



2011 WFA ACHIEVEMENT AWARDS PROGRAM RESULTS

FAIR	PLACING	DIVISION
Alameda County Fair	1	10 Photo of an Unusual Entry
Alameda County Fair	1	11 America's Funniest Fair Video
Alameda County Fair	1	13 Any Other Advertising Displayed in Print
Alameda County Fair	1	14 Any Other Advertising Piece
Alameda County Fair	1	21 Fair Sponsorship
Alameda County Fair	1	23 Best New Idea This Year
Alameda County Fair	1	23 Best New Idea This Year
Alameda County Fair	1	23 Best New Idea This Year
Alameda County Fair	1	23 Best New Idea This Year
Alameda County Fair	1	27 New Conservation Program / Being Green
Alameda County Fair	1	29 New Innovative Use of Technology
Alameda County Fair	1	3 Radio Advertising
Alameda County Fair	1	31 New Community Outreach Program
Alameda County Fair	1	32 Competitive Exhibit Handbook
Alameda County Fair	1	33 Theme Program
Alameda County Fair	1	4 Website
Alameda County Fair	1	4 Website
Alameda County Fair	1	5 Marketing Campaign

Alameda County Fair	1	5 Marketing Campaign
Alameda County Fair	1	5 Marketing Campaign
Alameda County Fair	1	8 Newsletter / E-blast
Alameda County Fair	1	8 Newsletter / E-blast
Alameda County Fair	1	8 Newsletter / E-blast
Alameda County Fair	1	9 Show us your Best
Alameda County Fair	2	1 Television Advertising
Alameda County Fair	2	16 Any Other Printed Piece
Alameda County Fair	2	19 Creative Fair Ribbon
Alameda County Fair	2	2 Viral or Video Documentation
Alameda County Fair	2	24 Best New Competition
Alameda County Fair	2	26 New Children's Program
Alameda County Fair	2	30 New Agricultural Program
Alameda County Fair	2	34 Non-Fair Event Sponsored by the Fairgrounds
Alameda County Fair	2	5 Marketing Campaign
Alameda County Fair	2	7 Fair Logo Contest
Alameda County Fair	2	9 Show us your Best
Alameda County Fair	3	22 Best New Promotion
Alameda County Fair	3	23 Best New Idea This Year
Alameda County Fair Fundraising	3	35 Overcoming Challenges/Innovative
Alameda County Fair	3	6 Outdoor Advertising
Amador County Fair	1	15 Poster
Amador County Fair	1	21 Fair Sponsorship
Amador County Fair	1	29 New Innovative Use of Technology
Amador County Fair	1	31 New Community Outreach Program

Amador County Fair	1	32 Competitive Exhibit Handbook
Amador County Fair	2	12 Newspaper Advertising
Amador County Fair	2	13 Any Other Advertising Displayed in Print
Amador County Fair	2	17 Fair Program / Schedule
Amador County Fair Fundraising	2	35 Overcoming Challenges/Innovative
Antelope Valley Fair & Alfalfa Festival	1	15 Poster
Antelope Valley Fair & Alfalfa Festival	1	2 Viral or Video Documentation
Antelope Valley Fair & Alfalfa Festival	1	35 Overcoming Challenges/Innovative Fundraising
Antelope Valley Fair & Alfalfa Festival	1	5 Marketing Campaign
Antelope Valley Fair & Alfalfa Festival	1	7 Fair Logo Contest
Antelope Valley Fair & Alfalfa Festival	2	6 Outdoor Advertising
Antelope Valley Fair & Alfalfa Festival	3	13 Any Other Advertising Displayed in Print
Antelope Valley Fair & Alfalfa Festival	3	3 Radio Advertising
Antelope Valley Fair & Alfalfa Festival	3	33 Theme Program
Antelope Valley Fair & Alfalfa Festival	3	9 Show us your Best
Arizona State Fair	1	5 Marketing Campaign
Arizona State Fair	2	2 Viral or Video Documentation
Arizona State Fair	3	12 Newspaper Advertising
Arizona State Fair	3	13 Any Other Advertising Displayed in Print
Arizona State Fair	3	15 Poster
Arizona State Fair	3	16 Any Other Printed Piece
Arizona State Fair	3	23 Best New Idea This Year
California Mid-State Fair	1	24 Best New Competition
California Mid-State Fair	2	23 Best New Idea This Year
California Mid-State Fair	2	32 Competitive Exhibit Handbook

