



# Get Your FairShare



CREATING UNIQUE EXPERIENCES THAT BUILD POSITIVE MEMORIES DECEMBER 2006 - FEBRUARY 2007



## WESTERN FAIR ASSOCIATION IN TUNE WITH LONDON CITY MUSIC HALL

The Western Fair Association is constantly in search of new ways to fulfill the unique experience element of our vision statement. Recently, the Western Fair Association and local entrepreneur, Dale Henderson, got together to examine the feasibility of turning the IMAX Theatre into a Music Hall. As a result of these discussions, we entered into an agreement that we would have Mr. Henderson manage and operate the Music Hall on behalf of the Western Fair Association. Mr. Henderson is now researching and developing a business plan to establish the viability of the Music Hall. The Board and management hope that his findings prove that with adequate sponsorship, effective renovations and strong entertainment programming this new business venture will be a win-win partnership for the Association, Mr. Henderson and the City of London. Time will tell. For now, let us share with you, our readers, a little of the magic behind this musical vision.

The London City Music Hall has been a dream and a goal of Dale Henderson for a very long time. He will be the new operator of the latest addition to the Western Fair Association's entertainment spectrum if the business plan currently being developed proves valid. Mr. Henderson is a London-based businessman who has successfully owned a number of technology-based businesses in the area for the last 30 years. He is also a musician with his own group the Dale Henderson Band and has operated musical facilities in the past namely the Bourbon Street Station, as well as owning Spirit Radio, which he recently sold along with a number of his other businesses so that he could pursue his latest dream... London City Music Hall.

In 2005, Dale became aware that the Western Fair Association had closed its IMAX theatre and was looking for a new use for the facility. A proposal soon came across the desks of senior management at Western Fair Association and the concept of a Music Hall within the theatre was pitched to WFA decision makers. Other ideas had been explored, but this use was the best fit for the facility, as well as being synergistic with existing elements at the event complex. The fact that the facility already had fantastic acoustics, 300 seats and a lobby suitable for a small intimate theatre, plus tons of free parking, was all Dale Henderson needed, to know that this was the perfect place to build his dream.

When he talks of his plans for the facility, Dale Henderson's enthusiasm is infectious. He describes the Music Hall as "a venue to dance, sing, perform and enjoy an intimate performing arts atmosphere created by local talent as well as touring performers from nearby Detroit, Toronto and Ottawa, plus talent from as far as Las Vegas and Europe." Plans include a new balcony, plus a dinner area and bar. He plans to blend a number of musical genres, cultural aspects, and bring a touch of nostalgia back, from time to time, with swing and big-band dances.

For those that love organ music, a 1927 Wurlitzer Barton Organ will accompany the reconstruction of the Music Hall. It will be the only one available between the Fox Theatre in Detroit and Casa Loma in Toronto. This musical antique, which has 3 manuals and 13 ranks, will create just one of the many unique entertainment experiences planned for London City Music Hall. "It is a musical coup to have found an organ in such good condition that it could be relocated to London for this purpose," says Dale. "Sitting in on a Wurlitzer concert will be like stepping back in time for nostalgic entertainment seekers."



Another potential element of the Music Hall, that will also add a touch of time gone by, is the hopeful relocation of the Guy Lombardo Museum to the London City Music Hall. Other programming will look at featuring the likes of

Orchestra London, Original Kids, various musical companies and professional concerts. Although the programming is still being developed, London City Music Hall plans to eventually be open seven days a week to host noon-hour shows five days a week and special Sunday gospel concerts and choirs. The Music Hall will also be geared to coordinating bus tours with travel companies throughout Southwestern Ontario. Bus tour guests will be able to enjoy a show, something to eat and have the opportunity to take-in the entertainment venues offered at the Western Fair Association, as well as a number of other entertainment options located in the Old East Village of London.

# Message from the General Manager and CEO - Gary McRae



As we approach the year-end it is an appropriate time to reflect back over the previous year. It has been a most rewarding and enjoyable year for me personally, and it has been a significant year in the on-going growth and development of Western Fair Association.

I have had the privilege to serve as Chair of the International Association of Fairs and Exhibitions. As Chair, I have enjoyed the opportunity to travel to many international destinations through North America; to meet many unique individuals in the 'Fair' business from around the world; to learn and to proudly represent Western Fair, the City of London and Canada. I would not have been able to take advantage of this once-in-a-lifetime opportunity without the support of the Board of Directors and the very capable staff of Western Fair Association. Thank you for providing the highlight of my career.

Your Association has also experienced a milestone year in 2006. A new strategic plan developed by the Board of Directors

has rejuvenated the organization. We identified a need to reinforce our role in the community, to search out new partnerships that will grow our business, to stabilize our financial abilities, to reinforce our role as a leading employer and to review and adjust our governance model to ensure it is meeting the needs of the organization.

