



Get Your FairShare



CREATING UNIQUE EXPERIENCES THAT BUILD POSITIVE MEMORIES JULY 2008

“LET THE ADVENTURE BEGIN”

While most people are busy with barbecues, pool parties and summer sleepovers, we're deep into planning the area's biggest bash... the 133rd Western Fair! This year's Fair promises plenty to awe, amaze and amuse.

New free - with - admission attractions this year... "Living Dragons - Giant Lizards of the World", the 'you-won't-believe-it' Ridgeway & Johnson's Grand Illusion & Escape Show, Mad Science's CSI: Live, and the High Dive Flying



Fools highlighted by their nightly Fire Dive from high above the fairgrounds. Returning favourites include Doo Doo the Clown, Rock-It-Robot, Bandaloni, Birds of Prey and Splash 'n Boots.

Comfortable shoes will be a must for those who enjoy exploring through the various buildings on the fairgrounds. The brand new Gold's Gym Lifestyle Building will feature eco-wise products, services and businesses promoting greener choices. There will be more to see and sample in the International Food & Travel Building. Shop 'til you drop in the West Annex and Progress Buildings, or take a seat at the Carousel Casino for Texas Hold 'em Poker and Blackjack.



The ever-popular Youth Talent program will be re-located to a new home in the London City Music Theatre (formerly the IMAX Theatre) where performers will enjoy excellent acoustics and the audience won't have any weather worries.



SEPTEMBER 5-14, 2008

Western Fair's agricultural roots run deep and that will be reflected with a full roster of activities in the Cachet-Reid Agriplex including the Cahill Rodeo, dog herding demonstrations, 4-H day, Reigning Horse Show, Team Penning, Stihl Canadian Timbersports finals, Mustang Horse Show, Midwestern Horse Show, plus the daily Parade of Horses. In the barn, visit the maternity ward, the environmental/renewable energy displays, the heavy horse display and more.

Fair attendance has shown healthy growth over the past two years and we anticipate upwards of 245,000 visitors to pass through the gates between September 5-14.



Western Fair is proud to have been named as one of the top 100 events in Ontario for the past two years. Special thanks to our Fair Directors, staff, volunteers, exhibitors and attractions, and our many sponsors... you all play such a huge part in ensuring the success of the Western Fair. We look forward to seeing you on the Midway in September!

Admission: \$8 advance; \$10 at the gate; kids 10 and under free.

NEW! Maximize your fun with a Ride-All-Day Fun Pass for as little as \$28 advance, now available any one of the ten days of the Fair.



Full Fair details at www.westernfair.com

See Grandstand Line-Up on page 2...

BE PART OF THE BUSINESS OF HAVING FUN

By Gary McRae, CEO & General Manager Western Fair Association



The Western Fair Association for most of its 140 years has been a **member** based organization.

The current membership consists of both agriculture and civic oriented organizations who appoint representatives to attend and vote at our annual meeting, sit on committees and create a pool of talent from which potential Fair Directors and Governors can be chosen. A sample of member organizations are Middlesex Federation of Agriculture, Ontario Agri-Food Education Inc. and Middlesex 4-H Association in the Agriculture Section and London Chamber of Commerce, Kinsmen Club of London and London/Middlesex Master Gardeners in the Civic Section.

Western Fair Association's expectations of our member organizations and their representatives are not onerous. If your organization generally supports one or more of the many activities and events on our grounds, or if you wish to provide input on the future direction of the Association, your organization should be a member. If your organization is looking for ways to become more involved in the community then membership in Western Fair Association may be the appropriate means to do so.

There is also an opportunity for individuals to become involved in Western Fair Association. If you have a genuine interest in the activities at Western Fair, and if you feel that you can provide expertise in the decision making process, why not join the more than 75 individuals who are currently "members at large" in Western Fair Association.

Membership, either as an organization representative or as a member at large, does not require you to be an active volunteer helping out at fair time and other events and activities during the year. On the other hand, you are not prevented from being both a member and an active volunteer.

If you receive this newsletter and are NOT already a member, please consider becoming an individual member or approaching any organization you belong to, that would be relevant to Western Fair Association, about joining. All membership applications must be approved by the Board of Governors.

Representatives from Western Fair are available to speak to any group or organization about membership. More information is available by calling 519-438-7203 ext. 224 or emailing: mccallum@westernfair.com

Come join the fun!

2008 WESTERN FAIR GRANDSTAND LINE-UP



David Clayton Thomas



Dodge Rodeo



Monster Trucks & Transformers



Great Big Sea



Blues Brothers



Randy Travis



DAUGHTRY

FRIDAY, SEPTEMBER 5

David Clayton Thomas** – 7:30 p.m.

