

**CALIFORNIA EXPOSITION & STATE FAIR
ANNUAL STATE FAIR COMMITTEE**

Notice of Regular Meeting

To Be Held

Friday, January 26, 2018 at 10:00 a.m.

In the Administration Building Boardroom
California Exposition & State Fair
1600 Exposition Blvd., Sacramento, CA 95815

COMMITTEE MEMBERS: Chair: Rima Barkett Director Sonney Chong,
Director Jess Durfee Director Tony Ortiz

MISSION STATEMENT

The mission of the Annual State Fair Committee shall be to review and make recommendations to the Board on policy matters concerning of the annual State Fair.

PUBLIC COMMENTS

Any member of the public wishing to address the Board on any matter listed for consideration on this agenda shall fill out a Speaker's Form and provide it to the Board's Recording Secretary. All speakers will be recognized by the Chair and be allowed a maximum of three minutes to address the Board.

AGENDA

All matters noticed on this agenda, in any category, may be considered for action as listed. Any item not so noticed may not be considered.

STAFF REPORTS

- a. 2018 Annual State Fair
 - 1. Programs
 - 2. Marketing

NEW BUSINESS

- a. Approval of 2018 Industry Awards
 - Wine Lifetime Achievement Award
 - Vineyard of the Year Award
 - California All Stars Award

ADJOURNMENT

Date of Notice: January 17, 2018

Pursuant to the American with Disabilities Act, individuals who, because of a disability, need special assistance to attend or participate in any Cal Expo Board, Committee or any Advisory meetings, or in connection with other Cal Expo activities, may request assistance at the Cal Expo Administration Building office, 1600 Exposition Boulevard, or by calling 916-263-3247, during normal business hours. Requests should be made one week in advance whenever possible.

**CALIFORNIA EXPOSITION & STATE FAIR
ANNUAL STATE FAIR COMMITTEE**

Committee Meeting Minutes
Friday, January 26, 2018
10:00 a.m.

MINUTES

Committee Members Present:

Jess Durfee, Chair
Director Sonney Chong
Director Rex Hime

Committee Members Not Present

Director Tony Ortiz

Staff Present:

Chief Executive Officer (CEO)

Rick Pickering

Chief Deputy General Manager (CDGM)

Tom Martinez

Deputy General Manager-Administration (DGM)

Samantha Brown

Deputy General Manager-Business Development (DGM)

Margaret Mohr

Programs Manager

Rachelle Weir

Expo Events Director (AGM)

Marcia Shell

Recording Secretary

Sue O'Brien

Committee Chair Durfee called the Annual State Fair Committee Meeting to order at 10:02 a.m. Roll call was taken and a quorum was present. Director Ortiz was not present.

Staff Reports

a. 2018 Annual State Fair

1. Programs

Programs Director Weir discussed the grants program and talked about the grants that have been awarded and submitted. Programs Director Weir updated the committee on new and existing programs/exhibits being planned and designed for the 2018 State Fair.

Ag Programs Director Carlson gave an update on commercial competitions that are online and taking entries. He discussed the Gala and Best of California revised program and timing. AG Programs Director Carlson reported on the Equine Competition program, School Tours at the Farm, Sale of Champions and the livestock shows.

2. Marketing

Deputy General Manager Mohr updated the committee on the marketing plans, goals and messages for the 2018 State Fair.

CEO Pickering gave updates on WFA and State Fairs awards, transcontinental railroad and the monorail.

New Business

- a. Approval of 2018 Industry Awards
 - Wine Lifetime Achievement Award
 - Vineyard of the Year Award
 - California All Stars Award

Ag Programs Manager Carlson reviewed the staff report recommending that Greg Boeger and The Bogle Family be awarded the 2018 Wine Lifetime Achievement Award and Paraiso Vineyard/Smith Family Ranch be awarded the 2018 Vineyard of the Year Award and Professor Kenneth Fugelsang and Dennis Martin, Fetzer Vineyard Winemaker be awarded the 2018 California All Star Awards.

Motion:

It was moved by Director Hime and seconded by Director Chong to accept the committee's recommendations for the Agricultural Industry Awards for 2018 and to recommend approval by the full Board. **All in favor, motion carried unanimously.**

ADJOURNMENT

The Annual State Fair Committee meeting adjourned at 10:57 a.m.