We have moved quickly on these objectives and are already implementing new business opportunities with many more in the development stages. An Economic Impact Study has also been completed and the results are impressive both in terms of financial impact and in jobs created. This story will be rolled out in the coming weeks and will clearly demonstrate the important role Western Fair Association plays in the community.

It has been a productive year and all those involved – members, directors, volunteers and staff can be proud of our accomplishments, and look forward to 2007 with anticipation and excitement.

Season's Greetings to all.

## Rebuilding a Palace

In November, Gary McRae, WFA General Manager and CEO, and Denny Lang, Chair of the Western Fair Association's Community Enhancement Fund Committee, presented the Palace Theatre, of London, Ontario, with \$15,000 for restoration improvements to the theatre. The money came from the Association's Community Enhancement Fund, which collects 1% from its slot revenues and re-allocates it to non-profit community organization projects. Westerns Fair Association's community support is generous and long-standing. "As a vibrant community-based organization, the Western Fair Association resolves to be a valued and supportive corporate citizen in the communities it serves," says Mr. McRae. "Contributing to this Old East Village heritage facility is a meaningful demonstration of our commitment to the viability of the community. We believe this project will make a real difference for years to come."

The Palace Theatre built by Henry Hyatt, architect of London's Old City Hall and London Life headquarters, was constructed in 1929. In recent years, a leaking roof has caused moisture damage to unique heritage features of the auditorium, and the building's original HVAC systems have become outdated. Funds provided by the Western Fair Association will be used to help bring the 360-seat theatre back to its former glory.



*In photos from left to right: Gary McRae, General Manager & CEO, Western Fair Association; Dennis Lang, Past President and Chair of the Community Enhancement Fund Committee, Western Fair Association; David Long, Director, London Community Players; Maryse Leitch, President, London Community Players; Harry Steele, Director, London Community Players.*

# To Market, To Market to Buy a ....



Sixty vendors welcomed Londoners to the newest shopping experience in the city on December 2; London's Farmers Market. Located in the Confederation Building, just off Dundas Street, the market is the latest addition to the ever-evolving Western Fairgrounds. A large variety of fresh produce, meats, cheese, speciality foods and products, plus high-end homemade crafts are now available at London's Farmers Market, year-round. The market will be open from 7 a.m. to 2 p.m., where the atmosphere offers a great way to enjoy a morning with the family every Saturday, throughout the year.

Wim Overbeek, operator of the new London's Farmers Market, and a market vendor with 22 years experience, thinks that "shoppers will come to the new market because he and his vendors are 100% committed to quality food and products. We are secure in the knowledge that what we offer represents who we are as farmers, butchers, producers, crafters and artisans and if we don't impress the customer with the quality on day one, they won't be back the next week. Big grocery chains offer a large variety of products, but it is basically a take it or leave it atmosphere. At the market you are talking to the manager of each booth, they want to get to know you, they want your business and they know you can go somewhere else. Everyone is putting their best product forward, you can't go wrong."

"This market will make a significant contribution to the London community," says Hugh Mitchell, Western Fair Association's Chief Operating Officer. "Farmers Markets are an agricultural industry and Western Fair Association, as an Agricultural Society, always wants to support and promote agriculture in our community. London's Farmers Market is another unique addition to the landscape of the Fairgrounds and is a strategic community partnership initiative for the



Association, providing Londoners with the opportunity to discover new products and purchase high-quality food and crafts," he adds. The other entertainment options and numerous events that take place weekly at the Western Fair Association, make this venture a 365-day operation. The London's Farmers Market will run year-round, except for the two Saturdays of the annual Western Fair and the weekend of the Home and Garden Show. "Local citizens have already called and are sharing their excitement about the new market," says Heather Blackwell, WFA, Corporate Affairs

London's Farmers Market is also about building relationships in the community it serves. People visiting the market on a regular basis will meet vendors and build relationships with farmers, producers and artisans. In most cases, they have planted, cared-for and picked their product before bringing it to the market, baked bread and other mouth-watering treats, prepared jams and jellies and loaded their trunks early in the morning to bring their products to London. Everything in a fresh market is as good as if you grew it in your own backyard or made it in your kitchen that morning.

If you visit the market's website at [www.londonsfarmersmarket.com](http://www.londonsfarmersmarket.com) you can find a variety of information including weekly specials at the market. Sign-up for e-mail updates to help plan your purchases and get up-to-date information on vendors and their products. Furthermore, the website is a direct link to those working at the market so if you have a question or want to contact a vendor just submit your inquiry. A link to the markets website is provided on the Western Fair Association's website at [www.westernfair.com](http://www.westernfair.com)

## Check out some of the fantastic products and services available at London's Farmers Market:

- European cuts of meat
- Drug-free beef
- International and local cheese vendors
- Fresh flowers
- Fragrant herbs and spices
- Great selection of fresh backed goods
- Elk meat
- Pastry
- Eggs
- Mini donuts
- Deli
- Fresh produce and fruit
- Fish
- Jams
- Pies
- Apples
- Potatoes
- Honey
- Maple syrup
- Cookies and candy
- Homemade crafts
- Jewellery
- Collectors items
- Leather
- Clothing
- Pet supplies

# Excitement Brewing Over The London Wine and Food Show

The Western Fair Association created the hottest new fine wine and food extravaganza last year – The London Wine and Food Show. Now in its second year, the show is growing with more high-end food, wine, cheese, spirits and beer being planned.

