



# Get Your FairShare



CREATING UNIQUE EXPERIENCES THAT BUILD POSITIVE MEMORIES APRIL - AUGUST 2007

## COMMUNITY ENHANCEMENT DONATIONS

The Western Fair Association assists numerous organizations throughout the city with discounted building and equipment rentals and the Salvation Army is one that we are happy to support in this way with their annual Christmas Hamper Program. This past year, the program helped over 4,000 families... WOW! Unfortunately, the need for this program continues to grow and it is for that reason that the members of the Western Fair Association's Community Enhancement Fund Committee decided to make a \$5,000 donation to the Christmas Hamper Program this year. The presentation took place February 2007, at Salvation Army headquarters here in London.

Another benefactor of the Community Enhancement Fund this past year was Fanshawe Pioneer Village. The Village is currently in the process of a complete metamorphosis as it begins the costly revitalization of its property and the renovation of all historic buildings on the premises. Fanshawe Pioneer Village approached the committee for funds to assist with the restoration of Dr. Jones Barn and the adjacent stables.



From left to right: Denny Lang, Past President, Western Fair Board of Directors and Alan Johnson, Board of Directors for the London & Middlesex Heritage Museum.

This particular area of the village was of interest to the Western Fair Association due to our extensive agricultural history. Therefore, the committee agreed to restore these two areas of the village. The cheque presentation appropriately took place at the Middlesex Agricultural Hall of Fame's Induction ceremony at the recent Western Fair Farm Show. Alan Johnson, a member of the Board of Directors for the London & Middlesex Heritage Museum accepted the cheque on behalf of Fanshawe Pioneer Village.

Sheila Johnson, Executive Director, Fanshawe Pioneer Village spoke of the upcoming restoration project, adding her sincere appreciation for the Western Fair Association's support stating that the project will begin this summer to be completed by mid-fall.

The Association looks forward to visiting the site this fall to see another example of the positive impact this fund has within the London community.



From left to right: Denny Lang, Past President, Western Fair Board of Directors; Heather Blackwell, Western Fair Association, Corporate Affairs Coordinator; Major Alf Richardson, Divisional Commander for The Salvation Army - Ontario Great Lakes Division, and Mr. Barry Neal, Chair of The Salvation Army's Advisory Board - Ontario Great Lakes Division.

## SECOND YEAR AS TOP 50 EVENT IN ONTARIO!

CONGRATULATIONS Western Fair! Our annual fair has been named to Festivals & Events Ontario's Top 50 Festivals list for 2007. The "Top 50 Ontario Festivals" for 2007 were unveiled recently at Festivals & Events Ontario's prestigious annual President's Gala in Toronto, Ontario. The Top 50 Ontario Festivals represent excellence for the province's festivals and community events industry, with events vying annually for inclusion in the "Top 50". The festivals were selected through a nomination process that included a pre-determined set of criteria. Western Fair is very proud to receive this award for a second year and will strive to continue to maintain our vision of creating unique experiences that build positive memories for our customers.



# The numbers are in! What do they mean?

Gary McRae



A recently completed Economic Impact Study, conducted by the auditing firm Deloitte, pegged the Western Fair Association's "impact" on the local economy at over \$114,000,000.

Not bad for the 140-year-old, non-profit Agricultural Society that grew into the modern multi-use facility that it is today.

The most significant impact comes from our Racing and Gaming operation, which contributes about \$60 million dollars to the local economy. The very popular Sports Centre; our signature event – the annual Fair – and the consumer and trade shows including the Agriplex, all create positive spin-off benefits to the London area community. In terms of employment, 976 equivalent full-time jobs and another 800 associated part-time positions are attributed to the day to day operations at the Western Fair Association. Direct full-time employment is comparable to another long-established London business Labatt Breweries. A full copy of this study can be viewed on our website [www.westernfair.com](http://www.westernfair.com).

Not included in the study is the economic impact attributed to spending in hotels, restaurants and retail outlets by the many tourists and visitors attending events and activities held at Western Fair grounds.

These numbers don't lie. They confirm what many of us have known for some time now. But many still view Western Fair as a place of fun – not a place of business. We think we can be both.

Our economic impact as a business and our role as a community service organization is significant. We hope this study will help support our request for a renewed lease with the city of London and an extended agreement with our major tenant, Ontario Lottery and Gaming.

