

Missouri State Fair FOUNDATION Newsletter

July 2011

Making changes ...

“Change is the only constant.”

That quotation has been on my mind a lot lately—both in regards to the work of the Missouri State Fair Foundation and in my personal life.

The past year has been full of many changes at the Foundation—in fact, so many changes that it’s hard to keep up with them.

Behind the scenes, we have begun the process of a complete reorganization of the Foundation. Our new statewide membership campaign announced earlier this spring gave Missouri State Fair fans from across the state the opportunity to join us in our cause to preserve the blue ribbon memories that can only be created at the Fair. These new members will play an integral role in the governance of the MSFF later this fall when they elect a new board of directors.

To give people a better idea of who we are and what we are trying to accomplish (“to preserve, improve, and perpetuate the rich heritage of the Missouri State Fair for future generations”), we also started this newsletter and will soon launch a complete redesign of the Foundation’s website.

Visitors to the 2011 Missouri State Fair will see many of the Foundation’s changes firsthand when they purchase bottled water from one of our new gazebos or buy Fair souvenirs from our new location at the Midway entrance.

Fairgoers will also be able to see changes created by the Foundation—changes to make their experience more enjoyable. Whether it’s a new fan in the Swine Barn or new benches to sit on, the Foundation has helped the Fair make changes as well.

And the change will continue at the end of the month when I complete my duties as executive secretary of the Foundation to become manager of the Clay County Fair in Spencer, Iowa.

It has been a humbling and gratifying experience to serve this Foundation in its attempts to support an institution that is embedded firmly in our state’s deep agricultural roots, an institution that has provided blue ribbon memories for Missourians for over 100 years—the grand and glorious Missouri State Fair.

My hope is that the Foundation’s attempt never changes.

Best wishes,

Jeremy



“Preserving, improving, and perpetuating the rich heritage of the Missouri State Fair for future generations!”



Missouri State Fair Foundation

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Jeremy Parsons

Annual banquet, auction set for August 10

Make plans for an exciting evening of great food, fun and auctions on Wednesday, Aug. 10 at the annual "Building the Future" Banquet and Auction.

Easily the largest fundraising event of the year for the Foundation, this "fair-eve" Banquet has become a signature event of the Fair.

"Whether its attending or donating an auction item, we invite all friends of the Fair to join the festivities and know that every dollar raised is going to help preserve the blue ribbon memories that can only be created at the Missouri State Fair," said MSFF Executive Secretary Jeremy Parsons.

The evening, which last year raised more than \$32,000 for the Foundation's efforts, begins with a 6:00pm social time. The prime rib dinner begins at 7:00pm with the auctions—both live and silent—to follow.

The entire event is held in the Lowell Mohler Assembly Hall on the Missouri State Fairgrounds.

Tickets are \$75 per person.

For additional information or to donate an item for either the live or silent auction, call the MSFF Office at (660) 827-8120.

Below is a partial listing of items to be auctioned. This listing is as of July 8 — please check the Foundation's website throughout the coming weeks for the most up-to-date list.

- 2 sets of 4 tickets to the Jason Aldean concert on Aug. 13.
- Framed and matted original poster (see above) designed by Sedalia artist Madge Gressley
- Missouri State Fair tickets, reserved parking spots and other Fair souvenirs
- Hand-carved duck decoys
- Mizzou athletic tickets and souvenirs
- Homemade baby afghan
- Plus much, much more!



**BUILDING
THE
FUTURE**

Missouri
State Fair
Foundation

Benefit Dinner & Auction
August 10, 2011
Lowell Mohler Assembly Hall
Missouri State Fairgrounds

For ticket information visit
www.mostatefairfoundation.net
or call 660-827-8120

“It’s beginning to look a lot like Fair time ...”

Foundation hard at work preparing for 2011 Fair

Visitors to the 2011 Missouri State Fair will be able to see Foundation dollars at work as they enjoy all the sights and sounds of the 11-day event.

So far in 2011, MSFF money has been used to make electrical improvements in the West Campgrounds; install a new fan in the Swine Barn; purchase 20 new Windmasters to improve signage on the fairgrounds; pour new concrete at the Midway entrance; install new guttering on several buildings; and construct five new benches throughout the grounds.

“So far this year, we have granted nearly \$25,000 back to the Fair to make improvements that fairgoers will notice almost immediately,” said MSFF Executive Secretary Jeremy Parsons. “We hope people will see the work we are doing and want to jump in and help us even more.”

The Foundation has also made several improvements to its own Fair operations. Most visible will be new white vinyl gazebos and molded plastic coolers, which will be used for bottled water sales, and a new souvenir location next to the Midway entrance.

“We want to be sure we are doing our part to project a quality image at the Fair,” said Parsons. “Not only will the fairgoers notice the improvements, but I think our volunteers will also appreciate the changes.”



Both people and pigs in the Swine Barn at the 2011 Missouri State Fair will enjoy cooler conditions thanks to the installation of a new 24-foot fan above the show ring.



The Fair carpenter shop has been putting finishing touches on the MSFF’s new souvenir shed which will be located at the Midway entrance.

FOUNDATION NEWS & NOTES

Statewide membership campaign continues ...

Missourians still have an opportunity to help preserve “blue ribbon” memories for future generations by becoming members of the MSFF. The statewide membership campaign, which is directed to anyone who has interest in the Missouri State Fair, was officially kicked off April 26. The membership structure includes four levels—beginning at \$100—and includes various benefits. For information on how you can join, call the MSFF Office at (660) 827-8120.

Thanks for reading ... This is the third issue of the Missouri State Fair Foundation newsletter. Expect an issue in your mailbox four times a year: January, April, July and October. Any questions or comments about this newsletter can be directed to the MSFF Office.



This new landscaping behind the old Administration Building will contain two new benches.

WHO WE ARE ...

The MSFF, established in 1998, is an independent, not-for-profit 501(c)3 entity dedicated to preserving the rich heritage and traditions of the Missouri State Fair.

The MSFF seeks to improve the Fairgrounds through the construction of new facilities and the renovation of existing buildings, many of which are on the National Historic Register.

The MSFF also seeks to preserve the rich traditions of the Missouri State Fair and provide quality educational programming for fairgoers.

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New interactive MSFF website to be launched soon

The Missouri State Fair Foundation will soon have a new interactive presence on the internet with a new website.

The website, which is currently being designed by Callis and Associates, will not only allow visitors to find out about the Foundation, but also directly contribute to various giving programs.

“As our society becomes more and more tied to technology, we felt it was important that people be able to join the Foundation or even be able to purchase souvenirs online,” said MSFF Executive Secretary Jeremy Parsons. “We also want visitors to understand that giving to the Foundation will help us preserve blue ribbon memories for future fairgoers and their families.”

The new website should be up and running in time for the 2011 Missouri State Fair.

“We are excited about having a new, up-to-date presence on the internet,” said Parsons. “Callis and Associates has done a great job in creating a website that truly represents the Foundation.”

Located in Sedalia, Callis and Associates is a digital marketing agency that provides advertising, public relations and interactive services to clients nationwide.



New home page for the Foundation website currently under construction by Callis and Associates.