

2009 WFA Achievement Award Winners

Fair: Alameda County Fair

Division	Award
Any Other Display Advertising	First Place
Best Competition	First Place
Best Single Day Promotion	First Place
Board Intro Packet	First Place
Books, Magazines or Newsletters	First Place
Commercial Exhibitor Handbook	First Place
Customer Service Manual	First Place
Customer Service Training Manual	First Place
Cutting Costs	First Place
Display Newspaper Advertising, Single Ad	First Place
Emergency Plan	First Place
Exhibit Display Props or Methods	First Place
Fairtime Employee Program	First Place
Fairtime Programs/ Schedule	First Place
Giveaways	First Place
Non-Traditional Revenue Generating Program	First Place
Our Best New Idea This Year, Maintenance	First Place
Overall Children's' Program	First Place
Overall Fair Marketing Campaign	First Place
Pamphlets, Brochures & Direct Mail	First Place
Radio Advertising	First Place
Rental Agreement	First Place
Vendor Packet	First Place
Agricultural Program	Second Place
Any Other	Second Place
Any Other Website	Second Place
Community Outreach Program	Second Place
Conservation Programs or "Being Green"	Second Place

Cultural Marketing	Second Place
Display Newspaper Advertising, Series	Second Place
Entry Form	Second Place
Facing Challenges	Second Place
Fair Logo Contest	Second Place
Fair Sponsorship Involvement	Second Place
Generational Marketing	Second Place
Innovative Use of Technology	Second Place
Our Best New Idea This Year, Exhibits	Second Place
Sponsorship Packet	Second Place
Vendor Application	Second Place
Video Documentation	Second Place
Viral Video	Second Place
Competitive Exhibits Promotion	Third Place
Innovative Marketing	Third Place
Non-Fair Event Sponsored by the Fairgrounds	Third Place
Our Best New Idea This Year, Marketing	Third Place
Outdoor Advertising	Third Place
Policies and Procedures	Third Place
Television Advertising	Third Place
Theme Program	Third Place
Fairtime Website	Honorable Mention
New Featured Exhibit	Honorable Mention

Fair: Amador County Fair

Division	Award
Commercial Exhibitor Handbook	First Place
Community Outreach Program	First Place
Facing Challenges	First Place
Giveaways	First Place
Pamphlets, Brochures & Direct Mail	First Place

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Rental Agreement	First Place
Vendor Application	First Place
Entry Form	Second Place
Sponsorship Packet	Second Place
Emergency Plan	Third Place

Fair: Antelope Valley Fair and Alfalfa Festival

Division	Award
Community Outreach Program	First Place
Innovative Use of Technology	First Place
Outdoor Advertising	First Place
Posters	First Place
Sponsorship Packet	First Place
Theme Program	First Place
Best Single Day Promotion	Second Place
Books, Magazines or Newsletters	Second Place
Commercial Exhibitor Handbook	Second Place
Competitive Exhibits Promotion	Second Place
Non-Fair Event Sponsored by the Fairgrounds	Second Place
Non-Traditional Revenue Generating Program	Second Place
Our Best New Idea This Year, Marketing	Second Place
Pamphlets, Brochures & Direct Mail	Second Place
Radio Advertising	Second Place
Display Newspaper Advertising, Single Ad	Third Place
Fair Logo Contest	Third Place
Fairtime Programs/ Schedule	Third Place
Generational Marketing	Third Place
Overall Children's' Program	Third Place
Any Other Display Advertising	Honorable Mention
Giveaways	Honorable Mention

Innovative Marketing	Honorable Mention
Overall Fair Marketing Campaign	Honorable Mention

Fair: Arizona National Livestock Show

Division	Award
Books, Magazines or Newsletters	First Place
Printed Souvenir Program	First Place
Pamphlets, Brochures & Direct Mail	Third Place

Fair: Arizona State Fair

Division	Award
Creative Ribbon	First Place
Display Newspaper Advertising, Series	First Place
Emergency Plan	First Place
Social Media Madness	Second Place
Display Newspaper Advertising, Single Ad	Third Place
Giveaways	Third Place
Fairtime Website	Honorable Mention
Outdoor Advertising	Honorable Mention