Reserved seating – \$25

SATURDAY, SEPTEMBER 6

Warriors Day Parade* – 11:45 a.m.

Dodge Rodeo* – 7 p.m.

SUNDAY, SEPTEMBER 7

Dodge Rodeo* – 1 p.m.

Demolition Derby* – 7 p.m.

MONDAY, SEPTEMBER 8

Monster Trucks & Transformers Extravaganza* – 7 p.m.

TUESDAY, SEPTEMBER 9

Great Big Sea** – 7:30 p.m. - Reserved seating – \$43

WEDNESDAY, SEPTEMBER 10

The Official Blues Brothers Revival** – 7:30 p.m.

Reserved seating – \$19

THURSDAY, SEPTEMBER 11 (SENIOR'S DAY)

The Good Brothers – 1 p.m., included with admission

Randy Travis** – 7:30 p.m. - Reserved seating – \$39

FRIDAY, SEPTEMBER 12

DAUGHTRY** – 7:30 p.m.

Reserved seating + general track standing – \$57

SATURDAY, SEPTEMBER 13

Extreme Motocross* – 1, 4 & 7 p.m.

SUNDAY, SEPTEMBER 14

Extreme Motocross* – 1 & 3 p.m.

Demolition Derby Championship* – 6 p.m.

Grandstand Concert Tickets available at www.westernfair.com or through Ticketmaster, www.ticketmaster.ca, in person at Sunrise Records in Masonville Place, Whiteoaks Mall and 209 Dundas Street, or call 519-488-1012.

Grandstand tickets include Fair Admission.

** Dinner and concert packages available – call 519-433-3247

* Free with paid admission

GOING GREEN

Makes Good Business Sense at WFA



Following the annual London Home & Garden Show in April, we received an e-mail from a patron who was happy to see an abundance of recycling bins on site. She was even more pleased to see people using them. It may seem a small thing yet it is an important part of the bigger picture.

Western Fair Association is committed to reducing our impact on the environment. WFA operates under an automated 'energy management control system' for 90% of our HVAC needs allowing us to schedule systems on and off, maintain set points and have 'off hour' critical setbacks for heating and cooling. Long gone are the days of units running 24/7 being controlled from a mercury thermostat. In many offices, hallways and washrooms, sensors automatically turn off lights not in use. We are also actively pursuing rebates through local energy providers.



Over the past six months, several more significant initiatives have been undertaken on our grounds. Lights in the Confederation Building, Carousel Room, Top of the Fair and the Raceway/Slots lobby have been switched over to LED bulbs. In the Raceway simulcast carrel area, only those televisions and lights in use are turned on. We also recently completed a gas line audit on miles of piping and hundreds of joints, fittings, valves and regulators to locate and repair leaks.

WFA now offers 'E ticketing' for selected shows, events and fair admission so consumers can order and print tickets at home. On-site surveys are also done electronically to save paper.

We continue to invest heavily within our capital budget to further reduce energy consumption. Currently, a total relighting of the Progress Building is underway using energy efficient bulbs. This alone is expected to save \$12,000 a year in energy costs. The roof is also being replaced which will increase the insulating factor and decrease heating/cooling costs. In the Sports Centre, all rink lighting is being replaced with CFLs. Not only will this lower hydro expenses, it will also reduce the refrigeration cost of maintaining the ice as the new bulbs don't generate as much heat.

Come September, fair-goers will see solar powered games on the Midway and the Gold's Gym Lifestyle Building will house exhibits to inform and inspire visitors to reduce, reuse and recycle. Most Fair materials, including posters and brochures, will be printed on FSC (Forest Stewardship Council) certified paper, guaranteed to come from a forest-friendly source. And yes, there will be plenty of recycling stations throughout the fairgrounds.



Western Fair "Connects" with Fairgoers



The 2008 Western Fair will be the most technologically advanced to date. Not only will these new initiatives enhance our customers' experience, they will benefit the environment too.

Western Fair has just taken delivery of 7 brilliant blue interactive electronic kiosks which will provide a paperless E-balloting system. The kiosks will allow our customers to input their information electronically to be instantly entered for our gate prizes. They will also be able to register for our monthly E-newsletter. Going forward, the kiosks will be used for E-surveys and other promotional purposes.

