



**SANTA CRUZ COUNTY  
FAIRGROUNDS FOUNDATION**

News and Events at the Santa Cruz County Fairgrounds

# It's Almost Fair Time, So Get Ready for Fun!

## Fair Opens Sept. 14

The Santa Cruz County Fair is almost here. This year's theme is "Cows, Plows and Oh Wows!" and it promises to be exciting from the opening ceremony at the Rodgers House to the last tractor parade on the final night.

It all couldn't be done without the more than 1,000 volunteers. They clean and sweep; serve hamburgers, beer and wine; entertain and teach things like how to weave, grind cornmeal, cook and drive a tractor; they provide their collections; show their animals, homemade items and share their talents for your enjoyment.

**Want to Volunteer?**  
Please call us at  
**(831) 786-9698**



Cooper Bassi (above) came up with this year's theme.

## Oh Wow! That's How!

Ever wonder how the Fair comes up with a theme each year?

The fairgrounds asks the community for ideas and usually receives about 50 entries. Then, the Fair's Department Heads pick the one they believe best represents our Fair, provides for memorable promotion and provides them with great ideas for using the theme as they plan decorations for their departments. The person behind the idea is kept secret until the pick is made.

This year's theme was submitted by Cooper Bassi, a 6th grader at Notre Dame in Watsonville. He is the son of Dean and Michele Bassi. Cooper pulled the theme from this poem he wrote last year when in 5th grade.

*There once was a cow  
That liked to plow.  
He plowed so much dirt  
He started to hurt.  
He did so much plowing  
He fell and said ow.*



## Yuritza Arciga Receives '16 Heritage Hog Scholarship

The Fairgrounds Foundation selects a youth each year to raise the Heritage Hog for the Santa Cruz County Fair Livestock Auction on Saturday, Sep. 17, 2016 and asks the community to donate to the Heritage Hog beginning now and culminating with bids for the Heritage Hog at the Livestock Auction. Your tax-deductible donations support projects at the Fairgrounds.

This year, we selected Yuritza Arciga as our Heritage Hog Scholarship winner. Yuritza is a Watsonville Future Farmers of America member and graduate of Watsonville High School. She is

currently attending Cabrillo College in preparation to enter Cal Poly, San Luis Obispo, where she plans to study Animal Science.

She began raising livestock when she came to Watsonville as a freshman and joined the Watsonville FFA, never having been around livestock or any sort of agriculture while growing up in San Bernardino County. She has since raised four hogs and one lamb, exhibiting at Santa Cruz County Fair and the Salinas Valley Fair, and has



## Latest Improvements: Lights, Road Repairs and New Patio

### Volunteers Keep Fairgrounds Up, Costs Down

A variety of projects are under way at the fairgrounds and you can really see the improvements — even at night, due to the outdoor lighting project.

“We are definitely moving forward with the outdoor light project,” said Fairgrounds Manager David Kegebein. “Volunteer Richard Travis works steadily at it every week. These improvements are a three-year, three-phase project. This is year number two and we have already completed what we had planned and budgeted for this year, so we have started on next year’s planned work.”

The goal, said Kegebein, is to make the fairgrounds well lit at night. It reduces trip hazards and makes people feel more comfortable and safe. “Everyone appreciates well-lit parking lots, pathways and walkways,” he said.

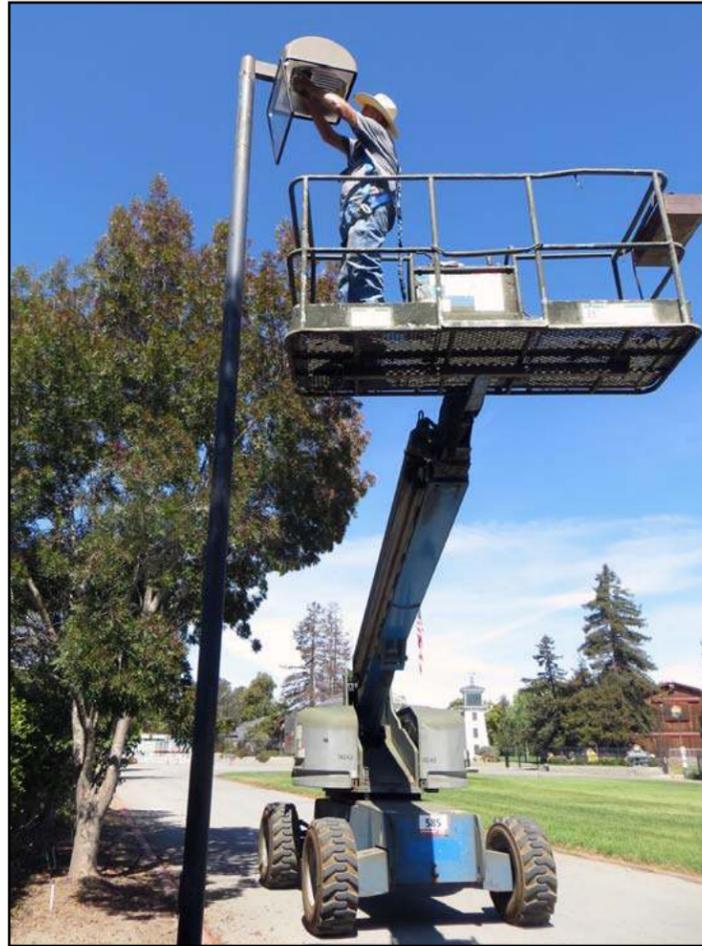
There is also a new look in front of Heritage Hall. The concrete garden boxes have been replaced with tree planter boxes that have tables built around them. The trees have been set in boxes and put on brick pavers so that the roots won’t grow down and interfere with utility lines. Kegebein said he did a similar thing at his old house in Aromas and thought it would fit in nicely at the fairgrounds.