State of California

California Exposition & State Fair
1600 Exposition Boulevard
Sacramento, CA 95815
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MEMORANDUM

Date: January 16, 2018

To: Board of Directors
California Exposition & State Fair

Via: Rick K. Pickering, Chief Executive Officer

From: Jay Carlson, AG Program Director

Subject: Recommendations for Approval of 2018 Wine Industry Awards

BACKGROUND

The California State Fair annually recognizes the accomplishments and service of key individuals or organization through a series of prestigious awards. The recipients below will be publically recognized and honored at the annual Wine Judges Dinner on Tuesday, March 27, 2018. They will also be acknowledged at the Friends of the California State Fair Gala on Thursday, June 21, 2018.

Included here is the process for selection of each award, and background of 2018 award honorees as recommend.

AWARDS SUMMARY

Wine Lifetime Achievement Award

The Lifetime Achievement Award recognizes a person, family or institutions who are pioneers in the wine industry based on their lifetime contributions to the California wine industry. Each year, the California State Fair Wine Advisory Task Force puts forth recommendations and selects a final honoree through an open meeting process.

Wine Advisory Task Force respectively recommends **Greg Boeger and The Bogle Family** as the 2018 Wine Lifetime Achievement Award.

Greg Boeger

Greg and Sue Boeger bought an enchanting gold rush era homestead 1972, and established the first post-Prohibition winery in the El Dorado AVA. Even then, Greg was not a newcomer to the wine industry, having spent a good portion of his youth at his grandfather's Nichelini Winery in Napa, where he developed an intimate knowledge of the craft of grape growing and winemaking. In El Dorado Greg became a pioneer in

experimenting with underdog varietals such as Barbera, Carignane, Refosco, Charbono, and Aglianico, just to name a few of the varietals he produces. Barbera emerged as the winery's golden child early on and has garnered 120 medals for this one varietal, including multiple "Best Barbera of California" and "Best Barbera of the Sierra Foothills" at the CA State Fair. Boeger continues to elevate this cult-classic varietal.

For his steadfast elevation of El Dorado wines and his pioneering spirit working with dozens of wine grape varieties, the CA State Fair Commercial Wine Competition is pleased to bestow upon Greg Boeger a Lifetime Achievement Award for 2018

The Bogle Family

While the Bogle family farming history in the Delta dates back into the mid 1800's, it wasn't until 1968 that Warren Bogle, Sr. planted the first wine grapes on Merritt Island near Clarksburg. The grapes were sold to other wineries until 1978 when the first Bogle Winery wines were produced. Chris and Patty Bogle focused on making great wines at a great price, a core value that was popular with consumers and sustains the brand to this day. At Chris's untimely death in 1997, Patty summoned the next generation from their nascent careers and made a commitment to press on with their vision. Patty's focus on the fundamentals of the business helped build growth. Today Warren, Jr., his sister Jody Bogle VanDePol, and Brother Ryan oversee an operation that comprises 1600 hundred acres in Clarksburg and Lodi, all of it bearing a certified sustainable seal. Bogle Winery now sells over 2 million cases of wine annually, and their indelible print on the California wine business is known nationally and internationally.

For their focus on farming the land, looking after family and long term employees, and their uncompromising commitment to quality wines at an affordable price, the California State Fair Commercial Wine Competition is pleased to announce that the Bogle Family is a recipient of a Lifetime Achievement Award for 2018.

Vineyard of the Year Award

The Vineyard of the Year recognizes the California vineyard that consistently, over several growing seasons, produced grapes which have contributed directly to wine of superior quality and marketability within commercial sales systems and among fine wine. Each year, the California State Fair Wine Advisory Task Force puts forth recommendations and selects a final honoree through an open meeting process.

Wine Advisory Task Force respectively recommends **Paraiso Vineyard** as the 2018 Vineyard of the Year.