The London Wine and Food Show will highlight some of the industries hottest new products, introducing the latest trends in wine and food, as well as offering samples and giveaways. Our exhibitors, who come from across London and Southwestern Ontario, will produce a show full of flavours and opportunity to sip and savour a variety of wines, beer, spirits, food and cheese.

Admission to the showcase is \$10.00 at the door, January 19, 20 and 21, 2007. Show hours are Friday, 4 p.m. to 10 p.m., Saturday, noon to 10 p.m., and Sunday, noon to 5 p.m. If you are interested in purchasing tickets in advance (\$8.00) for stocking stuffers or Christmas gifts, please call our Guest Relations Desk at 519-438-7203 EX 252, to arrange purchase of this unique, festive gift idea.

Corporate Group Rates for tickets to the London Wine and Food Show are available from our Sales Department, please contact 519-438-7203 EX 267, or email us at [groupsales@westernfair.com](mailto:groupsales@westernfair.com).

## We will have a little taste of everything!

- Chef Michael Smith, host of Chef at Home and Chef at Large on Food Network, will entertain audiences with cooking demonstrations on Saturday, January 20, at 3 p.m. and 7 p.m.
- CELEBRITY CHEFS and WINE EXPERTS
- Jeff Suddaby, Chef and Owner of 3 Guys and A Stove, host of the successful cooking show and author of the new cookbook – Who's Coming For Dinner, as well as daily host of his own radio show, From My Kitchen to Yours.
- Billy Munnely, one of Canada's most creative wine writers, has delivered irreverent, light-hearted and enlightening wine advice for 30 years. Munnely's goal has been to remove confusion and intimidation from the wine selection process.
- Michael Pinkus' enjoyment and love of wine is fuelled by frequent trips through Ontario's wine regions. Michael has visited each winery at least once a year for the past 16 years to sample their new offerings. He is determined that others should enjoy the fabulous wines that Ontario has to offer.
- LCBO – Three tasting seminars throughout the show in the Tasting Room.
- Daily Cheese presentations from Dairy Farmers of Canada
- Aisles filled with WINE, BEER, SPIRITS and FOOD PRODUCTS.
- EXCLUSIVE show offers and prize draws.

## The hottest products and the latest trends

The London Wine and Food Show is the ultimate place to explore new tastes and discover the latest culinary trends from across Southwestern Ontario. Purchase sample tickets from booths on the show floor to start your wine and food tour. Will you use them all on fine wine or do you crave a savoury sample to feed your hunger?

## Ignite your passion for cooking

Be inspired and entertained by top local chefs, with ideas for everyday and special occasion cooking at one of our many stage demonstrations. They will offer tons of tips and tricks and tantalizing recipes, as well as wine and cheese education and tasting demonstrations.

## A World of Wine & Beer

Hundreds of domestic wines and imported beers, along with a few specialty spirits, will be available to taste at this years show.

If you have any questions regarding the London Wine and Food Show, please contact our Show Organizer, Barry Graves, Food and Beverage Manager/ London Wine and Food Show at 519-438-7203 EX 235, or e-mail [bgraves@westernfair.com](mailto:bgraves@westernfair.com).

## We look forward to seeing you at London's tastiest experience.

Come to WIN  
Sample specialty wines, beers, spirits & tempting cuisine. Enjoy an array of culinary demonstrations and seminars.

JANUARY 19, 20 & 21, 2007

Friday: 4 pm – 10 pm  
Saturday: 12 noon – 10 pm  
Sunday: 12 noon – 5 pm

Be one of the first 300 people to attend the show each day and receive a COMPLIMENTARY Royal Goulash China Tapas

Special celebrity guest  
**Chef Michael Smith**

Host of Chef at Home and Chef at Large on Food Network  
Saturday, January 20 at 3 pm & 7 pm  
On the demonstration stage

THE LONDON WINE & FOOD SHOW 2007

Progress Building  
Western Fair Event Centre  
900 King St., London, Ontario  
519-438-7203 • 1-800-619-4029  
[www.westernfair.com](http://www.westernfair.com)

Tickets: \$8 in advance / \$10 at the door

The Food Show VINES Western Fair

Must be 18+ years, no children or pets.

# LONDON TRAINING CENTRE RECOGNIZES PARTNERSHIP WITH WESTERN FAIR ASSOCIATION

The London Training Centre celebrated the strength of community partnerships, personal success, business excellence, and innovation in skills development at a recent open house held in the Carousel Room at the Western Fairgrounds.