Fair: Big Fresno Fair

Division	Award
Competitive Exhibit Handbook	First Place
Giveaways	First Place
New Featured Exhibit	First Place
Posters	First Place
Commercial Exhibitor Handbook	Second Place
Facing Challenges	Second Place
Fair Logo Contest	Second Place
Generational Marketing	Second Place
Radio Advertising	Second Place
Community Outreach Program	Third Place
Fair Sponsorship Involvement	Third Place

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Fairtime Website	Third Place
Best Single Day Promotion	Honorable Mention
Books, Magazines or Newsletters	Honorable Mention
Display Newspaper Advertising, Single Ad	Honorable Mention
Overall Children's' Program	Honorable Mention

Fair: **Butte County Fair**

Division	Award
Fair Logo Contest	First Place
Television Advertising	First Place
Books, Magazines or Newsletters	Second Place
Display Newspaper Advertising, Single Ad	Second Place
Giveaways	Third Place
Printed Souvenir Program	Third Place
Pamphlets, Brochures & Direct Mail	Honorable Mention
Posters	Honorable Mention

Fair: **Calgary Stampede**

Division	Award
Display Newspaper Advertising, Single Ad	First Place
Pamphlets, Brochures & Direct Mail	First Place
Printed Souvenir Program	First Place
Display Newspaper Advertising, Series	Second Place
Fairtime Programs/ Schedule	Second Place
Outdoor Advertising	Second Place
Posters	Third Place
Television Advertising	Third Place

Fair: **California Mid-State Fair**

Division	Award
Agricultural Program	First Place
Competitive Exhibits Promotion	First Place
Facing Challenges	First Place

Fair Logo Contest	First Place
New Featured Exhibit	First Place
Printed Souvenir Program	Second Place
Social Media Madness	Third Place
Viral Video	Third Place
Fairtime Programs/ Schedule	Honorable Mention

Fair: **California State Fair**

Division	Award
Any Other	First Place
Best Single Day Promotion	First Place
Books, Magazines or Newsletters	First Place
Competitive Exhibits Promotion	First Place
Fair Logo Contest	First Place
Fair Sponsorship Involvement	First Place
Fairtime Programs/ Schedule	First Place
Non-Traditional Revenue Generating Program	First Place
Outdoor Advertising	First Place
Overall Fair Marketing Campaign	First Place
Video Documentation	First Place
Any Other Display Advertising	Second Place
Best Competition	Second Place
Cutting Costs	Second Place
Display Newspaper Advertising, Single Ad	Second Place
Innovative Marketing	Second Place
Our Best New Idea This Year, Maintenance	Second Place
Overall Children's' Program	Second Place
Posters	Second Place
Printed Souvenir Program	Second Place
Sponsorship Packet	Second Place
Any Other Website	Third Place

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Conservation Programs or "Being Green"	Third Place
Innovative Use of Technology	Third Place
New Featured Exhibit	Third Place
Non-Fair Event Sponsored by the Fairgrounds	Third Place
Radio Advertising	Third Place
Social Media Madness	Third Place
Display Newspaper Advertising, Series	Honorable Mention
Generational Marketing	Honorable Mention
Giveaways	Honorable Mention
Our Best New Idea This Year, Exhibits	Honorable Mention
Pamphlets, Brochures & Direct Mail	Honorable Mention
Viral Video	Honorable Mention

Fair: Chowchilla-Madera County Fair

Division	Award
Best Competition	First Place
Fairtime Website	First Place
Facing Challenges	Second Place
Fair Logo Contest	Second Place
Giveaways	Second Place
New Featured Exhibit	Second Place
Social Media Madness	Second Place
Competitive Exhibits Promotion	Third Place
Entry Form	Third Place
Our Best New Idea This Year, Marketing	Third Place
Radio Advertising	Third Place
Fairtime Programs/ Schedule	Honorable Mention
Overall Children's' Program	Honorable Mention

Fair: Clark County Fair

Division	Award
Cultural Marketing	First Place

Fairtime Website	First Place
Video Documentation	First Place
Innovative Marketing	Second Place
Community Outreach Program	Third Place
New Featured Exhibit	Honorable Mention