E-ticketing has been in the test phase for the past six months and is now available for Fair Admission, Ride-All-Day Fun Passes, and Midway Coupons on our website at www.westernfair.com. Customers can simply print their tickets at home and bring a unique bar-coded sheet with them to enter. Every Western Fair Gate will be equipped with a handheld barcode scanner which scans the ticket in real time to verify validity. Fairgoers who have purchased an online Ride-All-Day Fun Pass will exchange their sheet for a wristband at designated locations.



Western Fair is also pleased to provide Wireless Internet to exhibitors and patrons this year. This service will be available in the Canada and Progress buildings, West Annex, Agriplex, and Sports Centre.

JOB WELL DONE

On June 17, 2008, fourteen staff members were honoured for their years of service with Western Fair Association. The annual Long Service Award program recognizes and rewards levels of service from five to 40-plus years.

Western Fair Association is fortunate to have the experience and expertise of a seasoned workforce. WFA requires more than 700 employees to operate effectively. That number includes 73 full-time positions, 150 part-time staff and over 500 Fair-time placements.

Congratulations to all recipients of Long Service Awards... and thank you for your ongoing dedication and contributions to WFA's success.



20 Years

Marilyn Gowers – Traffic Control,
Sue Smorhay – Sign Room and
John Malcolm – Mechanic



10 Years

(seated, from left to right)
Ann Chalkley – Accounting,
Susanne Stacey – Event Services,
Crystal Esseltine – Mutual Teller
(standing) Dave Taylor – Marketing
and Annual Fair Manager,
Gerry Thomas – Security



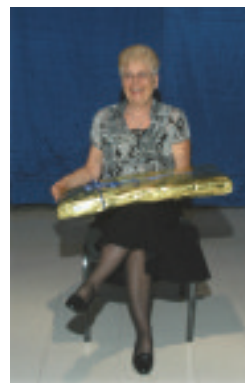
30 Years

Barb Scott – Mutual Teller and
Jean Giberson – Mutual Teller



15 Years

Don Bilyea – Stores,
Susan Heard – Traffic Control
(absent Jim Nichols – Raceway)



35 Years

Judy McBurney – Mutual Teller

A Sign of the Times

As part of our strategic plan, WFA conducted a SWOT (Strengths, Weaknesses, Opportunities and Threats) analysis – throughout the grounds. That review determined there was a need for improved way-finding. Under the direction of a sign consultant, a 3 to 5 year plan was developed to enhance signage to enable visitors to more easily find their way around.

The newest sign can be found at the corner of Florence and Rectory streets and clearly identifies the Administration building. Next up, a new sign at the corner of Florence and Egerton.

Over the past two years, WFA has developed, built and installed several new signs, including one on the east corner of the Agriplex/Sports Centre, another on the north side of the Agriplex, front-of-the-building signage at the Sports Centre, building-to-building identification signs and new washroom markers.



Super Sized Event Comes to London

Local horse lovers are in for a rare treat!

Come October, Belgians, Percherons and Clydesdales will be showcased and celebrated for the first time in this area. The 1st annual Draft Horse Show will take place October 3-5, 2008 in the Agriplex.

Known as 'gentle giants' for their even temperament, strength and stamina, heavy horses have a fascinating history.

Think of them as living time machines. Draft horses date back as far as the 15th century and were known to exist at the time of Caesar. These are the horses that carried armoured knights into battle. They pulled heavy artillery during World War 1. These are the horses that helped settle our land, hauling covered wagons,



Photo courtesy of Lynn Cassels-Caldwell

clearing forests, tilling fields and carting freight. They helped build cities by hauling equipment and materials, towing fire trucks and transporting settlers. Eventually heavy horses were replaced by rail and machine and their numbers

plummeted. Today, draft horses are enjoying a resurgence in

popularity. Some are being used to farm (you can't get much more environmentally friendly) and others are being used recreationally and in equestrian events.

Spectators at London's Draft Horse Show will witness firsthand the intelligence and brawn of these heavy horses in competition. A classic display of their power will be the Horse Pull on Friday, October 3 at 7 p.m.

Complete show details and entry form online at www.westernfair.com



DRAFT HORSE SHOW

WFA Strengthens Agricultural Ties



A new long-term partnership agreement between Western Fair Association and Forest City Standardbred Sale will result in four Standardbred horse sales being held annually at the Agriplex.

The expanded sale calendar will include two in October - a Select Yearling Sale October 19 followed by an auction for Preferred Yearlings on October 26.

Forest City Standardbred Sale is acknowledged as the leading yearling sale in Canada and FC President and Sale Manager, Brian Webster calls the Agriplex a first-class facility for holding horse sales. "We like doing business with Western Fair and view this as a tremendous opportunity to expand and become a full-service sales organization," he said.

