SHW CA State Fair

July 15-31, 2022

Cal Expo

Event Report

This is a collection of bullet points summarizing SHW’s participation in the 2022 California State Fair and recommendations for the event in the future.

* Signup Genius was used to secure volunteers. Friday through Sunday shifts were 10:00-1:30, 1:30 – 5:00 and 5:00 – 8:30. Monday through Thursday shifts were 11:00 – 2:00, 2:00 – 5:00, 5:00 – 8:30.
* Participation was pathetic at best. The club managed to staff 15 of 51 time slots…29.4%.
* In May I published a Survey Monkey survey asking members if they would support working at the State Fair. The general response was positive. I won’t use Survey Monkey again as it was not obvious that they, Survey Monkey, limit the number of responses. As such, I wasn’t able to get feedback from most/all of the club members..
* My contact at the State Fair was Michelle Johnson, 916-263-3189. I drove down to the State Fair office to pick up the packet of tickets and gate passes.
* Each booth volunteer was required to complete and submit the Megan’s Law Form. Michelle indicated in an email to me that volunteers could send the signed form to Personnel ([personnel@calexpo.com](mailto:personnel@calexpo.com)) Here is the form: try again later…..
* Again, this year I was able to use the Will Call booth just outside the main CalExpo entrance. I created two types of business size envelopes…one for a single person and one for two people. The one-person envelope contained a single gate pass, a single parking pass and an instruction sheet. The two-person envelope contained two gate passes, a single parking pass and an instruction sheet. I used the Jubilee bottle labels to create labels for the 1- and 2-person labels for the envelopes. When a volunteer or two volunteers in the same vehicle arrived at the State Fair, they would go to the Will Call booth, indicate that they are with SHW and need an envelope. The Will Call staff person would have the volunteer write their name, date on a checklist, and indicate if they are taking a 1-person or 2-person envelope. The volunteer receives their envelope and returns to their double-parked vehicle. The instruction sheet in their envelope instructed them to drive around the rear of CalExpo and park in the flood plain. Volunteers entered the levy gate and proceeded to the booth. Here’s the instruction sheet and envelope label files:

 

* On May 9th, Will Carlton and I had a Zoom session with Michelle Johnson to discuss our club participation. Michelle asked me to submit club photos for use in the booth as a continuous looping video. Unfortunately, I got them to Michelle too late so we didn’t have the looping video.
* I updated the tri-fold brochure to make it more generic:



* We distributed fliers for the WM101 class:



* As with past years, our club insurance policy expires during the run of the CA State Fair. Once I receive the new policy, I forward it to Michelle so that she knows that we are in compliance with the liability insurance policy.
* LOU
* Here’s the passes we requested/received:
  + 4 season gate passes
  + 102 daily gate passes
  + 3 lot Z season parking passes
  + 102 daily lot Z parking passes
  + 4 delivery passes
* According to CalExpo policy, our volunteers were not allowed to consume alcohol while working the booth.