The London Training Centre rewarded and recognised businesses and community organisations that had come together to help the LTC generate its recent growth and success.

The Western Fair Association, always endeavouring to involve itself in the community through many varied programs and projects, now shares a very positive relationship with the London Training Centre. The Association is honoured to receive a plaque from LTC, given as a token of thanks, for Western Fair Association's support of their programs that help people develop skills and find substantial employment. Western Fair provided this support through the use of on-site facilities for LTC Food and Hospitality Training Programs.

This excellent relationship leverages the strengths and services of both organizations. The Western Fair Association sincerely thanks the London Training Centre for their show of appreciation and looks forward to a continued strong and supportive community partnership.



From left to right: Rick Luckhurst, London Training Centre Board Chair; Deb Matthews, MPP London North Centre and Parliamentary Assistant for Community & Social Services; Hugh Mitchell, Chief Operating Officer WFA.  
Photo by Steve Grimes – Grimes Photography

## Western Fair Employees Work 1,000,000 Hours with No Lost Time

The Western Fair Association is committed to protecting its employees from injury and occupational illness by providing and maintaining a safe and healthy workplace.

Recently, we were extremely pleased to announce that the Western Fair Association had reached an extraordinary milestone of 1,000,000 hours worked with no lost-time accidents. This is a tremendous achievement, reached after 31 months of no injuries or accidents with no lost time.

"We strive to ensure that our employees work within their scope of training and we are diligent in overseeing our employees work in a safe environment that does not affect their safety or the safety of others," says Rob Lilbourne, Co-Chair of Western Fair Association's Health and Safety Committee. "We are constantly training in a number of areas which include safe work practices in all areas, WHMIS, first aid, CPR, safe fork-lift operation and more."

Employees minimize the potential for workplace accidents and occupational illness by performing their jobs and maintaining their workplace in accordance with established procedures and operating philosophy. "A safety record like this is very important to Western Fair Association, not just for the obvious safety of employees, but it speaks to who we are as an organization and the competency and care our qualified staff take in everything they do," says Hugh Mitchell, Chief Operating Officer.

To commemorate the No-Lost-Time achievement, staff will receive a Western Fair jacket with the marker of 1,000,000 hours no-lost-time accidents. Congratulations to our staff on this tremendous achievement.



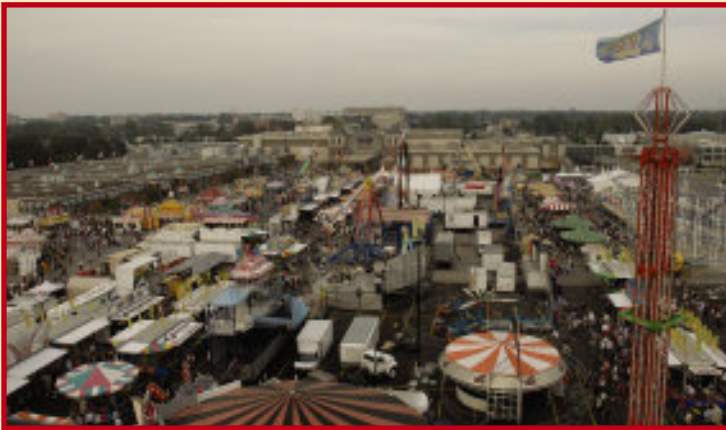
From left to right: Doug McGill, Rob Lilbourne, Catherine Stacey, Jenny von Ruczicki-McGill, Ken Karns, Rick Fox, Don Hunter, Sue Brown. Representatives, past and present, of the Western Fair Health and Safety Committee.

# Positive Adventure - By Dave Taylor

The annual 10-day Fair is now well behind us, and I'm pleased to report that there were a number of positive results. Attendance numbers this year increased to 232,122 from 228,450. This is in spite of a couple of days of heavy rain, especially on the Tuesday when a boat was needed to navigate around the fairgrounds. Thanks to the 7,621 brave souls who attended the Fair on that day, setting a new all time record one-day LOW attendance for the Fair. (That's the kind of record we hope to never see again!!!).

Although the Tuesday was not a great day for attendance, gains in attendance were shown on five of the ten days of the fair, including being up over 15% in day-to-day attendance on the first four days of the Fair, before the rains moved in on the Tuesday and Wednesday when losses were shown.

The financial numbers for the 2006 Western Fair are in, and will be analysed over the coming months. I'm pleased to report they do show the overall financial contribution of the Fair more than doubling from the previous year. This is a trend that we will look to build upon for next year.



## Some other interesting numbers from this year's fair.

- A survey of Fair attendees tells us that the top five free attractions while at the Fair included the following, listed in order – the Agricultural Building, Little Rays Reptile Zoo, The Human Cannonball, the International Food and Travel Building, and the Demolition Derby.