The new partnership between Western Fair Association and Forest City is consistent with our mandate as an agricultural society and an organization committed to live horse racing.



The Agriplex will also be the site of the 2008 North American Beef Congress October 31-November 2.

WFA recently announced a new partnership with the NABC - a non-for-profit, volunteer-driven organization dedicated to creating interest, interaction and education within the beef industry for youth, producers, suppliers and the public.

"We look forward to collaborating with organizers of the North American Beef Congress in an effort to showcase the beef industry," said Hugh Mitchell, Chief Operating Officer of Western Fair Association. "This new partnership creates a synergy which will re-focus our commitment to Ontario/Canadian producers as we work together to enhance/reaffirm the industry's sustainability."

Now in its 5th year, the NABC facilitates critical networking among stakeholders and suppliers. NABC Director Dwight Koyle is very pleased with WFA's involvement. "We view this partnership as a significant step to ensure the NABC's longevity," he explained.

Stellar Season at Western Fair Raceway

Drivers have hung up the reins for another season at Western Fair Raceway but not before turning in some dynamite performances.

In a Molson Pace qualifying race in early May, Tigerama obliterated the all-time, all-age track record when he stormed to victory in 1:50.4.

The Molson Pace however belonged to Eagle Luck. A packed house watched as the longest of the longshots came up the winner for the first time in the race's history. Starting from the 8th post position, driver Trevor Henry manoeuvred him brilliantly to capture the win in the richest single race in WFR's history at \$280,000 total purse.

On the same May 30th Molson Pace undercard, Brawn Seelster turned in the fastest trotting mile in London history in 1:56 with Callie Rankin in the bike.

Earlier in May, an Ontario Sires Stakes three year old filly pace Gold Final was contested as Chancey Lady was wheeled first over by Mark MacDonald after the half to set the category track record in 1:52.2.

Dating to last December, drivers Brad Forward and Jason Brewer set new drivers' purse earnings records for a single year in London, both topping \$1.2 million.

Brewer would eventually win the 2007 drivers' dash and cash titles at Western Fair and in the process, became the first reinsman to bring in over 200 winners in a single calendar year at Western Fair.

Paul Taylor repeated as Western Fair's leading trainer in 2007 as his stable rang up another \$1 million year.

In the first six months of action in 2008, Trevor Henry has returned to the top of the Western Fair drivers' standings and is in position to regain the title he last won in 2005.

Proof that horsepeople's hearts are as big as their talents, more than \$7,000 was raised for the Canadian Breast Cancer Foundation during the annual "Harness The Hope" event in October featuring the Mildred Williams International Women's Driving Series. Shortly after that, a sell-out crowd packed into the Carousel Room for a charity roast of double Hall Of Famer Jack Kopas in support of the Ontario Standardbred Adoption Society. The night garnered \$140,000 for the cause.

The 2008/2009 live race season will commence Friday, October 3rd. Simulcasting from North American tracks continues daily from 11:30 a.m.



*Trainer Gregg McNair accepts the Molson Pace trophy from Ken Levy, WFA chair, Board of Governors.
Photo courtesy of Iron Horse Photography*



*The smiles say it all! Trainer Gregg McNair and driver Trevor Henry hoist the Molson Pace trophy.
Photo courtesy of Iron Horse Photography*

Scholarships Available

As an agricultural society, Western Fair Association supports youth involvement within the farming community and is pleased to support the 4-H program in our area.

Through 4-H, youth are encouraged to develop self-confidence and a sense of responsibility while learning useful skills in communications, leadership, problem solving and goal setting.

Each year, WFA provides two \$1,000 scholarships to local 4-H recipients. Applications are now being accepted for this year's awards. To be eligible, entrants must be a 4-H member in good standing, age 16 to 21, currently active in Regions 4, 5 and 6. The application form can be found at www.westernfair.com

All entries must be received by August 6, 2008.



Erica Unger and Patrick Oberle - 2007-08 4-H Achievers of the Year - have been excellent goodwill ambassadors for Western Fair.

FOR THE GOOD OF US ALL

Who doesn't enjoy stopping at a roadside stand and picking up some locally grown delectables for the dinner table? It's a rite of summer. Find your way to some of the best home-grown eats and treats using the new Middlesex-London Local Food Guide. Interesting and informative, the Guide is a handy reference that features tips on buying local and a map to fresh foods from area farms and fields.