California Mid-State Fair	2	35 Overcoming Challenges/Innovative Fundraising
California Mid-State Fair	2	9 Show us your Best
California Mid-State Fair	3	15 Poster
California State Fair	1	1 Television Advertising
California State Fair	1	12 Newspaper Advertising
California State Fair	1	13 Any Other Advertising Displayed in Print
California State Fair Fundraising	1	35 Overcoming Challenges/Innovative
California State Fair	1	5 Marketing Campaign
California State Fair	2	19 Creative Fair Ribbon
California State Fair	2	26 New Children's Program
California State Fair	2	30 New Agricultural Program
California State Fair	2	6 Outdoor Advertising
California State Fair	3	17 Fair Program / Schedule
California State Fair	3	3 Radio Advertising
California State Fair	3	31 New Community Outreach Program
California State Fair	3	5 Marketing Campaign
California State Fair	3	9 Show us your Best
Contra Costa County Fair	1	10 Photo of an Unusual Entry
Contra Costa County Fair	1	8 Newsletter / E-blast
Contra Costa County Fair	2	15 Poster
Contra Costa County Fair	2	3 Radio Advertising
Contra Costa County Fair	3	13 Any Other Advertising Displayed in Print
Contra Costa County Fair	3	23 Best New Idea This Year
Contra Costa County Fair	3	4 Website
El Dorado County Fair	1	14 Any Other Advertising Piece

El Dorado County Fair	1	9 Show us your Best
El Dorado County Fair	2	13 Any Other Advertising Displayed in Print
El Dorado County Fair	2	16 Any Other Printed Piece
El Dorado County Fair	2	17 Fair Program / Schedule
El Dorado County Fair	2	4 Website
El Dorado County Fair	2	7 Fair Logo Contest
El Dorado County Fair	2	9 Show us your Best
Grand National Rodeo Horse & Livestock Show	1	14 Any Other Advertising Piece
Grand National Rodeo Horse & Livestock Show	1	18 Printed Fair Souvenir Program
Grand National Rodeo Horse & Livestock Show	2	16 Any Other Printed Piece
Kern County Fair	1	1 Television Advertising
Kern County Fair	1	17 Fair Program / Schedule
Kern County Fair	1	6 Outdoor Advertising
Kern County Fair	2	12 Newspaper Advertising
Kern County Fair	0	5 Marketing Campaign
Marin County Fair	1	15 Poster
Marin County Fair Program	1	25 New Featured Event, Exhibit or
Marin County Fair	1	33 Theme Program
Marin County Fair	1	4 Website
Marin County Fair	1	4 Website
Marin County Fair	1	7 Fair Logo Contest
Marin County Fair	2	12 Newspaper Advertising
Marin County Fair	2	14 Any Other Advertising Piece
Marin County Fair	2	32 Competitive Exhibit Handbook
Marin County Fair	2	35 Overcoming Challenges/Innovative

Marin County Fair	2	6 Outdoor Advertising
Marin County Fair	3	16 Any Other Printed Piece
Marin County Fair	3	32 Competitive Exhibit Handbook
Monterey County Fair	1	26 New Children's Program
Monterey County Fair	2	1 Television Advertising
Monterey County Fair	3	14 Any Other Advertising Piece
Monterey County Fair	3	34 Non-Fair Event Sponsored by the Fairgrounds
Monterey County Fair	3	35 Overcoming Challenges/Innovative Fundraising
Napa County Fair & Fireworks	1	13 Any Other Advertising Displayed in Print
Napa County Fair & Fireworks	1	19 Creative Fair Ribbon
Napa County Fair & Fireworks	1	23 Best New Idea This Year
Napa County Fair & Fireworks	1	26 New Children's Program
Napa County Fair & Fireworks	1	4 Website
Napa County Fair & Fireworks	1	8 Newsletter / E-blast
Napa County Fair & Fireworks	2	28 New Exhibit Display Prop or Method
Napa County Fair & Fireworks	2	7 Fair Logo Contest
Napa County Fair & Fireworks	3	3 Radio Advertising
Nevada County Fair	1	17 Fair Program / Schedule
Nevada County Fair	1	28 New Exhibit Display Prop or Method
Nevada County Fair	1	31 New Community Outreach Program
Nevada County Fair	1	34 Non-Fair Event Sponsored by the Fairgrounds
Nevada County Fair	3	1 Television Advertising
Nevada County Fair	3	7 Fair Logo Contest
OC Fair	1	14 Any Other Advertising Piece
OC Fair	1	17 Fair Program / Schedule