- When asked about the cleanliness of the Fairgrounds and the buildings, the survey indicated that 77% of our guests reported Western Fair was in the "good to excellent" ranking in the category of cleanliness. In the category of customer service 80% of people taking the survey indicated Western Fair was also in the "good to excellent" category. Congratulations to our staff, volunteers, vendors and exhibitors for their contribution in both these areas, as the overall look of the Fairgrounds and how we treat our guests is very important.



- 67% of the people who came to the Fair were from London, with the overall majority of the rest coming from within a one-hour drive. Western Fair is a major tourist draw in both London and Southwestern Ontario.

- 90% of those coming to the Fair were on the Fairgrounds for at least three hours, and almost half of those were here for more than six hours. This confirms that when people come to the Fair, they certainly do make a full day out of it.

- School tour participation doubled from the previous year with 1,500 students from Grades 3 to 6, visiting the Fairgrounds on the Monday, Tuesday or Wednesday before the gates were opened to the public. This worthwhile program provides students with their own personal Fair experience, including their own private shows by our performers, and a better understanding of the inner-workings of the Fair.



- Over 450 volunteers contributed almost 3,500 hours of their time during the Fair, helping out in many different areas throughout the Fairgrounds. Thanks to these volunteers for their part in ensuring the 2006 Western Fair was a success.

- There was strong positive feedback from the public to the many changes made in 2006: from the layout of the Fairgrounds, to the many new attractions, and to the redesigned marketing campaign based around the 'New Adventures Await' theme. Thanks to our many attractions and performers who entertained our guests, and to our advertising agency 'Imantis Advertising Group' for their direction and support in preparing and packaging our new marketing theme.



# 2006

## Western Fair Youth Talent Winner

- takes second place at

Canadian National competition

● Sponsorships with our business partners increased by 7% from the previous year, as more businesses recognize that the 10-day Western

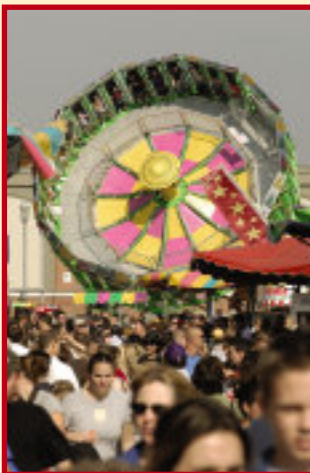


Fair provides an innovative grass-roots way to reach out with their message or name to the public at a busy time of the year. Special thanks to our sponsors for including Western Fair in their marketing programs.

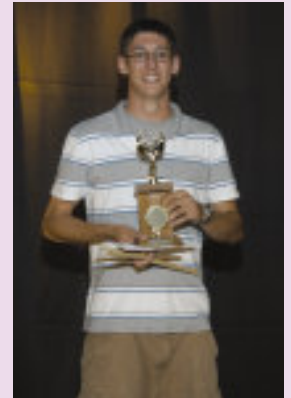
I can assure you that the process of preparing for next year's Western Fair is already well underway, with many committee meetings scheduled during the next couple of months, as well as the Canadian and International Fair conventions. These conventions provide us with an opportunity to meet with our counterparts in the Fair industry, to share and learn from their experiences.

During the upcoming months we will formulate and make our plans for the 2007 Western Fair. **Please mark your calendars for September 7 to 16, 2007.** If you have any ideas or suggestions please forward them along; your input is greatly appreciated throughout this process.

Thanks for a successful 2006 Fair, and we look forward to 2007 when 'New Adventures' will continue.



The Canadian National Youth Talent Competition is an annual event presented by the Canadian Association of Fairs and Exhibitions since 1991, and sponsored by the Patty Conklin Memorial Fund. This year, 18 young performers, aged 13 to 21, representing 13 zones from across Canada took part in the contest, which was judged by four professionals from the performing arts industry.



Jordan Collins, aged 19, of Maidstone, Ontario, placed second at the 17th annual Canadian Youth Talent Competition at the Winspear Centre theatre in Edmonton. Jordan's performance of an original drum composition earned him \$2,000 prize money and a trophy. He was originally chosen from a preliminary competition held at the Essex Fun Fest, Essex, Ontario, last July to compete at the Southwestern Ontario zone competition hosted by the Western Fair, in London, Ontario, this past September. In London, the judges selected him to represent the zone at the national contest.

First-place went to Karl Kohut, a third-year university student in jazz performance at the Faculty of Music, University of Manitoba, representing the Red River Exhibition in Winnipeg. Third place winners were sisters, Alexandra, Asha and Andrea Vissia of Edmonton's Capital Exhibition, who sang an original song called, "Paper Doll". Congratulations to all.



Left to right: Jim Swan, MC; Denny Lang, WFA Past-President; Jordan Collins, and Ken Levy, President WFA Board of Directors.