“It’s a nice patio area for people to stand around and enjoy some great fair food, as well as beverages supplied by the Fairgrounds Foundation while watching the world go by,” Kegebein said.

For those on the go in the fairgrounds, the roads have been a concern in some places, but the worst spots have now been fixed.

“We had some severe problems around the livestock and rose garden areas, it was one of our priority projects,” said Kegebein.

First, Kegebein said the drainage had to be improved, because that was causing the problems in the first place. So, 1,200 linear feet of 4-foot deep French drains were installed. About 18 inches of old asphalt was removed and new base rock was put in and new paving over the top. Also one of the roads that leads from the livestock area



to the Horse Show Area has been rebuilt by removing the broken up old asphalt, installing new base, and chip sealing the new road surface. Both of the fairgrounds entrance roads have been chip sealed to preserve the existing asphalt.

“If we seal it up to keep the moisture from getting under the surface, most of our roads will last for many more years. We have to protect the asphalt. It’s very expensive to replace,” Kegebein said.

## HOG from Page 1

been involved in various FFA activities locally and at the state level.

Yuritza will have her own market project hog as well as the 2016 Heritage Hog at the 2016 Santa Cruz County Fair.

The Fairgrounds Foundation applauds Yuritza’s remarkable immersion into animal agricultural after growing up in an urban environment. She demonstrates leadership by example, proud of her successes and is more than willing to share her experience and encourage other youth around her to follow in her footsteps.

Yuritza will be awarded \$1,000 for use towards educational expenses upon class enrollment. The Heritage Hog Scholarship is a great way to encourage current youth involvement in Fair Livestock activities and fosters future educational development for these hard-working junior exhibitors.

You can donate to the Heritage Hog program by checking the box on the membership form in this newsletter or by going online to [fairgrounds-foundation.org](http://fairgrounds-foundation.org). Your tax-deductible donation will help support youth and your Santa Cruz County Fairgrounds.

## E-mail Newsletter to Replace Printed Version

The Foundation is emailing you What’s New at Your Fairgrounds the first week of every month. It’s an update of public activities at the Santa Cruz County Fairgrounds during the next 90 days, along with news about the Foundation and Fairgrounds upgrades.

It’s a quick read and will keep you more up-to-date with fairgrounds activities than our newsletter that you currently receive three times a year.

Beginning in 2017, we will not publish a newsletter such as the one you are holding right now.

Instead, you will receive the monthly fairgrounds update. If you are not currently receiving monthly emails from us, please email us at [support@fairgrounds-foundation.org](mailto:support@fairgrounds-foundation.org) and ask us to include you on these email updates. If you are not a computer person, just call us at 831.786.9698 and ask that we mail you the monthly updates.

## Be a Part of the New Foundation 500 Club

Foundation members, donors and sponsors that have contributed \$500 or more during the year are invited to relax and enjoy hors d’oeuvres and beverages at the new Foundation 500 Club from 5 – 8 p.m. each evening of the Fair with other major donors.

Interested in participating? Just fill in the membership application and join



as a \$500 Grand Champion Member or donate \$500 or more to the Heritage Hog program.