Fair: Colusa County Fair

Division	Award
Emergency Plan	First Place
Any Other Display Advertising	Second Place
Fairtime Website	Second Place
Posters	Second Place
Competitive Exhibit Handbook	Third Place
Display Newspaper Advertising, Single Ad	Third Place
Policies and Procedures	Third Place
Giveaways	Honorable Mention

Fair: Contra Costa County Fair

Division	Award
Any Other Website	First Place
Outdoor Advertising	First Place
Fairtime Website	Second Place
Exhibit Display Props or Methods	Third Place
Pamphlets, Brochures & Direct Mail	Third Place
Social Media Madness	Third Place
Best Competition	Honorable Mention
Fairtime Programs/ Schedule	Honorable Mention
Our Best New Idea This Year, Exhibits	Honorable Mention

Fair: El Dorado County Fair

Division	Award
Fair Logo Contest	First Place
Fair Sponsorship Involvement	First Place

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Innovative Marketing	First Place
Posters	Second Place
Rental Agreement	Second Place
Conservation Programs or "Being Green"	Third Place
Entry Form	Third Place
Policies and Procedures	Third Place
Commercial Exhibitor Handbook	Honorable Mention
Fairtime Programs/ Schedule	Honorable Mention

Fair: **Gold Country Fair**

Division	Award
Any Other Display Advertising	First Place
Competitive Exhibit Handbook	First Place
Fairtime Programs/ Schedule	First Place
Our Best New Idea This Year, Marketing	First Place
Radio Advertising	First Place
Outdoor Advertising	Second Place
Pamphlets, Brochures & Direct Mail	Second Place

Fair: **Kenai Peninsula Fair**

Division	Award
Social Media Madness	First Place
Our Best New Idea This Year, Exhibits	Second Place

Fair: **Kern County Fair**

Division	Award
Display Newspaper Advertising, Series	First Place
Television Advertising	First Place
Display Newspaper Advertising, Single Ad	Second Place
Fairtime Programs/ Schedule	Second Place
Outdoor Advertising	Second Place
Overall Fair Marketing Campaign	Second Place
Radio Advertising	Third Place

Fair Logo Contest	Honorable Mention
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Fair: **Marin County Fair**

Division	Award
Best Competition	First Place
Best Single Day Promotion	First Place
Books, Magazines or Newsletters	First Place
Commercial Exhibitor Handbook	First Place
Community Outreach Program	First Place
Competitive Exhibits Promotion	First Place
Conservation Programs or "Being Green"	First Place
Creative Ribbon	First Place
Customer Service Manual	First Place
Customer Service Training Manual	First Place
Cutting Costs	First Place
Display Newspaper Advertising, Series	First Place
Display Newspaper Advertising, Single Ad	First Place
Entry Form	First Place
Exhibit Display Props or Methods	First Place
Fairtime Employee Program	First Place
Innovative Use of Technology	First Place
Non-Traditional Revenue Generating Program	First Place
Our Best New Idea This Year, Exhibits	First Place
Our Best New Idea This Year, Marketing	First Place
Overall Children's' Program	First Place
Overall Fair Marketing Campaign	First Place
Pamphlets, Brochures & Direct Mail	First Place
Rental Agreement	First Place
Sponsorship Packet	First Place
Theme Program	First Place
Vendor Application	First Place

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Vendor Packet	First Place	Television Advertising	Second Place
Agricultural Program	Second Place	Best Single Day Promotion	Third Place
Any Other	Second Place	Printed Souvenir Program	Third Place
Cultural Marketing	Second Place	Vendor Application	Third Place
Facing Challenges	Second Place	Commercial Exhibitor Handbook	Honorable Mention
Generational Marketing	Second Place	Entry Form	Honorable Mention
Non-Fair Event Sponsored by the Fairgrounds	Second Place	Fair Sponsorship Involvement	Honorable Mention
Our Best New Idea This Year, Maintenance	Second Place	Non-Fair Event Sponsored by the Fairgrounds	Honorable Mention
Any Other Website	Third Place		
Emergency Plan	Third Place		
Outdoor Advertising	Third Place		
Any Other Display Advertising	Honorable Mention		
Competitive Exhibit Handbook	Honorable Mention		
Fair Logo Contest	Honorable Mention		
Fair Sponsorship Involvement	Honorable Mention		
Fairtime Website	Honorable Mention		
New Featured Exhibit	Honorable Mention		
Radio Advertising	Honorable Mention		
Video Documentation	Honorable Mention		