To achieve the recent expansion and upgrades of our facilities the Association has incurred significant debt, which must now be repaid. Our 85-acre-site and the buildings and services, which make up our very busy event centre, must be continually maintained and upgraded. Those annual costs are significant and will increase as buildings grow older and services become out-dated. The cost to update is Western Fair's sole responsibility.

To meet these commitments we need to secure our financial future as best we can. That is why we are now pursuing these vital renewals.

We hope we can count on the support of our membership and all our partners as we move forward with these important initiatives.

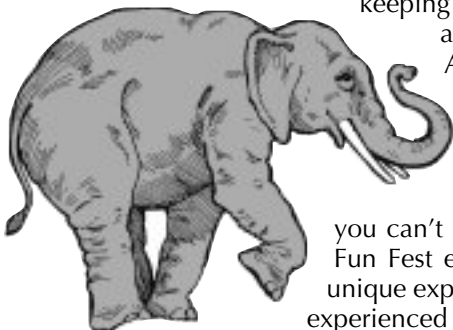
Numbers don't lie. We believe our numbers tell a very positive story.

## FAMILY FUN FEST

The Western Fair Association's FAMILY FUN FEST was back by popular demand this year at the Western Fair Agriplex and the response was fantastic. We were hoping that this new event would be everyone's TOP PICK for March Break Fun and if attendance is any indication it was! Last year's event drew just under 5,000 attendees, but this year more than 12,000 Moms, Dads, Grandparents and children streamed through the doors for FREE family shows, indoor rides, games, and entertainment.

The indoor carnival rides ran constantly, and food vendors were busy keeping fridges and counters stocked. The family shows, free with admission, were a huge success. Bowmanville Zoo's, Animal Alive, packed the arena three times a day, and the Elephant and Camel rides were extremely popular too. Doo Doo the Clown's showcase in the lobby drew standing room only every day and free balloon animals were a favourite with kids. Where does that clown get all that hot air?

This year's Family Fun Fest was just about perfect by Western Fair standards. They say you can't improve upon perfection, but true to form we have a few ideas to make next year's Family Fun Fest even better. Thank you to the 12,592 who attended, we will continue to bring Londoners unique experiences like the Family Fun Fest and build upon the many cherished memories many families experienced this year.





Chase McEachern

# CHARITY NIGHT AN 'UNQUALIFIED' SUCCESS

The legacy of eleven-year-old Chase McEachern continues to thrive in the year since his passing. In October 2005, after being injured playing a pick-up football game at school, Chase went to emergency where doctors happened to discover his heart was beating fast – up to 150 times a minute – even though he was sitting in bed, a condition later diagnosed as an arterial flutter. That night, he was taken by air ambulance to Sick Children's Hospital in Toronto and, the next day, underwent a cardiovert, in which doctors returned his heart rhythm back to normal with a small electric pulse. It was successful and Chase went back to school and continued playing hockey, but this time, under doctors' orders, wearing a heart monitor. After hearing that two hockey greats, Jiri Fischer collapsed and Mario Lemieux retired, because of irregular heart beats like his, Chase decided to start a campaign to make Automated External Defibrillators mandatory in hockey arenas and schools everywhere. His mother, Dorothy, says, "He realized that heart problems didn't just affect older people." But, on February 9, before the campaign had a chance to get off the ground, Chase collapsed during gym class and was rushed to hospital where it was discovered he had suffered severe brain damage due to lack of oxygen. After six days on a respirator, his parents made the decision to take him off. Now, the organization named in his memory, is devoted to placing life-saving heart defibrillators at racetracks and public venues. On January 29, 2007, a major fundraiser was held at Western Fair Raceway – the latest track to benefit from Chase's initiative.

When planning for the event began, a fundraising goal was set at \$4,000 for the Chase McEachern Tribute Fund/Heart and Stroke Foundation program at Western Fair Raceway. Through the generosity of the horsepeople, the public and Western Fair staff, the event, held at the Western Fair Raceway, was a huge success. Driver, Jody Jamieson, pledged one evening's earnings, from Woodbine to the London cause. Driver, Brad Forward, won the first race that night and pledged his evening's fees to the cause. After that the floodgates opened to a torrent of contributions. "At night's end our tally was at \$11,600, the full extent of the contributions won't be known for a few days," said Ian Fleming, Western Fair's Raceway Manager. "I'll also say it was the kind of night that everyone felt great about being a part of."