Paraiso Vineyard/Smith Family Home Ranch

In 1973 Richard and Claudia Smith pioneered the planting of 300 acres of bench land in what would become the Santa Lucia Highlands AVA in Monterey County. Their prescient choice of varieties consisted of Chardonnay, Pinot Noir and Riesling, all of which became hallmark varieties for the region. Over the years a stellar client list of wineries including Morgan, Francis Ford Coppola, Jackson Family Wines and Hess Collection have garnered numerous high honors for wines made from grapes from this distinctive cool climate vineyard. As the Smith's vertically integrated their operation, this

vineyard also became the source of the family's wines produced under the Paraiso Springs and Alexander Smith brands, selling up to 15,000 cases annually. Richard was a pioneer and leader in many ways. He was an early adopter of sustainable farming, having his fields among the first Sustainability in Practice (SIP) Certified vineyards in Monterey County. The site features solar power prominently in its operation. Richard was a prime mover in establishing the Santa Lucia Highlands AVA which became official in 1991. He was a well-known leader on many levels, President of the local Farm Bureau, President of the CA Association of Wine Growers, and a charter member of the National Grape and Wine Initiative as well as Wine America. The CA State Fair Wine Competition proudly names the Paraiso Vineyard/Smith Family Home Ranch as their Vineyard of the Year.

California All Stars

California All Stars - is a posthumous award given in recognition of exemplary service and contributions to innovators, educators and/or leaders in the world of wine, based on their contributions to the California wine industry.

Professor Kenneth Fugelsang 1946-2017

Ken Fugelsang was a graduate of Fresno State (bachelor's in 1969 and masters in 1972, both in biology). Mr. Fugelsang joined the enology faculty in 1971, serving in the department for 40 years. Under his leadership the Fresno State University Winery became the first in the nation on a college campus in 1997. He and his student winemakers – in partnership with many Valley grower partners – won state, national and international acclaim with more than 600 wine competition awards. His legacy extends even further with an estimated 500 students who learned their craft under his tutelage and went on to become winemakers in their own right.

For Mr. Fugelsang's retirement celebration in 2012, G.M. "Pooch" Pucilowski, former Chief Judge and consultant to the California State Fair Commercial Wine Competition and close friend, said "Professor Fugelsang and Fresno State should be hailed by the California wine industry — and probably the wine industry of the world — for producing world-class winemakers who are now making world class wines."

Professor Fugelsang was a fixture at the State Fair Wine Competition for decades, being a popular panel member for many judges who sought to improve their wine knowledge at his side.

Dennis Martin, Fetzer Vineyards Winemaker 1948-2017

Dennis Martin grew up in the Central Valley, studied agriculture, enology and food science at Fresno State, and held wine-industry jobs in the valley before wine master Paul Dolan made him his assistant in 1985. Martin's career at the giant Fetzer Winery ultimately spanned 30 years as wine master under ownership by the Brown-Forman Company, and later after its acquisition by Chile's Concha Y Toro in 2011.

While Martin directed the making of large-volume wines such as Sundial Chardonnay, where the grapes were sourced from all over California, he also was a trail blazer with the creation of Fetzer's Bonterra organic wines, as well as smaller production labels including Sanctuary Estates and Jekel Vineyards.

Martin's reputation as "the best palate in Wine Country" made him a highly sought after wine judge at dozens of wine competitions in California and around the nation. Martin was distinguished as well by his eagerness to mentor newcomers to the judging table, a role he fulfilled in his many years at the California State Fair Commercial Wine Competition.

RECOMMENDATIONS

Agricultural Advisory Council and Staff respectfully request the Board approve the following awards:

- I. Accept the Wine Advisory Task Force's recommendation to honor **Greg Boeger and The Bogle Family** with the 2018 Lifetime Achievement Award.
- II. Accept the Wine Advisory Task Force's recommendation to honor **Paraiso Springs Vineyard** with the 2018 Vineyard of the Year Award.
- III. Accept the Wine Advisory Task Force's recommendation to honor **Ken Fugelsang and Dennis Martin** with the 2018 California All Stars Award.

State of California

California Exposition & State Fair
1600 Exposition Boulevard
Sacramento, CA 95815

MEMORANDUM

Date: January 19, 2018

To: Annual State Fair Committee

Via: Rick K. Pickering, Chief Executive Officer

From: Samantha Brown, Deputy General Manager Administration

Subject: Review of Advance Sale Discount Ticket Prices - 2018 State Fair

Current Status

Regular Admissions (Walk Up Day of Fair): Following 10 years of no increases in Admission prices, on December 8th, 2017 the Board adopted the 2018 Budget which included a \$2.00 increase in the State Fair Regular Admissions (walk up day of Fair) ticket prices for Adult, Child and Senior. These full price single ticket purchases accounted for 55% of the total paid attendance in 2017. By comparison, in a 10 year period from 2007 to 2017, the Average US Domestic Movie Theater Ticket price increased by 30%.