Fair: Merced County Fair

Division	Award
Competitive Exhibit Handbook	Second Place
Fairtime Programs/ Schedule	Second Place
Any Other Display Advertising	Third Place
Display Newspaper Advertising, Series	Honorable Mention

Fair: Monterey County Fair

Division	Award
Agricultural Program	First Place
Radio Advertising	First Place
Competitive Exhibits Promotion	Second Place

Fair: Nevada County Fair

Division	Award
Any Other	First Place
Non-Fair Event Sponsored by the Fairgrounds	First Place
Our Best New Idea This Year, Maintenance	First Place
Posters	First Place
Printed Souvenir Program	First Place
Viral Video	First Place
Best Competition	Second Place
Books, Magazines or Newsletters	Second Place
Display Newspaper Advertising, Single Ad	Second Place
Entry Form	Second Place
Exhibit Display Props or Methods	Second Place
Fairtime Employee Program	Second Place
Innovative Use of Technology	Second Place
Overall Fair Marketing Campaign	Second Place
Pamphlets, Brochures & Direct Mail	Second Place
Social Media Madness	Second Place
Theme Program	Second Place
Vendor Packet	Second Place
Community Outreach Program	Third Place

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Competitive Exhibits Promotion	Third Place	Innovative Use of Technology	Second Place
Cutting Costs	Third Place	Television Advertising	Second Place
Fair Sponsorship Involvement	Third Place	Theme Program	Second Place
Generational Marketing	Third Place	Any Other Display Advertising	Third Place
Non-Traditional Revenue Generating Program	Third Place	Display Newspaper Advertising, Series	Third Place
Our Best New Idea This Year, Marketing	Third Place	Our Best New Idea This Year, Marketing	Third Place
Best Single Day Promotion	Honorable Mention	Viral Video	Third Place
Fairtime Website	Honorable Mention	Display Newspaper Advertising, Single Ad	Honorable Mention
Giveaways	Honorable Mention	Fairtime Employee Program	Honorable Mention
Innovative Marketing	Honorable Mention	Giveaways	Honorable Mention
New Featured Exhibit	Honorable Mention	New Featured Exhibit	Honorable Mention
Overall Children's' Program	Honorable Mention		
Sponsorship Packet	Honorable Mention		
Television Advertising	Honorable Mention		
Vendor Application	Honorable Mention		

Fair: **Oregon State Fair**

Division	Award
Competitive Exhibit Handbook	First Place
Entry Form	First Place
Printed Souvenir Program	First Place
Vendor Application	First Place
Creative Ribbon	Second Place
Fairtime Website	Second Place
Giveaways	Second Place
Television Advertising	Second Place
Vendor Packet	Second Place
Any Other Display Advertising	Third Place
Display Newspaper Advertising, Series	Third Place
Sponsorship Packet	Third Place
Customer Service Manual	Honorable Mention
Customer Service Training Manual	Honorable Mention
Display Newspaper Advertising, Single Ad	Honorable Mention
Fairtime Programs/ Schedule	Honorable Mention
Posters	Honorable Mention

Fair: **Orange County Fair & Event Center**

Division	Award
Agricultural Program	First Place
Community Outreach Program	First Place
Exhibit Display Props or Methods	First Place
Facing Challenges	First Place
Fairtime Website	First Place
Non-Fair Event Sponsored by the Fairgrounds	First Place
Our Best New Idea This Year, Exhibits	First Place
Our Best New Idea This Year, Maintenance	First Place
Radio Advertising	First Place
Any Other Website	Second Place
Best Single Day Promotion	Second Place
Books, Magazines or Newsletters	Second Place