"It hasn't ceased to amaze us, the generosity of the horse racing community in Ontario in stepping up since Chase passed away last February," said John McEachern, Chase's father and an Ontario Racing Commission investigator based in Barrie, Ontario. "Chase loved hockey, and knew of two NHL players that had to retire because of the heart condition that took his life. He wrote to the legendary hockey commentator and coach, Don Cherry, of his belief that life-saving defibrillators should be in every arena, racetrack, and public facility."

Leading up to the fundraising event, Western Fair Raceway sold \$5 raffle tickets to win a pair of Toronto Maple Leaf game

tickets, four tickets to a London Knights junior hockey game, and a \$400 value Walsh Extreme set of harness, donated by Doug Wilson of Wilson's Tack. That evening the Western Fair Association also donated \$1000 to Chase's Tribute Fund from a percentage of Top of the Fair food sales. Other fundraising initiatives from the evening were the acceptance of fees and purse earnings from drivers, trainers, and horsepeople. Everyone was extremely generous.

"Just recently our sports centre acquired a defibrillator. Everyone is aware of the documented cases of the lives they've saved at racetracks and public facilities," said Hugh Mitchell, Chief Operating Officer of the Western Fair Association. "To now be equipping our racetrack with one is something we're very grateful for." The defibrillator will be of immediate benefit to horsepeople in the paddock, as well as grandstand guests.

An added attraction the night of Chase's Tribute was the appearance of driver, Randy Waples. It was his first return to service, in a race bike, since he was seriously injured at Mohawk Racetrack in May of 2006. "I've been holding off returning to the track until I could combine it with a charity and this is just terrific," said Waples. Another surprise that night was Waple's donation of a custom driving suit, with his colours done in a flame design, to Chase's dad, John McEachern, in support of the fundraising auction. Waples stated, "it's quite a unique suit since the yellow and gold flame design was originally disallowed by the Racing Commission. Finally, the judges gave me permission to wear it so, I hope it draws a lot of bids and really helps the charitable spirit of the night at Western Fair."

Because of the unqualified success of this fundraiser at Western Fair, senior management of the London track hope to outfit another local public venue with a defibrillator in the near future to continue the success of Chase's dream.

"I'm just in disbelief with the extraordinary generosity of the horsepeople, public, and Western Fair staff," said John McEachern in trackside live interviews and on the 11 p.m. London A-Channel local TV newscast. "Chase would be, and is, extremely proud of what was accomplished here tonight."



From left to right: Hugh Mitchell, Chief Operating Officer, Western Fair Association; Frank Salive, Race Announcer, Western Fair Raceway; John McEachern (Chase's dad); Randy Waples, Driver; Cheryl Curtis, Senior Area Manager, Heart and Stroke Foundation.

(Photo by Claus Andersen/The Canadian Sportsman)



# CHEERS!



The second annual London Wine and Food Show, at the Western Fairgrounds, was once again a fantastic success. This year's event was a little bigger and a little better. Future plans are in place to continue the show's positive growth with the addition of even more local flair, additional themed areas within the show, and sourcing some big-name culinary entertainment for Friday night attendees. The Wine and Cheese Tasting Seminars were packed, celebrity chefs were extremely popular, food samples were divine, and with wine represented from as far away as South Africa, and as near and dear as Niagara, Elgin and Lake Erie's North Shore, there was much for this year's attendees to sip and sup on. If you missed it this year mark you calendar's for next year's event.

Presenter, Billy Munnely, offered a very popular seminar on Judging Wine by the Label. He had this to say about the show in an article he wrote for the Ontario Wine Review, "Now, I'm going to go out on a limb here and say I bet many of you have not been to the London Wine and Food Show – and that's a shame because it is well worth going, and here's why: it's not too big to be overwhelming, the crowd is interested in wine, and the usual drunken clientele that you'll find late on the Saturday or Friday night of many other big shows is just not present – so, the show comes off as a wine show should, kudos to the organizers and staff of the London Food and Wine Show for a great event."

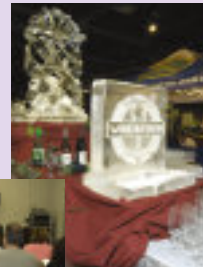
A new exhibitor to the show from the Toronto area – Green Kitchen's, Karen Davidson, had this to say, "While London may be headquarters for 3M, it is also a 3E town: educated, engaged and enthusiastic!" Way to go London!