OC Fair	1	23 Best New Idea This Year
OC Fair	1	28 New Exhibit Display Prop or Method
OC Fair	1	31 New Community Outreach Program
OC Fair	1	33 Theme Program
OC Fair	1	34 Non-Fair Event Sponsored by the Fairgrounds
OC Fair	1	9 Show us your Best
OC Fair	1	9 Show us your Best
OC Fair	2	22 Best New Promotion
OC Fair	2	23 Best New Idea This Year
OC Fair	2	24 Best New Competition
OC Fair	2	4 Website
OC Fair	2	8 Newsletter / E-blast
OC Fair	3	25 New Featured Event, Exhibit or Program
OC Fair	3	30 New Agricultural Program
OC Fair	3	6 Outdoor Advertising
Redwood Empire Fair	1	16 Any Other Printed Piece
Redwood Empire Fair	1	24 Best New Competition
Redwood Empire Fair	1	25 New Featured Event, Exhibit or Program
Redwood Empire Fair	1	34 Non-Fair Event Sponsored by the Fairgrounds
Redwood Empire Fair	2	33 Theme Program
Redwood Empire Fair	2	9 Show us your Best
Redwood Empire Fair	3	12 Newspaper Advertising
Redwood Empire Fair	3	13 Any Other Advertising Displayed in Print
San Diego County Fair	1	10 Photo of an Unusual Entry
San Diego County Fair	1	11 America's Funniest Fair Video

San Diego County Fair	1	19 Creative Fair Ribbon
San Diego County Fair	1	2 Viral or Video Documentation
San Diego County Fair	1	21 Fair Sponsorship
San Diego County Fair	1	23 Best New Idea This Year
San Diego County Fair	1	23 Best New Idea This Year
San Diego County Fair	1	23 Best New Idea This Year
San Diego County Fair	1	25 New Featured Event, Exhibit or Program
San Diego County Fair	1	27 New Conservation Program / Being Green
San Diego County Fair	1	29 New Innovative Use of Technology
San Diego County Fair	1	32 Competitive Exhibit Handbook
San Diego County Fair	1	5 Marketing Campaign
San Diego County Fair	1	6 Outdoor Advertising
San Diego County Fair	1	8 Newsletter / E-blast
San Diego County Fair	1	8 Newsletter / E-blast
San Diego County Fair	1	8 Newsletter / E-blast
San Diego County Fair	2	1 Television Advertising
San Diego County Fair	2	15 Poster
San Diego County Fair	2	16 Any Other Printed Piece
San Diego County Fair	2	17 Fair Program / Schedule
San Diego County Fair	2	23 Best New Idea This Year
San Diego County Fair	2	28 New Exhibit Display Prop or Method
San Diego County Fair	2	3 Radio Advertising
San Diego County Fair	2	32 Competitive Exhibit Handbook
San Diego County Fair	2	33 Theme Program
San Diego County Fair Fairgrounds	2	34 Non-Fair Event Sponsored by the

San Diego County Fair Fundraising	2	35 Overcoming Challenges/Innovative
San Diego County Fair	2	5 Marketing Campaign
San Diego County Fair	2	5 Marketing Campaign
San Diego County Fair	2	5 Marketing Campaign
San Diego County Fair	2	7 Fair Logo Contest
San Diego County Fair	2	9 Show us your Best
San Diego County Fair	2	9 Show us your Best
San Diego County Fair	3	14 Any Other Advertising Piece
San Diego County Fair	3	22 Best New Promotion
San Diego County Fair	3	24 Best New Competition
San Diego County Fair	3	26 New Children's Program
San Diego County Fair	3	4 Website
San Mateo County Fair	1	1 Television Advertising
San Mateo County Fair	1	13 Any Other Advertising Displayed in Print
San Mateo County Fair	1	16 Any Other Printed Piece
San Mateo County Fair	1	2 Viral or Video Documentation
San Mateo County Fair	1	22 Best New Promotion
San Mateo County Fair	1	23 Best New Idea This Year
San Mateo County Fair	1	23 Best New Idea This Year
San Mateo County Fair	1	24 Best New Competition
San Mateo County Fair	1	27 New Conservation Program / Being Green
San Mateo County Fair	1	3 Radio Advertising
San Mateo County Fair	1	5 Marketing Campaign
San Mateo County Fair	1	5 Marketing Campaign
San Mateo County Fair	1	5 Marketing Campaign

