

LOS ANGELES  
COUNTY FAIR  
ASSOCIATION

2014 ANNUAL REPORT

A Self-Supporting Not-For-Profit 501(c)(5) Organization



From a small seed a  
mighty trunk may grow.  
— Aeschylus

## Welcome from Chairman of the Board Michael Ortiz and President/CEO Jim Henwood

Every journey needs direction. Vision 2030 is our compass moving forward. Throughout 2014 we planned our business and education programs, our community activities and our infrastructure to match the initiatives set by this new strategic plan. Our first year of this program produced many positive outcomes and we look forward to the trajectory on which it will take us.

For example, The Farm has grown into an educational platform beyond expectation. From being featured several

times on a PBS gardening show to teaching 156,000 students during the LA County Fair, The Farm is helping us increase awareness of sustainability and healthy lifestyles.

We expanded our partnership base by joining with premier promoter Live Nation. Relationships like this can only help us grow and cement our spot as the leading entertainment venue in Southern California.

Speaking of partnerships, a significant grant from the Margie & Robert E. Petersen

Foundation will help us expand the auto programs at The Learning Centers' Career and Technical Education Center. More classes mean more students - and that means we get to cast a wider net to the community in our educational offerings.

As you can see, many projects were started and many more need to commence as we follow Vision 2030 to our goal. We are excited for the future.



## VISION



Fairplex is recognized on a national level as a world-class, environmentally responsible Southern California campus for working, learning, living and playing, and as an innovative and community-building resource.

## MISSION



We enrich lives by entertaining and educating our diverse community while creating unique and memorable experiences.

## CORE VALUES



Innovation  
Inclusion & Diversity  
Community Service  
Guest Experience  
Lifelong Learning

## WHO WE ARE



Under the direction of the Los Angeles County Fair Association, Fairplex is home to the LA County Fair, as well as The Learning Centers, which encompass FairKids Field Trips, the Child Development Center, the Career and Technical Education Center (CTEC), the Millard Sheets Art Center and the Junior Fair Board.



Fairplex also operates a diverse set of businesses, including:

- ⇒ The Sheraton Fairplex Hotel & Conference Center
- ⇒ McKinley's Grille
- ⇒ Finish Line Sports Grill
- ⇒ KOA RV Park
- ⇒ RV & Boat Storage
- ⇒ Cornucopia Foods
- ⇒ Event Production Solutions
- ⇒ Barretts Sales

The campus is also home to the Wally Parks NHRA Motorsports Museum and Auto Club Raceway at Pomona, Dr. Bob's Handcrafted Ice Creams, as well as the Los Angeles International Wine, Spirits, Beer and Extra Virgin Olive Oil competitions.



As we completed our 92<sup>nd</sup> year, we moved up a notch on the growth chart. With our centennial year on the horizon, we're evolving to meet the Kaleidoscope of shifting desires shared by our 21<sup>st</sup> century guests while ensuring we remain true to our roots.



To chart this journey, we began implementing Vision 2030 in 2014, ensuring we focus on four essential themes: creating an ideal Southern California location to live, work, learn and play; leading in environmentally friendly business practices; supporting lifelong learning; and benefiting our community.



In 2014 we...



Served 3 million guests



Held over 300 events throughout the year



Educated 156,000 children & adults



Gave \$7.2 million in cash & in-Kind donations



# THEME ONE

We are an important Southern California location for people to live, work, learn and play.

We expanded our horizons, developed new partnerships and did what we do best - create memories and have fun.



## 2014 FAIR

The 92<sup>nd</sup> annual LA County Fair Kicked off with a new logo and new programming, supported by a foundation of tradition.

## HARD

New partner Live Nation brought HARD - Day of the Dead electronic dance music festival to Fairplex - introducing the campus to a new audience and strengthening our claim as a popular SoCal entertainment destination.







## RED BULL SUPERCROSS

Red Bull Straight Rhythm brought an innovative form of supercross to Fairplex, with a half-mile straight racetrack at Auto Club Raceway.



## HORSE RACING

2014 saw horse racing move from Fairplex Park to Los Alamitos Race Track. We are proud of our racing history and enjoyed the glory days at the track. However, our facilities are limited. We understood the horses, the racing and the industry can be best served on a better-equipped track. Part of the Vision 2030 plan was to honor these truths, even when we hate to say goodbye. The ponies are outta the gate, but will always be part of our heritage.