Customers surveyed at this year's event were also positive. Of those polled, 87 per cent said they would attend the show next year. Over 95 per cent of attendees rated the calibre of exhibitors at the show – Good to Very Good – an increase of 5 per cent from last year. And, 97 per cent stated they would recommend the London Wine and Food Show to others, showing an increase of 3 per cent.

All of this leaves Western Fair event organizers extremely pleased with one of the first new events added to their calendar since strategic initiatives, established by the Board and Management, outlined a renewed focus on the Association's core strengths. One of which was WFA Special Events and development of new and unique entertainment opportunities for Londoners.



From left to right: Western Fair Staff – Scott Toth, Lena Lindberg, Mary Anne Weber, Rob Lumsden, Jenny von Ruczicki-McGill, Vic Soga, Colleen Harling, Keith Walters, Angie Hopkins and Barry Graves.



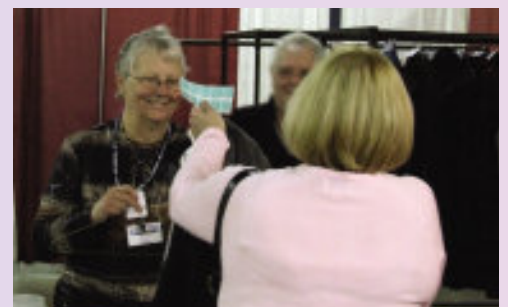
## Western Fair Volunteers- Big Hearts, Big Donations!

For awhile now, Western Fair volunteers have been donating tip money they received from customers through coat checks, to local London charities. As a group, the team of volunteers vote on which local charity they would like to donate the money to. Recently, the London Wine and Food Show offered a free coat check to customers attending the show. The generosity of our patrons and the wonderful customer service our volunteers provide generated a whopping \$1,304.26, a lot for a coat check tip jar.

Thanks to everyone who dropped a coin in the jar! The proceeds from the Wine and Food coat check will be going to London Children's Hospital to create "Family Care Packages". These packages contain items like; toothbrushes, toothpaste, soap, deodorant, shampoo, conditioner, a brush,

comb, contact lens case, as well as a notepad, pen, nail file and disposable razor, etc. These packages are then given to families that have had their children rushed to the hospital and must stay due to emergency-care situations that do not allow them to return home. It is estimated that the hospital will require approximately 50 packages per month; these funds will provide enough kits for 6 months.

Just another way the Western Fair Association gives back to its community through the generosity of our volunteers.



WFA Volunteers – Nancy Dampier and Jane Cassino.

# The NEW Home of Chrome!



The Western Fair Agriplex has limitless potential for many large scale events, but since its construction the most unusual, fantastic, unique event to date was the recent World of Motorcycles

Expo (February 2007). WOW! The facility which often boasts versatile stalls, show arenas, and 160,000 sq. ft. of floor space for high-end agricultural events was transformed into the HOME of CHROME...it looked HOT!

The untapped potential of the Agriplex became even more apparent to Western Fair representatives touring the event during set-up. When an event with vision comes in and transforms the sows ear (Agriplex) into the silk purse (World of Motorcycle Expo) you could not be anything but impressed. Derek Botten, Show Manager and magician, had this to say about the facility and the first year of the event at the Western Fairgrounds, "The Agriplex was a great choice to locate the World of Motorcycles Expo. The staff were most accommodating, the space was very versatile and the facility provided for all our needs. Free parking was also a real selling

point! We'll be back for sure. The NEW Home of Chrome is the Agriplex at the Western Fair!"

We are all looking forward to round two of this exciting new event, congratulations on a very successful first year from Western Fair staff.



## Hidden Talents Reveal Inspirational Spaces

Recently, a few talented members of our operations team were tasked with upgrading some public and employee entrances. Rather than just slap on some paint and call it a day, someone laid down the challenge of making the entrances more than just a hall or lobby. The gauntlet was thrown and the games began.

Two areas that took the challenge and recently received the magic touch from staff are the back (south) employee entrance of the administration building and the south entrance of the Progress Building. The employee entrance received a riverbed treatment, complete with gentle waves of blues and white from Dean Eagleson, Paint Shop. Many smooth stone shapes were created from wood in the carpentry department by Bill Walsh Jr., and then the stones were painted and lettered by our sign room staff member, Sue Smorhay. The lettering spells out a number of memorable, inspirational and funny quotations to inspire staff coming to and from work.