San Mateo County Fair	1	6 Outdoor Advertising
San Mateo County Fair	1	9 Show us your Best
San Mateo County Fair	2	10 Photo of an Unusual Entry
San Mateo County Fair	2	25 New Featured Event, Exhibit or Program
San Mateo County Fair	2	31 New Community Outreach Program
San Mateo County Fair	2	32 Competitive Exhibit Handbook
San Mateo County Fair	2	33 Theme Program
San Mateo County Fair Fairgrounds	2	34 Non-Fair Event Sponsored by the
San Mateo County Fair	2	4 Website
San Mateo County Fair	2	8 Newsletter / E-blast
San Mateo County Fair	2	9 Show us your Best
San Mateo County Fair	3	12 Newspaper Advertising
San Mateo County Fair	3	15 Poster
Santa Barbara Fair & Expo	1	1 Television Advertising
Santa Barbara Fair & Expo	1	28 New Exhibit Display Prop or Method
Santa Barbara Fair & Expo	1	33 Theme Program
Santa Barbara Fair & Expo	2	24 Best New Competition
Santa Barbara Fair & Expo	2	32 Competitive Exhibit Handbook
Santa Barbara Fair & Expo	2	5 Marketing Campaign
Santa Barbara Fair & Expo	3	15 Poster
Santa Barbara Fair & Expo	3	16 Any Other Printed Piece
Santa Cruz County Fair	1	17 Fair Program / Schedule
Santa Cruz County Fair	1	2 Viral or Video Documentation
Santa Cruz County Fair	1	4 Website
Santa Cruz County Fair	1	5 Marketing Campaign

Santa Cruz County Fair	1	6 Outdoor Advertising
Santa Cruz County Fair	2	15 Poster
Santa Cruz County Fair	2	3 Radio Advertising
Schools Agriculture & Nutrition	1	7 Fair Logo Contest
Schools Agriculture & Nutrition	1	8 Newsletter / E-blast
Schools Agriculture & Nutrition	3	17 Fair Program / Schedule
Solano County Fair	1	12 Newspaper Advertising
Solano County Fair	1	9 Show us your Best
Solano County Fair	2	6 Outdoor Advertising
Solano County Fair	3	7 Fair Logo Contest
Sonoma County Fair	1	18 Printed Fair Souvenir Program
Sonoma County Fair	1	19 Creative Fair Ribbon
Sonoma County Fair	1	22 Best New Promotion
Sonoma County Fair	1	23 Best New Idea This Year
Sonoma County Fair	1	25 New Featured Event, Exhibit or Program
Sonoma County Fair	1	26 New Children's Program
Sonoma County Fair	1	28 New Exhibit Display Prop or Method
Sonoma County Fair	1	30 New Agricultural Program
Sonoma County Fair	1	32 Competitive Exhibit Handbook
Sonoma County Fair	1	34 Non-Fair Event Sponsored by the Fairgrounds
Sonoma County Fair	2	11 America's Funniest Fair Video
Sonoma County Fair	2	23 Best New Idea This Year
Sonoma County Fair	2	23 Best New Idea This Year
Sonoma County Fair	2	23 Best New Idea This Year
Sonoma County Fair	2	29 New Innovative Use of Technology