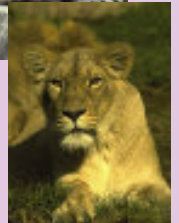
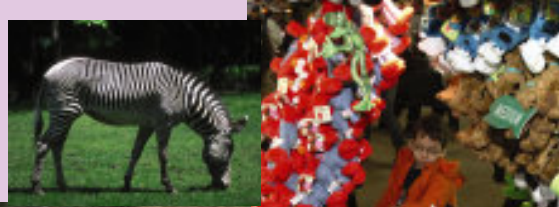
# Annual FAMILY FUN FEST melts away winter blahs



The Western Fair AGRIPLEX will be the hot spot on the first weekend of the March Break, when it hosts our annual FAMILY FUN FEST, London's Largest Indoor Kid's Carnival. Spice up your family holiday plans, March 10, 11 and 12, with red-hot rides, Bowmanville Zoo's ANIMAL ALIVE showcase plus real elephant and camel rides, photo opportunities with exotic cats, food, games and all the family fun you can handle.

Western Fair's indoor kid's carnival packs an exhilarating punch for those who love to spin on the Scrambler, whirl on the Whizzer, bang around in the Bumper Cars and goof-off in the Clown House. Many more family favourite rides will be available for you to try with the kids or just watch and wonder how they spin, twirl and scream with glee, never once losing their hot dogs, cola and cotton candy. Plus, you won't want to miss one of the three live ANIMAL ALIVE performances held each day at the Family Fun Fest, along with Doo Doo the Clown, who will be waiting to put a smile on the faces of kids, young and old, throughout this fantastic family event.

Admission for kids, aged 3 and under, is free. Admission is \$5.00 at the door, which does not include rides inside the pavilion. The pay-one-price for rides is \$15 per person and includes all the rides you can handle, or you can purchase individual ride coupons.



FAMILY FUN FEST at the Western Fair Agriplex is London's largest indoor carnival. It's a great event and a perfect way to take advantage of the March Break with your young family.

For more information visit our website at [www.westernfair.com](http://www.westernfair.com).

## LONDON CITY MUSIC HALL *(continued from page 1)*



With a dream like this, big renovations are necessary. A proper stage needs to be built where the large film screen once stood, theatre capacity is currently 300 seats, but with the addition of a balcony and a dinner/bar area the London City Music Hall will be able to seat

approximately 525. Renovations and transformations are expected to take upwards of six months. Meanwhile, Dale is currently in talks with potential sponsors and interested donors who want to be part of this project. Those interested in supporting the new Music Hall as a corporate partner or patron donor to the London City Music Hall are encouraged to contact Dale Henderson or his staff at the Music Hall. Corporate sponsorship will be critical to the development of the Music Hall. "Corporate sponsors and those supporting the London City Music Hall through donations will be able to receive charitable donation tax receipts," says Dale. The renovation transformation of the theatre should be at minimal cost and the results will be without compare in the City of London. Further renovations and development of programming will begin once corporate support has been finalized and naming rights established.

"Of course, with any great arts, culture and entertainment endeavour, one wants to connect with volunteers, corporate

support, and most importantly the community," says Mr. Henderson. So far, support from the London community is very positive and he feels it should be. "Communities really do benefit from the arts and entertainment industry," he says. There can be many positive economic and social benefits generated by communities that embrace the arts. London's Old East Village, which neighbours the Western Fair Association and the potential London City Music Hall, is already growing into a wonderful mixture of theatres like the Palace and Aeolian Hall, plus art and recording studios, unique used, antique and refurbished furniture shops, small stores and unique establishments that are revitalizing this area. Support for a community arts, culture and entertainment vision, shared amongst the Western Fair Association, London City Music Hall, The Old East Village Business Improvement Association and a number of other entertainment and arts-based establishments in the area will make this community a destination for those inside and outside the city.

Dale Henderson and his staff continue to investigate partnership opportunities for this initiative with education and cultural organizations, with the goal to start and complete construction on the facility in 2007. Western Fair Association and London City Music Hall staff are jazzed, "the phone keeps ringing, people are interested, it's my dream and if it all goes as planned the London City Music Hall will be one of the hottest tickets in town!" says a jubilant Mr. Henderson.

# Western Fair Association

## Wins 6 Top

### Fair Industry Awards

Congratulations Western Fair Association! Our ever-evolving organization recently won awards in the following innovative categories at the Canadian and International Fairs and Exhibitions Conventions.

#### **1** *Best New Idea (Canadian Convention)*

The Western Fair Association was the award recipient for 'Best New Idea' at the Canadian Association of Fairs and Exhibitions Convention held in 2006. The award recognizes the International Food and Travel Building that was unveiled to the public for the 10-day 2006 Western Fair in September. This new 'themed' attraction featured live dancing and entertainment by ethnic performers, as well as a sampling of many different foods from around the world. The locally-based business, Family Shows Canada, produced and managed the International Food and Travel Building on behalf of Western Fair Association and shares in the distinction of this prestigious award.