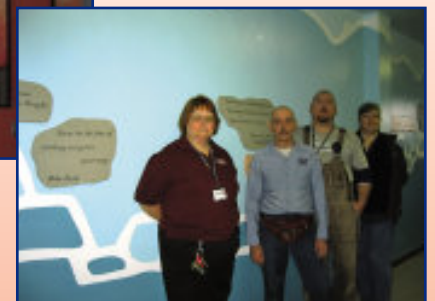
The Progress Building main entrance received two new murals; one by Bryan Moore, Infield Department, and the other by Sue Brown, CAD Technician. These two employees, with tremendous artistic talents rarely tapped, had the chance to show their stuff and the results are quite stunning. Next time you visit an event in the Progress Building be sure to admire the lobby artwork, you can't miss it.



*Bryan Moore, South Progress Lobby*



*Sue Brown, South Progress Lobby*



*From left to right: Sue Smorhay, Sign Room; Dean Eagleson, Paint Shop; Bill Walsh Jr., Carpentry Shop; Sue Brown, CAD Operator.*

# Western Fair Farm Show... 69 Years Old and Still Kicking!

The 69th edition of the Western Fair Farm Show was a great success!

This year the show boasted 18,500 visitors over three days making more than 275 exhibitors extremely happy. The Farm Show in its 69th year has a long history with the Western Fair Association, due to its reputation and popularity within the local agricultural industry. As it approaches its 70th year, plans are underway to bring the latest information, products and services specific to farming, and many knowledgeable representatives to the mix next year, as well as a few surprises in honour of the major milestone.

A highlight of the show was the Speaker Program, which takes place each year. This year, the Farm Show welcomed Dr. Trevor K. Smith, Ph.D., P.Ag., as the feature speaker, who discussed Mycotoxins in Ontario Livestock Feeds. His presentations explained: why feed-borne mycotoxins are occurring more frequently than in the past; and analytical techniques for detecting and dealing with mycotoxins in feeds.

Another highlight to the Farm Show each year is the Middlesex County Agricultural Hall of Fame induction ceremony. This year three new members were added to the Hall. The distinction went to: George Earley, Dr. Kenneth Pretty and Charles Broadwell.



**George Earley** of Kerwood is noted as being a superior stockman. A graduate of Ridgetown College, he has excelled as a livestock breeder, exhibitor and judge, known and respected throughout North America. His astute understanding of market trends within the beef industry, coupled with his persuasive communication skills, led to significant industry-wide changes in adapting breeds, and in breeding and performance markets to the changing realities of today's and tomorrow's agriculture.



**Dr. Kenneth Pretty**, originally from Mosa Township, is recognized as a world-renowned soil scientist. Following graduation from the OAC he became the first Department of Agriculture Soil and Crop specialist in Middlesex County. He returned to university to get his Masters and Ph.D., which led to a job with the Canadian Potash Institute. For the first 10 years he was responsible for Canadian programs involving soil fertility and agronomy research. Over the next twenty years, both with this company and on his own, Ken developed and taught international agronomy programs, mainly in the Pacific-rim countries and China. During his lifetime, Dr. Pretty presented lectures, seminars and workshops to scientists, extension workers, fertilizer industry representatives, and farmer groups in Canada and 16 other countries.



**Charles Broadwell** is recognized for his life-long commitment to the agricultural industry in Ontario and Canada. Following graduation from OAC, he spent 14 years working for the Canada & Dominion Sugar Company in Chatham. For us, here in Middlesex, it is his 26 years as chairman of the Ontario Bean Producers Marketing Board that is impressive. During this time he was also president of both the Canadian Bean Council and the International Pulse Trade & Industry Confederation. In retirement, Charles has been a member of several of the Ontario, agriculturally-related tribunals as well as a Director of the Western Fair Association. As a result of Charles's dedication and integrity, he has become well-known and respected throughout the agricultural community.

[Sadly, Mr. Broadwell passed away, March 10, 2007, just four days after being inducted into the Hall of Fame. The Western Fair Association Board, management and staff extend deepest sympathies to the Broadwell family.]