Regular Full Price Admission Tickets Sold After the Fair Starts (Walk Up Day of Fair)

	2017			2018 Estimate			
		# Tickets			#Tickets		
Adult	\$12	220444	\$2,645,328	\$14	211626	\$2,962,767	
Child	\$8	40174	\$321,392	\$10	38567	\$385,670	
Senior	\$10	22478	\$224,780	\$12	21579	\$258,947	
TOTAL			\$3,191,500	TOTAL			\$3,607,384

(The number of tickets in 2018 includes an estimated 4% reduction tied to the price increase.)

Advance Sale Discount Packages: As adopted, the 2018 Budget also included an increase in Advance Sale Discount Packages, such as the Family Pack, Costco Pack and Season Pass. This \$5 to \$6 increase per Advanced Sale Discount Package helped to maintain roughly the same percentage discount as in prior years for Advance Sale Discount Packages. Advance Sale Discount Package tickets accounted for 14% of the total paid attendance in 2017. Note that each ticket in an Advanced Sale Discount Package did not increase by \$2, but the Package itself increased by \$5 to \$6. The following chart outlines the Advance Sale Discount Packages that were part of the adopted 2018 Budget.

	Total for 2017				Estimates			
	2017				2018			
	Advance Price	% Discount	Tickets Sold	Amount	Advance Price	% Discount	Tickets Sold	Amount
ADVANCE BOX OFFICE SALES								
Adult	\$10.00	16.7%	6,653	\$66,530.00	\$10.00	14.3%	6,653	\$66,530.00
Child	\$6.00	25.0%	373	\$2,238.00	\$6.00	20.0%	373	\$2,238.00
Senior	\$8.00	20.0%	239	\$1,912.00	\$8.00	16.7%	239	\$1,912.00
Family Pack (4 Admissions, 4 Monorail Rides, 1 Parki	\$44.99	45.8%	1,038	\$46,699.62	\$49.99	45.1%	1,038	\$51,889.62
Season Pass	\$29.99	58.3%	643	\$19,283.57	\$35.99	57.1%	643	\$23,141.57
Blue Ribbon Season Pass	\$39.99	44.4%	244	\$9,757.56	\$45.99	45.2%	244	\$11,221.56
TOTAL ADVANCE BOX OFFICE SALES			9,190	\$146,420.75			9,190	\$156,932.75
ADVANCE CORPORATE PROGRAM SALES								
Adult	\$10.00	16.7%	1,783	\$17,830.00	\$10.00	14.3%	1,783	\$17,830.00
Child	\$6.00	25.0%	622	\$3,732.00	\$6.00	20.0%	622	\$3,732.00
Senior	\$8.00	20.0%	370	\$2,960.00	\$8.00	16.7%	370	\$2,960.00
Family Pack (4 Admissions, 4 Monorail Rides, 1 Parki	\$44.99	45.8%	4,140	\$186,258.60	\$49.99	45.1%	4,140	\$206,958.60
Season Pass	\$29.99	58.3%	279	\$8,367.21	\$35.99	57.1%	279	\$10,041.21
Blue Ribbon Season Pass	\$39.99	44.4%	76	\$3,039.24	\$45.99	45.2%	76	\$3,495.24
TOTAL ADVANCE CORPORATE DAY SALES			7,270	\$222,187.05			7,270	\$245,017.05
ADVANCE ONLINE SALES								
Adult	\$10.00	16.7%	2,790	\$27,900.00	\$10.00	14.3%	2,790	\$27,900.00
Child	\$6.00	25.0%	1,253	\$7,518.00	\$6.00	20.0%	1,253	\$7,518.00
Senior	\$8.00	20.0%	863	\$6,904.00	\$8.00	16.7%	863	\$6,904.00
Family Pack (4 Admissions, 4 Monorail Rides, 1 Parki	\$44.99	45.8%	3,920	\$176,360.80	\$49.99	45.1%	3,920	\$195,960.80
Adult Season Pass	\$29.99	58.3%	1,086	\$32,569.14	\$35.99	57.1%	1,086	\$39,085.14
Blue Ribbon Season Pass	\$39.99	44.4%	422	\$16,875.78	\$45.99	45.2%	422	\$19,407.78
TOTAL ADVANCE ONLINE SALES			10,334	\$268,127.72			10,334	\$296,775.72
ADVANCE OUTLET SALES								
Groupon Package for 1 (Advance)	\$12.00	45.0%	301	\$3,612.00	These deals are currently in negotiations for 2018.			
Groupon Package for 2 (Advance)	\$19.00	51.0%	4,869	\$92,511.00				
Groupon Package for 1	\$14.00	36.0%	1,006	\$14,084.00				
Groupon Package for 2	\$22.00	44.0%	9,868	\$217,096.00				
Costco (2 Admissions, \$10 Food, 1 Parking)	\$29.99	38.8%	9,235	\$276,957.65				
TOTAL ADVANCE OUTLET SALES			25,279	\$604,260.65				
PRE SALE SINGLE ADVANCE TICKETS								
Adult			11,226	\$112,260.00			11,226	\$112,260.00
Child			2,248	\$13,488.00			2,248	\$13,488.00
Senior			1,472	\$11,776.00			1,472	\$11,776.00