#### **2** *Best New Competitive Display Method to Present Winners (International Convention)*

A new booklet was fashioned at the 2006 Western Fair to showcase winners and runners-up in a multitude of categories for the Western Fair Photography Competition. This booklet was well received by exhibitors and patrons who could easily scan through the book for categories and winners, and then go and view the photos while on display.

#### **3** *Best Competitive Exhibit Judging (International Convention)*

The Culinary Competition became a spectator sport at this year's fair and by all accounts was a hit with those interested in the secrets of culinary judging. The competition was judged before the public during operating hours of the fair and was an educational and fun addition to the mix of things to see and do.

#### **4** *New or Unique Strategy to Increase or Attract New Competitive Exhibitors (International Convention)*

The Western Fair Prize Book went hi-tech this year with an e-book being produced on-line to showcase all of our competitions and a flyer was sent out to our exhibitor base to inform them of how to enter on-line. This endeavour saved the Association thousands in mailing and printing costs and facilitated faster service for our customers. The Association plans to continue with the successful on-line service and will assist those without computer access through hard-copy entries as required.

#### **5** *Promotional Advertising – Outdoor (International Convention)*

All 2006 outdoor advertising that showcased the Fair's new theme, NEW ADVENTURES AWAIT were well received this year, but, the creative billboard with the Human Cannonball blasting off the page won international recognition at the IAFE Convention in Las Vegas this year.

#### **6** *Web Site (International Convention)*

Western Fair Association's website is a huge source of information for the vast entertainment spectrum offered on Western Fair grounds. However, the new web pages specifically designed to promote and inform the public about the 2006 Western Fair, won recognition over all other Fairs represented at the International Fairs and Exhibitions Competition.

Congratulations to all who played a part in the development of these award-winning initiatives.

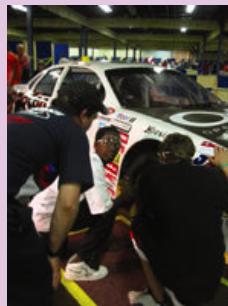
# Partnership Grows Skilled Trade Exposure

Recently, Western Fair Association and SLOME (Skills London, Oxford, Middlesex, Elgin) announced a new community partnership that will help to grow skilled trade's exposure to thousands of students. SLOME is a not-for-profit initiative of the Elgin, Middlesex, and Oxford Local Training Board under the leadership of Executive Director, Deb Mounenay to expose youth to skilled trades. On May 9, 2007 this hands-on skills challenge and career exploration day called SLOME will benefit up to 3000 area students. The event is a natural response to the increased popularity of unique hands-on science, technology and skilled trade experiences for youth.

The Western Fair Association became one of SLOME's main corporate supporters with the sponsorship of 90,000 square feet of state-of-the-art display space within the Western Fair Agriplex. The Association's support of community initiatives like SLOME is an investment in local community and its youth, as well as in the future of skilled trades and services for London. Western Fair Association believes community partnerships like this one will help SLOME build a bigger educational bridge, connecting students and community members with the opportunity to explore future career paths.

SLOME 2007 at the Agriplex will showcase agriculture, horticulture, first responder services, and environmental sector careers along with the construction, service, motive power, and industrial sectors. SLOME is held at no-charge for schools and students to promote careers in science, technology, and the skilled trades. It offers interaction among the private and public educational communities, and it generates reinforcing publicity for student achievement. Hundreds of skilled trade and service personnel will offer interactive training activities providing kids with hands-on learning in the Agriplex this spring.

SLOME at the Western Fair Agriplex is a learning experience for all who have the opportunity to attend. For more information on this event check out their website at [www.slome.org](http://www.slome.org)





# BOARD ELECTIONS

Following the recent 2006 Annual General Meeting of the Western Fair Association, the Officers of the Association were elected. The Western Fair Association is pleased to announce that Ken Levy was elected, President of the Western Fair Board of Directors, Jack Davis, 1st Vice President and Alan Marr, 2nd Vice President.



**Ken Levy** was elected to the Western Fair Association's Board in 1992 and has been an Agriculture member since 1991. Ken is a St. Marys area farmer and Operations Manager for Festival Hydro Inc. in Stratford, Ontario. He is also currently a representative for the Southwestern Ontario Simmental Club and the Ontario Sheep Marketing Association. Ken has served on all Association committees including Executive & Finance, Racing and Gaming and Fair Planning. He recently participated in the development of the Western Fair Association's new strategic plan and will oversee the Board as strategic goals are implemented over the next three years.



**Jack Davis** was elected to the Western Fair Association's Board in 2000 and has been a Civic member since 1998 representing the London Transit Commission. Jack is the owner of Jack E. Davis Holdings and operates as a Municipal Planning Consultant. Jack has served on all Association committees and this past year chaired the Strategic Planning Committee and will support the new President in the pursuit of the Association's latest initiatives.