The following exhibitors were the recipients of this year's Western Fair Farm Show Years of Service Awards. Our congratulations to:

## 10 Years

- Bos Equipment
- Easy Lift Doors Ltd.
- Greencrop Agri Products Ltd.
- H. Broer Equipment Sales & Service Inc.
- H.J. Vanderzaag Farm Equipment Ltd.
- Ontario Harvestore Systems
- Pathfinder Lubricants (A Div. of Rolan Enterprises)
- Sunflower Manufacturing
- Wood Master/Gerald Saunders Sales & Service

## 15 Years

- Castaway Fence Ltd.
- Davon Sales Inc.
- Jim Armstrong Marketing
- Salford Farm Machinery Ltd.

## 20 Years

- Farm Business Consultants Inc.
- Ontario Mutual Insurance Association
- Phair Systems Ltd.
- Pro Drainage
- Southwest Grain Systems
- Walinga Inc.

## 25 Years

- Al's Tire Service
- Gay Lea Foods Co-Operative Ltd.
- Jad Vent Distributors Ltd.
- Lamers Silos Ltd.
- Unverferth Manufacturing Co.

## 35 Years

- Space Age Insulation Ltd.

Thank you to the Western Fair Association team who brought this show together. Be sure to mark your calendar for next year's 70th Anniversary, tentatively scheduled to run March 5th through 7th.

# ARE YOU PREPARED?

Western Fair has recently been involved in Emergency Preparedness Planning with a wide cross-section of the city's community and corporate partners. This type of planning is important and helps ensure that members of the community are prepared in the event of a major emergency. There are many possible scenarios, but a few relevant to the area are: pandemic planning, ice storms, power outages, train derailments, flooding and fire.

Many organizations across the city, including the Western Fair Association, have formed a partnership to coordinate planning and response efforts in the event of large scale, city-wide emergencies. During these sessions valuable emergency preparedness information is shared. The following information provides details for those that have not yet considered an emergency response system, and it is a great reminder for those who are ahead of the game with much of this information already in place.

## EMERGENCY PREPAREDNESS INFORMATION

Take these simple steps and be prepared, not scared!

### Before a disaster strikes:

- Prepare a three-day emergency survival kit for your family
- Keep a smaller kit in your car
- Post emergency numbers near the phone and put them in your cell phone
- Learn how to shut off the water, gas and electricity in your home
- Read your community's Emergency Response Plan
- Know the emergency procedures for your family's workplace, school etc.
- Take a first aid and CPR course

### Numbers:

- Report a life-threatening emergency call 911 immediately
- Ontario Provincial Police 1-888-310-1122
- Strathroy-Caradoc Police 519-245-1250
- Middlesex-London Health Unit 519-663-5317
- Poison Control Centre 1-800-268-9017
- Telehealth Ontario 1-866-797-0000

### Three-day emergency survival kit:

- Flashlight and spare batteries, candles/matches/lighter
- Small camping stove and fuel
- Radio and batteries or crank radio
- First aid kit with waterproof matches
- Plastic garbage bags, duct tape and paper towels
- Whistle (to attract attention)
- Disposable plates, cups, knives, etc.
- Extra car keys and cash, including coins
- Photocopies of important documents
- Recent photos of all family members
- Non-perishable food and bottled water
- Manual can/bottle opener
- Toilet paper and personal hygiene supplies
- Prescription medication and a spare set of eye glasses
- One blanket or sleeping bag per person
- Spare set of clothes, sturdy shoes, work gloves
- Playing cards, games
- Plastic container to store all items

### After a disaster occurs, you may be confused or disoriented. Stay calm and remember the following procedures:

- Help the injured; use the first aid supplies in your emergency survival kit
- Listen to the radio and follow the instruction of emergency officials
- Do not use the telephone unless absolutely necessary; emergency workers will need all available lines
- Check your home for damage; if you smell gas, open windows, go outside, turn gas off at the meter
- Turn off any other damaged utilities
- Drink bottled water; in case of water quality issues
- Comfort and reassure children and seniors; be honest and gentle
- Confine and secure your pets, provide extra food and water if you leave
- Check neighbours, especially the elderly and disabled
- If ordered to evacuate, take your survival kit and leave immediately
- Follow routes specified by officials, and avoid any dangerous areas