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Community Outreach Program	Second Place
Competitive Exhibit Handbook	Second Place
Competitive Exhibits Promotion	Second Place
Creative Ribbon	Second Place
Emergency Plan	Second Place
Fair Sponsorship Involvement	Second Place
Giveaways	Second Place
Non-Fair Event Sponsored by the Fairgrounds	Second Place
Non-Traditional Revenue Generating Program	Second Place
Our Best New Idea This Year, Marketing	Second Place
Facing Challenges	Third Place
Generational Marketing	Third Place
Innovative Marketing	Third Place
Our Best New Idea This Year, Exhibits	Third Place
Our Best New Idea This Year, Maintenance	Third Place
Overall Fair Marketing Campaign	Third Place
Pamphlets, Brochures & Direct Mail	Third Place
Printed Souvenir Program	Third Place
Sponsorship Packet	Third Place
Any Other Display Advertising	Honorable Mention
Any Other Website	Honorable Mention
Fairtime Programs/ Schedule	Honorable Mention
New Featured Exhibit	Honorable Mention
Outdoor Advertising	Honorable Mention

Fair: **San Joaquin County Fair**

Division	Award
Display Newspaper Advertising, Series	Second Place
Outdoor Advertising	Second Place
Fairtime Website	Third Place

Television Advertising Third Place

Fair: **San Mateo County Fair**

Division	Award
Competitive Exhibit Handbook	First Place
Emergency Plan	First Place
Fairtime Programs/ Schedule	First Place
Fairtime Website	First Place
Television Advertising	First Place
Commercial Exhibitor Handbook	Second Place
Creative Ribbon	Second Place
Giveaways	Second Place
Fairtime Employee Program	Honorable Mention

Fair: **Santa Barbara County Fair**

Division	Award
Competitive Exhibit Handbook	Third Place
Any Other Display Advertising	Honorable Mention

Fair: **Santa Cruz County Fair**

Division	Award
Agricultural Program	First Place
Best Single Day Promotion	First Place
Competitive Exhibits Promotion	First Place
Display Newspaper Advertising, Single Ad	First Place
Entry Form	First Place
Exhibit Display Props or Methods	First Place
Our Best New Idea This Year, Exhibits	First Place
Our Best New Idea This Year, Maintenance	First Place
Vendor Packet	First Place
Commercial Exhibitor Handbook	Second Place
Emergency Plan	Second Place
Fairtime Programs/ Schedule	Second Place

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Generational Marketing	Second Place
Radio Advertising	Second Place
Rental Agreement	Second Place
Vendor Application	Second Place
Fair Logo Contest	Third Place
Our Best New Idea This Year, Marketing	Third Place
Posters	Third Place
Social Media Madness	Third Place
Facing Challenges	Honorable Mention
Outdoor Advertising	Honorable Mention

Fair: Santa Maria Valley Strawberry Festival

Division	Award
Fairtime Programs/ Schedule	Honorable Mention

Fair: Shasta District Fair

Division	Award
New Featured Exhibit	Second Place
Our Best New Idea This Year, Exhibits	Second Place
Books, Magazines or Newsletters	Third Place
Vendor Packet	Third Place
Conservation Programs or "Being Green"	Honorable Mention
Display Newspaper Advertising, Single Ad	Honorable Mention
Sponsorship Packet	Honorable Mention

Fair: Siskiyou Golden Fair

Division	Award
Conservation Programs or "Being Green"	Second Place
Non-Traditional Revenue Generating Program	Second Place
Our Best New Idea This Year, Marketing	Second Place
Non-Fair Event Sponsored by the Fairgrounds	Third Place
Our Best New Idea This Year, Maintenance	Third Place

New Featured Exhibit	Honorable Mention
Our Best New Idea This Year, Exhibits	Honorable Mention

Fair: Solano County Fair

Division	Award
Giveaways	First Place
Fair Logo Contest	Second Place
Overall Children's' Program	Second Place
Posters	Third Place
Innovative Marketing	Honorable Mention