**Alan Marr** was elected to the Western Fair Association's Board in 2000 and has been a Member at Large since 1997. Alan is a Dorchester area farmer, who has served two terms as Warden of the County of Middlesex (1996/1997). Alan is a former Board member of the London/Middlesex Children's Aid Society, and was the 2002 Queen's Jubilee Medal Recipient recognizing community/municipal involvement and contribution. Alan has served on Western Fair Association's Executive and Finance, Agricultural Programming and Fair Planning committees as well as Chairing the successful Volunteer Program Committee.

## Elected to the Board's Executive & Finance Committee:

- Al Edmondson, Member at Large
- Don McCallum, Chamber of Commerce
- Re-elected to the Executive & Finance Committee:
  - Jean Johnson, Middlesex Agriculture Hall of Fame
  - Controller Bud Polhill, City Council Appointee

## 2006/2007 Western Fair Board of Directors:

- President – Ken Levy
- Vice Presidents – Jack Davis, Alan Marr
- Middlesex Warden – Wes Hodgson

## Directors

- |                              |                          |
|------------------------------|--------------------------|
| Ray Chowen                   | Don McCallum             |
| Bob Earley                   | Councillor, Harold Usher |
| Al Edmondson                 | Jamie O'Shea             |
| Hugh Fletcher                | Controller Bud Polhill   |
| Jean Johnson                 | Bill Reath               |
| Tim Kelly                    | Gary Weese               |
| Ron Lackey                   | Bill Zwambag             |
| Councillor, Bernie MacDonald |                          |

## Life Directors

- |  |                  |
|--|------------------|
| Jan Delaney                              | Karl Nevin       |
| John Ferris                              | Bill Trudell     |
| Hugh P. Filson                           | John White       |
| Bill Grieve                              | Gary E. Williams |
| Denny Lang<br>(Immediate Past President) |                  |

# Upcoming **WESTERN** Events

## FAIR

### DECEMBER 2006

- Dec. 30 – 31 **NAPC 2006 Extreme Tour**
- Dec. 31 **Family New Year's Eve Event**
- Dec. 31 **The Ultimate Tribute Show**
- Dec. 31 **Bee Gees Tribute Show**
- Dec. 31 **Dinner & Live Racing –Top of the Fair**
- Dec. 31 **New Year's Eve Bash – Progress Building**

### JANUARY 2007

- Jan. 5 – 6 **The Great London Antique & Collectible Expo**
- Jan. 6 – 7 **London Bridal Expo 2007**
- Jan. 12 – 14 **Eldercare Expo 2007**
- Jan. 19 – 21 **Elgin Kennel Club Dog Show**
- Jan. 19 – 21 **London Wine & Food Show**
- Jan. 20 – 21 **January Thaw – Agility Trial**
- Jan. 26 – 28 **London Home Builders' Association Lifestyle Home Show**

### FEBRUARY 2007

- Feb. 2 – 4 **North By Northwest – Treasure Hunt Sale**
- Feb. 2 – 3 **LBMAO Winter Buying Show**
- Feb. 3 – 4 **Ontario Amateur Wrestling**
- Feb. 7 **Prenatal Health Fair**
- Feb. 10 – 11 **World of Motorcycles Expo**
- Feb. 9 – 11 **The London Woodworking Show**
- Feb. 9 – 11 **2007 London Golf & Travel**
- Feb. 17 – 18 **TLC's AAC Sanctioned Agility Trial**
- Feb. 16 – 18 **34th Annual RV Show**
- Feb. 23 – 25 **24th Annual London Boat, Fishing & Leisure Show**
- Feb. 25 **February Frost Mixed Sale – Standardbred Canada**

### MARCH 2007

- Mar. 7 – 9 **Western Fair Farm Show**
- Mar. 10 – 12 **Family Fun Fest**
- Mar. 15 – 18 **Can-Am All Breed Equine Show**
- Mar. 17 – 18 **Orchid Show**
- Mar. 17 – 18 **Women's Lifestyle Show**
- Mar. 23 – 25 **Speedorama 2007**
- Mar. 24 **The Gene Pool Challenge**
- Mar. 28 – 29 **Ontario Spring Dairy Discovery Show**
- Mar. 29 **Grade by Grade Chess Tournament**
- Mar. 31 **Kiwanis Parenting Fair**
- Mar. 31 – Apr. 1 **Western Fair Junior Beef Expo**

The above information is subject to change.

For more information on:

Live and Simulcast Racing 519-438-7203

Top of the Fair Reservations 519-433-3247

Sport Centre 519- 438-7293 EX 347 Ice Rental EX 342

To contact us:

Western Fair Association / Fair Share Editor

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1-800-619-4629 or 519-438-7203 EX 261

Fax: 519-679-3124

Website: [www.westernfair.com](http://www.westernfair.com)

## NEW YEAR'S CELEBRATIONS

Check out the New Year's Eve fun taking place at [www.westernfair.com](http://www.westernfair.com)

Buy your tickets on-line or in person (for some events)  
by visiting Guest Relations, 1st floor, Raceway lobby, or by calling 519-438-7203 EX 252.