### Contact your local municipality for local emergency information:

- Township of Adelaide Metcalfe 519-247-3687  
[www.adelaidemetcalf.on.ca](http://www.adelaidemetcalf.on.ca)
- Township of Lucan Biddulph 519-227-4491  
[www.lucanbiddulph.on.ca](http://www.lucanbiddulph.on.ca)
- Township of Middlesex Centre 519-666-0190  
[www.middlesexcentre.on.ca](http://www.middlesexcentre.on.ca)
- Village of Newbury 519-693-4941  
[www.newbury.ca](http://www.newbury.ca)
- Municipality of North Middlesex 519-294-6244  
[www.northmiddlesex.on.ca](http://www.northmiddlesex.on.ca)
- Municipality of Southwest Middlesex 519-287-2015  
[www.southwestmiddlesex.ca](http://www.southwestmiddlesex.ca)
- Township of Strathroy-Caradoc 519-245-1070  
[www.strathroy-caradoc.ca](http://www.strathroy-caradoc.ca)
- Municipality of Thames Centre 519-268-7334  
[www.thamescentre.on.ca](http://www.thamescentre.on.ca)
- County of Middlesex 519-434-7321  
[www.county.middlesex.on.ca](http://www.county.middlesex.on.ca)

# Upcoming WESTERN Events

## FAIR

### APRIL 2007

- Apr. 11 – 12 **Poultry Industry Conference & Exhibition**  
Apr. 13 – 15 **Northeast Regional High School Rodeo**  
Apr. 20 – 22 **London Spring Home & Garden Show**

### MAY 2007

- May 5 **21st Annual Forest City Feis**  
May 9 **S.L.O.M.E 2007**  
May 9 – 10 **Saunders Book Company Vendor Sale**  
May 12 – 13 **Rotary Elegant Rummage Sale**  
May 17 **Westburne Ruddy Showcase (Invitation Only)**  
May 19 – 20 **Nordel Arabian Classic**  
May 26 **Corporate Challenge**  
May 27 **Hip Hip Hooray**

### JUNE 2007

- June 2 **People's Choice Firefighter's Selection Night**  
June 10 **Standardbred Canada Spring Fling Mixed Sale**  
June 13 **Prenatal Health Fair**  
June 16 – 17 **Forest City Classic Agility Trial**  
June 19 – 24 **Home Hardware Sale**  
June 23 – 24 **NBA 3 on 3**

### JULY 2007

- July 11 **Shriner's Circus**  
July 20 – 21 **Hog Convention 2007**  
July 25 – 29 **Region 18 Arabian Horse Show**

### AUGUST 2007

- Aug. 3 – 5 **Canadian National Jr. Limousin Conference**  
Aug. 26 **Standardbred Canada Summer Sizzler Mixed Sale**

### SEPTEMBER 2007

- Sept. 7 – 16 **132nd Annual WESTERN FAIR**  
Sept. 22 – 23 **London Bridal Expo**  
Sept. 21 – 23 **Ontario Born & Bred Reining Futurity**  
Sept. 23 **London Amateur Radio Flea Market**  
Sept. 23 **Prenatal Health Fair**

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 348

To contact us:

Western Fair Association / Fair Share Editor

P.O. Box 7550, London, ON N5Y 5P8

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

Fax: 519-679-3124

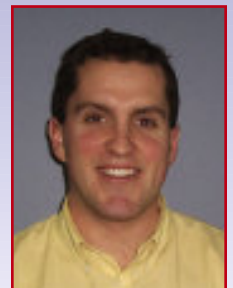
Website: [www.westernfair.com](http://www.westernfair.com)

## LONDON'S FARMER'S MARKET

Open every Saturday from 7 a.m. – 3 p.m. in the Confederation Building at the Western Fairgrounds. Products range from the finest in fresh produce – fruits, vegetables, meats, cheese, baked goods, specialty meats, flowers, eggs, dry goods, handicrafts and more.

## NEW SALES MANAGER

Recently, Kris Dinel was promoted to the position of Western Fair Association, Senior Sales Manager, in order to bring direct leadership to the Association's Sales Department. Kris has been with the organization for five-and-a-half years and spent the last 18 months, prior to this promotion, in the role of Business Manager for the very successful Western Fair Sports Centre. Kris is a graduate of Marian College in Wisconsin, with a Degree in Business Management. He brings a wealth of knowledge, enthusiasm and drive to the organization as he begins his leadership role with the sales team. If you would like to set-up a meeting with Kris or have any questions about having your company represented as an exhibitor at an upcoming WFA event, please contact Kris at 519-438-7203 EX 342 or email him at [kdinel@westernfair.com](mailto:kdinel@westernfair.com).



Kris Dinel