



POULTRY IN MOTION ★ ATTENDANCE ★ SPLASH DOGS ★ AWARDS

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# FAIRTALK

The maximum storage temperature for eggs is 45° Fahrenheit.

Open poultry entries were up 87% from 2007 to 2008 at Western Idaho Fair.

According to the FDA, hormones are never allowed in U.S. chicken production.

# poultry in motion

**F**eathered friends will elevate their status next year; "Poultry in Motion" has been selected as the 2009 Western Idaho Fair exhibitors theme.

The practicum of the fair theme has evolved. With Western Idaho Fair's promotional campaign extending beyond Idaho, such expansion needs a consistent brand and message. Often that brand does not coincide well with the theme used by exhibitors. A theme is also used by department superintendents who will decorate according to their interpretations.

"Since the theme is critical to exhibitor participation and the tradition of the fair, superintendents will return to selecting their theme," said Lori Cox, manager of marketing and development for Western Idaho Fair. "They know best what might work well for exhibitors and that ownership is important."

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message this fall. This identity will remain with the fair for many years, much like the crystal-clear identifier at Nike, "Just Do It."

"Thanks to competition, the fair isn't the only game in town now," Cox said. "While we step out and create a consistent message that declares who we are, we still need the root of our existence -- exhibits -- to remain traditional."

Hans Bruijn, premium office manager, said exhibitors are enthusiastic about a poultry theme. "We have received a number of questions about it," he said. "Just because it says poultry doesn't mean you have to think chickens."

Interpretation of the theme could end in the poet's corner as easily as the chicken coop. Johnny Tillotson's song *Poetry in Motion* was a typical fix on love in 1960. Perhaps you remember the very strange *Blinded Me With Science* pop song from the 80s, with the nasal-toned "poetry in motion" lyrics opening each chorus line.

Whatever the nest feathered, this theme is sure to bring about patron commentary and exhibitor enthusiasm.



Beverages sold at Gary Allan were up 76% over 2007's Tuesday night show.

Commercial vendor space was sold out for the second year in a row.

The average temperature during WIF was 5.5°F higher than recorded averages.

# attendance strong

**D**espite roasting hot weather during the opening days of Western Idaho Fair, officials are pleased with the final figures. Attendance numbers leaped forward on Tuesday, August 19 thanks in part to cooler weather and the night show launch at the Grandstand.

"We pull in financials from carnival, concessionaires and admissions," said Bob Batista, director of Expo Idaho, home of Western Idaho Fair. Batista was encouraged by steady numbers from the carnival and concerts, even with the heavy hit from the 100 degree-plus weather during the fair.

The Family Pack statistics were a clear indicator of families planning their spending. 3,289 packs were sold in 2008; each pack saved \$28 per family over the onsite price of four admissions and two all-day carnival wristbands.

A popular night show lineup coupled with better weather boosted attendance numbers Tuesday August 19 - 22. Chicago topped the list with between 7,500 and 9,000 fans attending the concert. Beverage sales at Gary Allan were a whopping 76% greater than the Tuesday night concert in 2007, a testament to the 7,500 or 8,500 fans in attendance. Because of GA seating and patron traffic back and forth to food row, attendance numbers at concerts is variable.

Record entries in the 4-H department paralleled higher open class entries. Youth entries were up an average 55% in

areas like beef and swine; open classes saw increases in dairy cattle, rabbits and flowers.

## SALES RECAP

comparisons are to 2007

Advance e-ticket sales .....	+ 16%
Gate attendance .....	254,654
Gate +/- .....	- 5%
Carnival sales .....	\$1,683,041
Carnival +/- .....	no change
Family Pack sales .....	3,289
Night Shows approx. ....	29,000
Night Shows +/- .....	+21%
Concessions sales .....	\$1,509,910
Beverage +/- .....	- 6%
4-H/FFA exhibitors .....	+3%
4-H/FFA entries .....	+8%
Open class exhibitors .....	2,751
Open class entries .....	10,858
Total premiums .....	\$143,415
Total commercial vendors .....	218
Total food vendors .....	50



Lines build at Butler Carnival.

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Western Idaho Fair is  
hosted by Expo Idaho.  
Director: Bob Batista

# awards posted

**A**t idahofair.com, awards from all departments, events and activities are being posted at the press room.

## Fairest of the Fair

Minela Kostjerevac of Meridian, ID was selected as Miss Fairest of the Fair 2008 during the fourth annual pageant held at Western Idaho Fair.

A youth ambassador for the March of Dimes, Kostjerevac is employed with St. Alphonsus Medical Center in pediatrics. She is attending the College of Idaho pursuing nursing education.



LtoR: Julia Jaquin, Minela Kostjerevac, MaKenzie Peake

New this year were the teen and junior divisions.

Julia Jaquin, Meridian, ID won the teen division; MaKenzie Peake, Meridian, ID topped the junior category.

## Splash Dogs A Hit

While it is well known that Idaho folks love their dogs, no one could have predicted the success of Splash Dogs at Western Idaho Fair. Presented by Bronco Motors, the canine "long jump" allowed anyone to enter their best friend in the latest in canine competition -- dock jumping.

"We had a blast," said Tony Reed, owner of Splash Dogs. "The public was enthusiastic and we had great crowds -- and happy dogs!"

With very little training needed, dogs learned

to chase after their favorite toy, thrown by a handler. Leaping into the air to catch the toy, dogs landed in a 40' pool of water.

Champions were crowned on Sunday, August 24. Jeff Krochmal and his dog Vince, a Jack Russell terrier, won the lap dog finals. Riki Cotner and Bravo, a Chesapeake Bay Retriever, won the junior handler finals. Michael Borzick and Gunny, a Golden Retriever, won the open finals. In the pro finals, Matthew McCluskey and Pepper, a Catahoula, took top honors. Daily results can be found at: <http://www.splashdogs.com/events/results/2008/08-August/15-Boise.php>. KTVB News Channel 7 also sponsored the event.

## Contests Varied and Popular

In 2007, Director Bob Batista added onsite contests for fairgoers. The idea was that no RSVP was necessary...patrons could just walk up and enter.

That head start laid a foundation for 2008. As many as 30 people per contest came to hula hoop, color cookies or limbo.

Also new, the Salsa Bowl was a smash in the Agriculture Department. Teresa Biggs organized a live salsa judging contest with celebrity judges, a Mariachi band and festive decor. No doubt this and other contests will return in 2009.



Photography built tiny detailed playground equipment with the theme "Play Your Heart Out."

