**

Take Capitol City (Business 80) Freeway to Exposition Blvd. exit. Exit at Exposition Blvd., stay on Exposition Blvd. until you come to Challenge Way intersection and/or the East Gate with the electronic Cal Expo Sign. Enter the East Gate and go to the right to the Administration Building Parking Lot, Gate 3. Enter Gate 3, proceed through parking lot past Admin. Bldg., through Gate 2, go to your left across parking lot, you will see Buildings A/B.

# **BUILDING BETTER FAIRS**

## **2009 SUPERS' SCHOOL**



**February 26 - 27, 2009**  
**Cal Expo**  
**Buildings A/B**  
**(Mezzanine Level)**  
**Sacramento, CA**



Presented By:

CALIFORNIA DEPARTMENT OF  
FOOD & AGRICULTURE

**DIVISION OF FAIRS & EXPOSITIONS**