**HERITAGE HOLIDAY CRAFT & GIFT FAIR**

**December 2, 3, & 4**  
**Friday 10 AM to 8 PM**  
**Saturday & Sunday 10 AM to 5 PM**

**Santa Cruz County Fairgrounds**  
<http://holiday.fairgrounds-foundation.org>

**Start the Holidays with Family Fun!**

**Crafts, Gifts, Antiques, Collectables, Great Food, Toys, and More!**

**3 Big Buildings to Shop!**

**Admission \$5**  
**Free Parking**  
**Children get in Free**

**Vendor Applications Now Being Accepted**

**SANTA CRUZ COUNTY FAIRGROUNDS FOUNDATION**

## Three New Board Members for the Fairgrounds Foundation

### Katie Bassmann

Katie has been in Marketing and Communications for Lakeside Organic Gardens for almost a year. She had worked for a short time in 2010 in the sales office at Lakeside, and was really pleased to have been offered the responsibilities of Marketing and Communications for Lakeside.



In the nine years since graduating college, Katie has held positions with the Monterey County Convention and Visitor's Bureau and Visit Santa Cruz County (formerly the Santa Cruz County Conference and Visitor's Council) working in media and public relations. She has experience in marketing, ad creation, media planning, public relations, writing and event planning.

Katie was born and raised in Oklahoma, and has a Journalism degree from Oklahoma State University with an emphasis in Public Relations. She and her husband, Jeff, and two children live in Watsonville.

### Myrna Medina

Myrna just retired from her 31-year dental practice in Watsonville. She was born and raised in Oakland and, after receiving her degree, purchased a dental practice in Watsonville. After moving here, she immediately became involved



in the Watsonville community and met her husband, Terry, at a Chamber Mixer. They have been married 26 years.

She has been on the Chamber Board of Directors, is Past President and the current Treasurer of Watsonville Soroptimists, and has been on various boards and committees related to her profession and the various interests of their son, who just received a coaching internship in North Carolina.

Her retirement interests are improving her golf game and becoming more involved in our community.

### Gary Stubblefield

Gary is currently the Livestock Chair at the Santa Cruz County Fair and has co-chaired Livestock with both Dawn White and John Kegebein. Prior to chairing Livestock, he was the Sheep Chairman for six years. Gary still raises sheep and just began raising miniature Hereford cattle. He also raises succulents. He retired from Pacific Bell many years ago (those are his words).

Born in Oklahoma, he moved to Monterey County when he was one year old and has lived there ever since. Gary loves living in the country!

He and his wife, Ellen, have two girls and one boy. Their son, Chris, is the Round Robin Department Chair during the Fair and his daughter is part of the committee. Gary and Ellen have 13 great grandchildren, five of whom live locally. The family has had four generations showing at the Santa Cruz County Fair and Gary and Ellen are looking forward to a fifth generation.



# COWS, PLOWS & OH WOWS!

Sept. 13th  
5:30-8:30 p.m.  
at Heritage  
Hall

Take a carriage ride through the fairgrounds, share food and laughter with friends and have a chance to win a cooler filled with fabulous wines. This event is open to:

- Foundation Members
- Foundation Donors
- Heritage Hog Donors
- Fair Board Members
- Fair and Fairgrounds Foundation Sponsors
- Department Heads

Chefs for the occasion are Dave Martone, Russ Borelli and Jeff Terpstra

Sponsored by



## Department Heads' Hard Work Is Essential to Having Our Great Fair

Your Santa Cruz County Fair has a group of very talented and organized people who manage the hundreds of various exhibit entries received for the Fair. These "Department Heads" as they are known, with their committee's help, decorate their department's exhibit areas to express the particular theme of that year's Fair (this year's theme is Cows, Plows and Oh Wows!), secure judges, accept and label all entries, place awards based on judged criteria, and welcome Fair visitors to enjoy these exhibits during the Fair.

This year's Department Heads are **Kayce Pavlovich** (Ag Hort); **Ken Baurmeister** (Amateur Wine); **Donna Giubbini** (Fine Arts); **Sandy D'Amato** (Floriculture); **Cathy Walls and Sue Barraza** (Hand Spun/Woven); **Gina Daniels** (Hobbies and Collectibles); **Eileen Maxinoski and Frances Basich**

**Whitney** (Home Arts); **Margie Lynch-Freshner** (Home Brew); **Travis Mahoney** (Horse Show); **Karen Williams** (Junior Fair Board); **Mike Van Dierendonck** (Legos); **Gary Stubblefield and Danny Naranjo** (Livestock); **Joe Moreno** (Model Railroad); **Kathy Edwards and Frank Leonard** (Photography); **Jo-Gene Vega** (Poetry); **Terry Reeder** (Poultry); **Brian Laschkewitsch** (Technology); **Lynne Grossi** (Yesterday's Farm); **Robin Turnquist** (Youth); and **Dale Kuykendall** (Parking).