Discussion Item

As outlined above, the adopted 2018 Budget did not increase Advance Sale Single Day tickets for Adult, Child and Senior, as Advance Sale Single Day ticket purchases last year account for 3% of the total paid attendance. However based upon the sentiments expressed by the majority of the Board at its December 8, 2017 Meeting, and the directive by the Board

to identify more revenues, Staff is now moving forward with increasing Advance Sale Single Day tickets by \$2 each (Adult to \$12, Child to \$8 and Senior \$10.) This increase to Advance Sale Single Day tickets would still provide a 15% to 20% discount compared to the price of a Regular Admission ticket. Based upon the 14,946 tickets sold in this category last year, it is estimated that this \$2 increase could add an additional \$29,892 in revenue to the 2018 Budget.

State of California

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MEMORANDUM

Date:

To: Board of Directors
California Exposition & State Fair

Via: Rick K. Pickering, Chief Executive Officer

From: Margaret Mohr, Deputy General Manager Business Development & Marketing

Subject: Marketing Report

OVERALL

The marketing team and State Fair Staff are excited to receive the Best of Show Award for three years in a row and Judges Creative Award for the first time at IAFE in November. In addition to Cal Expo's success at IAFE, we received many first, seconds and third place awards at WFA, including our first Achievement Award for our Digital Marketing Campaign.

In December, we began work on upgrading our website facilities page and calendar of events. We are in the process of producing a new Cal Expo Facilities Brochure, which will provide pictures of our buildings and rental venues for potential new event planners due to the renovation of the Sacramento Community Center. We plan to have the site updated and brochure posted on our web-site by the end of January.

We launched a more current, user friendly and data rich email marketing platform in December. EMMA provides us easy data on users, social shares, open rates and engagement. One of our goals for 2018 is to continue to grow our email database and EMMA will provide us a better opportunity to sign up new users from our website.

Marketing is working with Visit Sacramento to increase exposure to schools for our Farm Tours. Visit Sacramento and a school tour operator from LA visited the Farm over the holidays for a tour. We are also in constant communication with Visit Sacramento on anything they may need to help promote Cal Expo for future events.

STATE FAIR PLANNING

Un/common is working on the new marketing campaign. The marketing team has set goals for this year's fair:

1. Increase attendance and advance discount ticket sales.
2. Build partnerships throughout the community.
3. Advance a PR program with messaging about new activities during the 2018 California State Fair.
4. Prepare for "hot" weather.
5. Increase sponsorship sales.

The marketing efforts for this year's Competitions have begun and will include press releases, email marketing campaign and social media.

We are also ramping up our renewals for sponsorships, targeting new prospects and setting goals for the Best of California Magazine sales. Marketing, the Sponsorship team and Programs are working hand in hand to identify this year's sponsorship opportunities.

State of California

California State Fair
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MEMORANDUM

Date: January 10, 2018

To: Board of Directors
California Exposition & State Fair

Via: Rick Pickering, General Manager/CEO
California Exposition & State Fair

From: Rachelle Weir- Program Manager
Jay Carlson- AG Program Manager

Subject: Board Report

2018 FAIR PROGRAM UPDATE

California Building

The California Building focuses on showcasing and celebrating the best of California. The Counties Program, with 22 Counties represented in 2017, is the featured program in building A; in addition the following programs are being developed:

NEW

- “Life’s Big Ag-Venture!” will be an exhibit designed to create awareness of careers in Agriculture. California State Fair is a recipient of the California Department of Food and Agriculture 2017 CalAgPlate grant for \$10,000. “Life’s Big Ag-Venture!” will be a mobile educational exhibit modeled after the board game “The Game of Life” and will make its début at the 2018 California State Fair. This project encourages interest in agricultural careers and joining Ag associated support organizations (FFA & 4-H). The exhibit will simulate a person's travels through career aspirations in agriculture while providing hands-on inter-active activities related to agricultural learning experiences, while encouraging participants to join local agricultural organizations upon games end.
- The 2018 California State Fair Champions of Technology Award recipients will be given the opportunity to showcase their winning submissions in Building A/B this year.
- The California Floral Association is excited to participate with a booth and floral design competition this year.

- We are in early discussions with a foundation who would like to bring an exhibit commemorating the 150th anniversary of the transcontinental railroad to State Fair.

RETURNING

- The California State Fair Kitchen will host “Taste of California” workshops, offering in-depth discussions and tasting opportunities for California Wine and Olive Oil in a classroom setting.
- The California State Fair Kitchen theatre will host a full line up of live cooking demonstrations as well as many competitive events such as: the Post Office Cooking Challenge, MRE Cooking Challenge, High School and 4-H Cooking Challenge, Dinner 911! Cooking Challenge and the Professional Chef Cooking Challenge.

Expo Center

- Building 1
Quiet Events: Interactive dancing activity with dj’s creating a music club environment.
- Building 2
Whale Tale Exhibit: Returning in 2018 to educate fair patrons about preserving our oceans. The exhibit received a grant from the California Coastal Commission.
- Building 3
We are in discussions with **California State Parks** to create an interactive exhibit featuring parks.
- Building 4
Photography
- Building 5
Student Showcase: A showcase of student talent representing California youth 5 -19 years of age competing in fine arts, photography, crafts, technology, natural science, mechanical science and clothing divisions.
- Building 6
Fur and Feathers
- Building 7
California Fine Art: California’s best artists competing for top awards.
- Building 8
California Crafts: A competition and showcase of California’s best handmade clothing, textiles, quilts, crafts and handcrafts such as woodworking and ceramics.

Floriculture Tent

The Farm to Glass exhibit will be returning to the Floriculture tent near the Wine Garden and wine slushy bar. This will be an educational exhibit on the agricultural products used in producing California wine, beer and distilled spirits.

Commercial Wine Competition

Judging Date: March 27-29, 2018

Mr. Mark Chandler will be our Chief Judge, assisted by our volunteer coordinator, Dave McClanahan and the wine cellar coordinator, Ms. Marilyn Langhorst. Competition preparation and set up is well under way. We are in the process of firming up the Wine Judge's dinner which includes partnering with the Clarksburg area wineries again this year. New items this year will be the presentation of Lifetime Achievement and Vineyard of the Year awards at the Wine Judges dinner. Entries open on January 15, 2018.

<http://www.castatefair.org/california-commercial-wine/>

Commercial Cheese Competition

Judging Date: May 16, 2018

Plans are well under way working with our assistant cheese coordinator, Ms. Marilyn Langhorst. Competition format will continue as it was in 2017. Event will be held in Expo Center building 5.

<http://www.castatefair.org/california-commercial-cheese/>

Extra Virgin Olive Oil Competition

Judging Date: March 21, 2018

Orietta Gianjorio, will be returning as head judge for the event. Promotional efforts include social media outreach as well as future notification of previous entrants to encourage their participation once the online entry opportunity opens on January 15, 2018. The competition guide has been posted on our website.

<http://www.castatefair.org/california-commercial-extra-virgin-olive-oil/>

Homebrew Competition

Judging Date: March 9-11, 2018

Staff, in conjunction with Sac Area Brewers Guild (SBG), has secured Expo center building 5 as an onsite location for this event. We are excited to host the event for the third year in a row. Cal Expo has partnered with SBG to assist with the registration and judging of the event.

<http://www.castatefair.org/homebrew/>

Home Wine Competition

Judging Date: April 7, 2018

Awards Ceremony Date: Sunday, June 2, 2018

Continued growth for this competition and ceremony is the goal. Tom and Rebecca Ramme will be assisting staff with the competition and Rick Kushman shall act as chief judge. Award ceremony will be held at the Clubhouse with the same format as 2017.

<http://www.castatefair.org/california-home-wine/>

Gala

Thursday, June 21, 2018

Exciting changes are planned for this year's event. Sponsorship opportunities are currently being pursued and secured.