A copy of the Guide is enclosed. Additional copies are available at the London Farmers Market and Western Fair Association. Kudos to the Middlesex Federation of Agriculture for spearheading this home-grown initiative. WFA is pleased to be among the sponsors.

Putting the 'Fun' into Fundraising

There was a time when women burned their bras. Now, they're flaunting them... all in the name of charity. The 4th Annual "Fling 'em for Breast Cancer Gala" moves to the Canada Building October 17. Attendees are encouraged to wear decorated bras over their street clothes – the more outrageous and creative the better! One of the highlights of the evening will be the catwalk parade of costumes with prizes in several categories. Modelled after Dr. Moira Cruickshank's vision, the monies raised provide short term financial aid for men and women undergoing breast cancer treatment in the greater London area. Details and ticket information at www.brazforthecause.com



From Bras to Boots...



London Health Sciences Foundation's Country Classic Auction is all new this year. A new venue – the Western Fair Agriplex – will give guests a chance to really kick up their heels. A new shorter live auction and a new twist on entertainment is guaranteed to add fresh interest in this annual fundraiser. More than 1,000 people are expected to attend. Jeans and cowboy hat optional. Proceeds will support cutting-edge, minimally-invasive surgery at LHSC. The hospital has achieved 14 Canadian, North American or world firsts since 1997 involving minimally-invasive surgery, including the first Canadian totally endoscopic, closed chest, robotic-assisted by-pass surgery on a beating heart in May 2007. For more information on the New Country Classic Auction being held November 8, visit www.lhsf.ca

For a 'Howling' Good Time...



An exciting renovation is underway in the Western Fair Sports Centre. The existing restaurant is being given a new look, a new identity and a new menu. When the doors re-open in about a month's time, Londoners will have a new spot to meet for lunch or after work. Coyote Jack's will feature a comfortable, Southwestern inspired feel and offer a casual dining menu, including kid's meals, healthy choices, charbroiled burgers and chicken with bold favoured sauces, dips and sidekicks. Just the thing to go with your favourite beverage!

Get a taste of our new eatery at the Coyote Jack's Midway Bar & Grill during the Fair – located inside the Rectory Street gate, near the entrance to the Agriplex tunnel.

Upcoming **WESTERN** Events

FAIR

SEPTEMBER 2008

- Sept. 5 – 14 **133rd Annual Western Fair**
- Sept. 21 **London Amateur Radio Flea Market**
- Sept. 24 **Prenatal Health Fair**
- Sept. 27 – 28 **London Bridal Expo**

OCTOBER 2008

- Oct. 3 – 5 **Western Fair All-Breeds Draft Horse Show & Horse Pull**
- Oct. 3 – 5 **Everything to do with Sex Show**
- Oct. 12 **London Model Aircraft Swap Meet**
- Oct. 17 **Braz for the Cause – Fling 'em for Breast Cancer Gala**
- Oct. 18 **Mature Living 50-Plus Expo**
- Oct. 18 **London Derby Girls' Skate of Death Championship**
- Oct. 19 **Forest City Selected Yearling Sale**

- Oct. 24 – 26 **Friends of the London Public Library Book Sale**
- Oct. 24 – 26 **30th Annual London Fall Arts & Crafts Show**
- Oct. 26 **Forest City Preferred Yearling Sale**
- Oct. 31 – Nov. 2 **North American Beef Congress**

NOVEMBER 2008

- Nov. 4, 11, 18, 25, 29-30 **Babes & Tots on the Go Show**
- Nov. 8 **The New Country Classic Auction 2008 – London Health Sciences Foundation**
- Nov. 8 – 9 **Kids Expo**
- Nov. 10 – 20 **Salvation Army Christmas Hamper Pre-registration**
- Nov. 16 **Forest City Fall Mixed Yearling Sale**
- Nov. 21 – 30 **Samko & Miko Toy Warehouse Sale**

EVENT SCHEDULE is subject to change.
 For more information on:
 Live and Simulcast Racing 519-438-7203
 Top of the Fair Reservations 519-433-3247
 Sports Centre 519-438-7293 EX 347, Ice Rental EX 348

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OLG SLOTS AT WESTERN FAIR RACEWAY

Cool off in air-conditioned comfort... over 750 slot machines from 5 cents to \$5.
 Open Monday to Wednesday, 9 a.m. – 3 a.m., Thursday through Sunday, 24 hours.

LONDON'S FARMERS MARKET

Stock up on summer eats n treats including fresh produce, meats, cheese, flowers and more.
 Open every Saturday from 7 a.m. – 3 p.m. (excluding September 6 & 13)
 in the Confederation Building.