Fair: Sonoma County Fair

Division	Award
Any Other Website	First Place
Creative Ribbon	First Place
Non-Fair Event Sponsored by the Fairgrounds	First Place
Our Best New Idea This Year, Exhibits	First Place
Competitive Exhibit Handbook	Second Place
Our Best New Idea This Year, Maintenance	Second Place
Overall Children's' Program	Second Place
Theme Program	Second Place
Best Single Day Promotion	Third Place
Fairtime Employee Program	Third Place
New Featured Exhibit	Third Place
Commercial Exhibitor Handbook	Honorable Mention
Display Newspaper Advertising, Single Ad	Honorable Mention
Fair Logo Contest	Honorable Mention
Fairtime Website	Honorable Mention
Outdoor Advertising	Honorable Mention
Radio Advertising	Honorable Mention
Television Advertising	Honorable Mention

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Fair: Sonoma-Marin Fair

Division	Award
Facing Challenges	First Place
Generational Marketing	First Place
Video Documentation	First Place
Fair Sponsorship Involvement	Second Place
Printed Souvenir Program	Second Place
Viral Video	Second Place
Best Competition	Honorable Mention
Overall Children's' Program	Honorable Mention

Fair: Southern California Fair

Division	Award
Any Other Display Advertising	Second Place
Best Single Day Promotion	Second Place
Cutting Costs	Second Place
Emergency Plan	Second Place
Our Best New Idea This Year, Marketing	Second Place
Vendor Application	Second Place
Commercial Exhibitor Handbook	Third Place
Fair Logo Contest	Third Place
New Featured Exhibit	Third Place
Best Competition	Honorable Mention
Community Outreach Program	Honorable Mention
Display Newspaper Advertising, Single Ad	Honorable Mention
Generational Marketing	Honorable Mention
Giveaways	Honorable Mention
Outdoor Advertising	Honorable Mention
Posters	Honorable Mention

Fair: Stanislaus County Fair

Division	Award
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Generational Marketing	First Place
Innovative Marketing	First Place
Our Best New Idea This Year, Marketing	First Place
Viral Video	First Place
New Featured Exhibit	Second Place
Social Media Madness	Second Place

Fair: The Puyallup Fair

Division	Award
Any Other Display Advertising	First Place
Generational Marketing	First Place
Innovative Marketing	First Place
Our Best New Idea This Year, Marketing	First Place
Social Media Madness	First Place
Sponsorship Packet	First Place
Television Advertising	First Place
Viral Video	First Place
Any Other	Second Place
Cultural Marketing	Second Place
Fairtime Website	Second Place
Overall Fair Marketing Campaign	Second Place
Vendor Application	Second Place
Best Single Day Promotion	Third Place
Books, Magazines or Newsletters	Third Place
Commercial Exhibitor Handbook	Third Place
Fair Logo Contest	Third Place
Fairtime Programs/ Schedule	Third Place
Outdoor Advertising	Third Place
Community Outreach Program	Honorable Mention
Facing Challenges	Honorable Mention
Innovative Use of Technology	Honorable Mention

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New Featured Exhibit	Honorable Mention	Giveaways	Third Place
Radio Advertising	Honorable Mention	Best Single Day Promotion	Honorable Mention
Fair: Tulare County Fair		Community Outreach Program	Honorable Mention

Division	Award
New Featured Exhibit	First Place
Display Newspaper Advertising, Series	Third Place
Our Best New Idea This Year, Exhibits	Third Place

Fair: Tulelake-Butte Valley Fair

Division	Award
Cutting Costs	First Place
Display Newspaper Advertising, Series	First Place
New Featured Exhibit	First Place
Outdoor Advertising	First Place
Sponsorship Packet	First Place
Competitive Exhibit Handbook	Second Place
Fairtime Programs/ Schedule	Third Place
Fairtime Website	Third Place
Any Other	Honorable Mention
Pamphlets, Brochures & Direct Mail	Honorable Mention

Fair: Ventura County Fair

Division	Award
Fair Sponsorship Involvement	First Place
Social Media Madness	First Place
Any Other Display Advertising	Second Place
Best Competition	Second Place
Fairtime Employee Program	Second Place
Posters	Second Place
Commercial Exhibitor Handbook	Third Place
Competitive Exhibit Handbook	Third Place
Fairtime Website	Third Place