Proposed Program:

Best of CA Reception: 5:30 – 6:45 PM

Dinner & Program: 7:00 – 8:30 PM

Scholarship Recipients

Live Auction

Fund-A-Need

Introduction of Awardees

Dessert and Social (optional) 8:30 – 9:30 PM

Best of California

Thursday, June 21, 2018

California State Fair Best of California celebration will take place at the Gala reception on June 21. This will allow more recognition for the various award winners from our Olive Oil, Commercial Wine Competition, Cheese and Commercial Craft brew to participate and market their products. Gala dinner attendees, media and interested public will have the opportunity to come taste the best from our various competitions. Recognition of the top winners will be at the Capitol awards ceremony held on the west steps of the Capitol building on the morning of June 21st.

Sale of Champions

Sunday, July 15, 2018

In 2018, we will continue to host the event in the Pavilion show barn, show ring known as L1. The location will have a food line outside the barn, two bars inside the barn near L1 and the animals will be housed outside of the ring. VIP buyers will have front row seating. The setup of the pens, auction block, alleyways, and registration area will be more conducive to the event and save on costs associated with set up and tear down.

Ag Heritage Breakfast and Awards Ceremony

Wednesday, July 18, 2018

We are happy to announce that the Ag Heritage committee has begun obtaining qualified applicants. All agribusiness related industries may apply for the club as long as they justify their agriculture connections. Goals for the event include obtaining more sponsors, contacting agricultural publications for promoting the club in their printed/web and electronic outreach. We plan to reach out to the list of current members and encourage them to participate in Fair related events other than just the Ag Heritage Breakfast.

Commercial Craft Brew Awards Ceremony and Brewfest

Saturday, July 21, 2018

Improvements for this event include better crowd control, entertainment for ticket holders while waiting in line, improved VIP area and streamlining the ID checks process. We plan to have more seating and shade for attendees.

Wine Garden

Improvements for 2018 include re-staining/painting all wine barrels and clean up the adjacent area known as the waterfall, allowing for a better Visual for the fairgoers. Plans for adding more ADA seating has been started.

Equine Competition

Staff is planning, preparing and coordinating the equine programming for the Horse Arena. Staff is looking into moving the dates of the Youth Horse Show to the weekend before opening day of the California State Fair. This will encourage more entries in a variety of ways, including more overnight stalling options, better access to stalls and horses and a lower number of other show conflicts. Staff continues to make improvements under the direction of the Agriculture Advisory Council to the Equine Champion Challenge and continues to grow this program.

Farm/School Tours

Staff has started preparing and planning the field crop planting bed designations for Fair time and Spring/Fall school tours. Easley's Nursery, (a passionate supporter of the Farm and State Fair) donated almost 600 winter crop plants to the State Fair for the Spring School Farm Tours. These crops are being planted in preparation for the spring tours. Staff works very hard to keep the Farm operational viable year round. Review, planning and scheduling of Spring/Fall School tours is underway. The Passport program will continue to showcase a recipe where you can see and learn about each of the various ingredients planted in the farm.

Livestock

We are finishing up finalizing our livestock competitions as we secure Breed Proposals for competitions and events. Open and Junior Livestock and Fur & Feathers Guidebooks are being reviewed and updated.

2018 Livestock Judging Dates:

July 12 – 16, 2018: Jr. Market & Breeding Beef, Sheep, Swine & Goats

July 15, 2018: Sale of Champions

July 17 – 20, 2018: Open Beef, Nigerian Dwarf Goats, Boer Goats & Pygmy Goats

July 21 – 25, 2018: Jr. & Open Dairy Cattle & Dairy Goats

July 26 – 29, 2018: Open Swine, Open Sheep, Longhorns & Llamas

Fur & Feathers: Judging Dates:

July 11, 2018: Junior Small Animal Market Classes

July 12 – 15, 2018: Junior Rabbits

July 16 – 19, 2018: Junior Poultry

July 20 – 22, 2018: Junior & Open Cavies

July 21, 2018: Junior Dog Show

July 23 – 26, 2018: Open Rabbits

July 27 – 29, 2018: Open Poultry

Agricultural Advisory Council

Agricultural Advisory Council Meeting will be conducted Tuesday, February 20, 2018 (4:00 p.m.) in the Boardroom.