Sonoma County Fair	2	3 Radio Advertising
Sonoma County Fair	2	32 Competitive Exhibit Handbook
Sonoma County Fair	2	4 Website
Sonoma County Fair	2	5 Marketing Campaign
Sonoma County Fair	3	16 Any Other Printed Piece
Sonoma County Fair	3	21 Fair Sponsorship
Sonoma County Fair	3	23 Best New Idea This Year
Sonoma County Fair	3	4 Website
Sonoma County Fair	3	5 Marketing Campaign
Sonoma County Fair	3	5 Marketing Campaign
Sonoma County Fair	3	5 Marketing Campaign
Sonoma-Marin Fair	1	12 Newspaper Advertising
Sonoma-Marin Fair	1	32 Competitive Exhibit Handbook
Sonoma-Marin Fair	1	35 Overcoming Challenges/Innovative
Sonoma-Marin Fair	2	23 Best New Idea This Year
Sonoma-Marin Fair	3	17 Fair Program / Schedule
Stanislaus County Fair	1	12 Newspaper Advertising
Stanislaus County Fair	1	16 Any Other Printed Piece
Stanislaus County Fair	2	13 Any Other Advertising Displayed in Print
Stanislaus County Fair	2	17 Fair Program / Schedule
Stanislaus County Fair	2	22 Best New Promotion
Stanislaus County Fair	2	25 New Featured Event, Exhibit or Program
Stanislaus County Fair	2	31 New Community Outreach Program
Stanislaus County Fair	2	33 Theme Program
Stanislaus County Fair	2	4 Website

Stanislaus County Fair	2	5 Marketing Campaign
Stanislaus County Fair	3	2 Viral or Video Documentation
Stanislaus County Fair	3	23 Best New Idea This Year
Stanislaus County Fair	3	32 Competitive Exhibit Handbook
Stanislaus County Fair	3	7 Fair Logo Contest
The Big Fresno Fair	1	15 Poster
The Big Fresno Fair	1	22 Best New Promotion
The Big Fresno Fair	1	24 Best New Competition
The Big Fresno Fair	1	26 New Children's Program
The Big Fresno Fair	1	3 Radio Advertising
The Big Fresno Fair	1	30 New Agricultural Program
The Big Fresno Fair	1	32 Competitive Exhibit Handbook
The Big Fresno Fair	1	4 Website
The Big Fresno Fair	1	4 Website
The Big Fresno Fair	1	5 Marketing Campaign
The Big Fresno Fair	1	7 Fair Logo Contest
The Big Fresno Fair	2	12 Newspaper Advertising
The Big Fresno Fair	2	13 Any Other Advertising Displayed in Print
The Big Fresno Fair	2	21 Fair Sponsorship
The Big Fresno Fair	2	23 Best New Idea This Year
The Big Fresno Fair	2	25 New Featured Event, Exhibit or Program
The Big Fresno Fair	2	29 New Innovative Use of Technology
The Big Fresno Fair	2	31 New Community Outreach Program
The Big Fresno Fair	2	32 Competitive Exhibit Handbook
The Big Fresno Fair	2	5 Marketing Campaign

The Big Fresno Fair	2	8 Newsletter / E-blast
The Big Fresno Fair	3	23 Best New Idea This Year
The Big Fresno Fair	3	35 Overcoming Challenges/Innovative Fundraising
The Big Fresno Fair	3	5 Marketing Campaign
The Big Fresno Fair	3	9 Show us your Best
The Big Fresno Fair	0	34 Non-Fair Event Sponsored by the Fairgrounds
The Puyallup Fair	1	16 Any Other Printed Piece
The Puyallup Fair	2	14 Any Other Advertising Piece
The Puyallup Fair	2	4 Website
The Puyallup Fair	3	1 Television Advertising
The Puyallup Fair	3	34 Non-Fair Event Sponsored by the Fairgrounds
The Puyallup Fair	3	4 Website
The Puyallup Fair	3	5 Marketing Campaign
The Puyallup Fair	3	7 Fair Logo Contest
The Puyallup Fair	3	8 Newsletter / E-blast
The Puyallup Fair	3	8 Newsletter / E-blast
Theater-16, Inc.	1	23 Best New Idea This Year
Theater-16, Inc.	1	9 Show us your Best
Tulelake Butte Valley Fair	1	35 Overcoming Challenges/Innovative Fundraising
Ventura County Fair	1	9 Show us your Best
Ventura County Fair	2	10 Photo of an Unusual Entry
Ventura County Fair	2	15 Poster
Ventura County Fair	2	21 Fair Sponsorship
Ventura County Fair	2	5 Marketing Campaign
Ventura County Fair	3	1 Television Advertising

Ventura County Fair	3	12 Newspaper Advertising
Ventura County Fair	3	17 Fair Program / Schedule
Ventura County Fair	3	25 New Featured Event, Exhibit or Program
Ventura County Fair	3	31 New Community Outreach Program