The next time you see any of these people, please give them a Big Thanks for all their work that ensures that you have a Great Time at the 2016 Santa Cruz County Fair! And when you see names you know on fair exhibits, thank those creative people for sharing their time and talents with our community by exhibiting at the Fair!

### FOUNDATION BOARD OF DIRECTORS

Jeannie Kegebein, <b>President</b>	Sue King
Steve Tedesco, <b>Vice President</b>	Myrna Medina
Kevin Larkin, <b>Secretary</b>	Jeff Nielsen
Julie Oliver, <b>Treasurer</b>	Kirk Schmidt
Michelle Bassi, <b>Past President</b>	Rita Scurich
Katie Bassmann	Gary Stubblefield
Ivan Diaz	Richard Travis

### Be a Sponsor of the Fair

With more than 380,000 visitors and hundreds of events this year, the Santa Cruz County Fairgrounds has many opportunities for people and companies to support this great community

asset. Sponsors can help the fairgrounds and, at the same time, promote the values, services and products they offer; it's a win-win situation. If you would like to join in supporting the Santa Cruz County Fairgrounds Sponsorship Program, please contact the Fairgrounds Office at (831) 724-5671.

## Save the Date!

Sept. 14-18 – Santa Cruz County Fair  
Oct. 29 – Agricultural History Project Harvest Dinner  
Dec. 2, 3, 4 – Heritage Holiday Craft & Gift Fair  
March 4, 2017 – Annual Crab Feed

### Ongoing Events:

Sundays – Fairgrounds Farmers Market (parking lot)

## New Membership Program for the New Fairgrounds Foundation Membership

Join us in supporting the Santa Cruz County Fairgrounds – receive special member benefits and have the satisfaction of helping maintain and upgrade our Fairgrounds

If you want to volunteer, please mark your interest on the membership registration on the back page of this newsletter or give us a call at 831.786.9698.

### \$500 Grand Champion Member

- Invitation to Hospitality Night before the Fair
- Four tickets to Santa Cruz County Fair
- Valet parking for Two (2) vehicles during Fair
- Name on Foundation website
- Invitation to Foundation 500 Club during Fair

### \$250 Blue Ribbon Member

- Invitation to Hospitality Night before the Fair
- 2 adult tickets and 1 parking pass to the
- Name on Foundation website

### \$100 Supporting Member

- Invitation to Hospitality Night before the Fair
- 1 adult ticket to the Fair
- Name on Foundation website

Join the Fairgrounds Foundation today! Go online at [www.fairgrounds-foundation.org](http://www.fairgrounds-foundation.org) or mail the membership application on the back page of the newsletter to:

**Santa Cruz County Fairgrounds Foundation**  
PO Box 1806  
Freedom CA 95019

# Santa Cruz County Fairgrounds Foundation Application

\$100.     \$250.     \$500.

please print clearly

date \_\_\_\_\_

Name \_\_\_\_\_

Email \_\_\_\_\_

Home Phone # \_\_\_\_\_

Business \_\_\_\_\_

Cell / Work Phone# \_\_\_\_\_

Address \_\_\_\_\_

email address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

Zip \_\_\_\_\_

Visa

Master Card

Account # \_\_\_\_\_

EXP \_\_\_\_\_

CVV# \_\_\_\_\_

Name on Credit Card \_\_\_\_\_

Make checks payable to Santa Cruz County Fairgrounds Foundation PO BOX 1806 - Freedom, CA 95019 831-786-9698

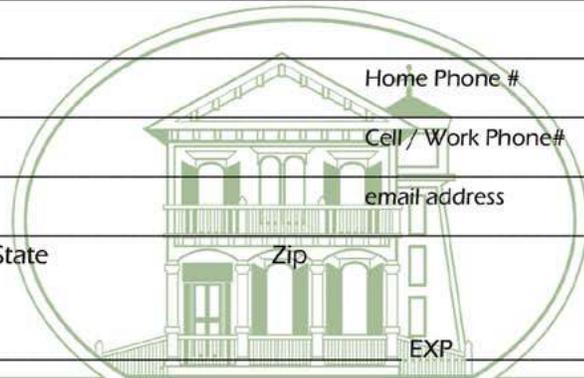
\$ \_\_\_\_\_ Heritage Hog Donation

I'd like to help at a special event

I'd like to assist serving beverages

I have an idea of how I can help

Foundation \_\_\_\_\_



Visit us online at [www.fairgrounds-foundation.org](http://www.fairgrounds-foundation.org).  
Purchase a membership, make a donation or buy event tickets!

Find us online at [www.fairgrounds-foundation.org](http://www.fairgrounds-foundation.org)



**at the Santa Cruz County Fair Sept. 14-18**

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