# THEME TWO

Be a leader and innovator in environmental sustainability initiatives and business operations.

Fairplex is a leader, model and educator in environmentally sustainable business practices and campus development. We aren't just talking switching out energy-wasting light bulbs for more efficient ones (although we've done that!). We're talking learn, grow, sustain. Perhaps our greatest example of this is The Farm at Fairplex.



Fully opened at the 2014 LA County Fair, The Farm is our 4-acre organic farm which grows more than 150 California specialty crops. Produce is used in our McKinley's Grille restaurant at the Sheraton Hotel, as well as in the gourmet dinners served at our farm-to-table events. Throughout the year, and during the LA County Fair, The Farm is our largest classroom. This is where our heritage hits homes - The Farm is a working, teaching environment where sustainability and healthy eating is served, literally and figuratively.



Throughout the campus, sustainability initiatives were put into place - not visible by the naked eye but felt in our ecological footprint. Lighting and air conditioning was revamped to include the latest in energy-efficient technology that will continue to benefit and reduce our energy consumption. Our facilities department built property systems that can generate electricity 10 months out of the year, becoming a net producer of electricity. We are also looking at capturing the run-off water from our acres of parking, which will be put in a reservoir and eventually go into the water table.





# THEME THREE

We embrace a culture and business of life-long learning.

Learning is the foundation to every aspect of our business model and we use it to create opportunities that build stronger communities:

- The Child Development Center (CDC)
- The Career & Technical Education Center (CTEC)
- Junior Fair Board Leadership Program (JFB)
- Millard Sheets Art Center (MSAC)
- FairKids Field Trips







627 students were enrolled in 13 CTEC classes.

The Alex Xydias Center for Automotive Arts (AXC) received a \$500,000 gift from the Margie and Robert E. Petersen Foundation. The gift will allow AXC to add additional course offerings and move AXC to a new, larger facility - to be named Robert E. Petersen's Garage, Home of the Alex Xydias Center for Automotive Arts.

AXC students modified a 2015 Jeep Wrangler that was presented at the Specialty Equipment Market Association (SEMA) Show in Las Vegas in November. The founders of AXC received the prestigious Chairman's Award at the SEMA

banquet and the AXC program was recognized in front of more than 4,000 people attending the banquet for training the next generation of automotive professionals.

The students in the new culinary class at the Sheraton Hotel were offered the opportunity, upon completion, to obtain their California Food Handler Card.

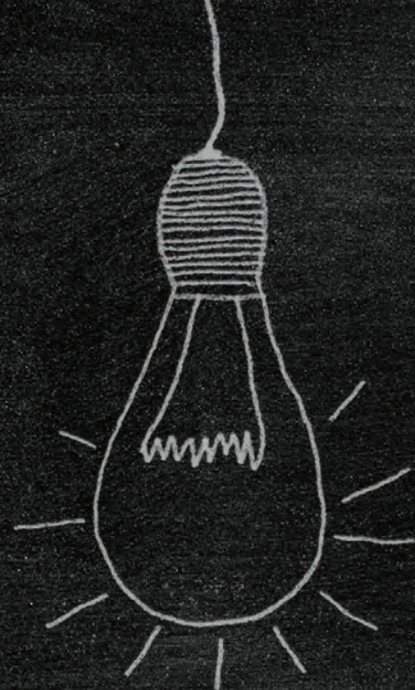
The Farm at Fairplex enjoyed a busy year growing crops in its expanded location and serving as a living classroom for CTEC's horticulture classes. Tours offered school and community groups the opportunity to learn about sustainability and healthy choices.



# The Child Development Center (CDC)

In 2014, 240 children from ages 8 weeks to 6 years were educated at the CDC.

Children enjoyed a nurturing environment, songs, reading and math as they took their first steps in their early childhood education process. The Center, in partnership with the University of La Verne, celebrated its second Kindergarten graduating class in June - a new program that is going strong.







34 Junior Fair Board members from 17 high schools participated.

Junior Fair Board members from 17 high schools initiated numerous new service projects throughout the community. Among the projects were assisting a local elementary school with a family literacy night, collecting donations for three local food pantries and helping a no-kill animal shelter. Seniors who completed the two-year program each received \$2,000 scholarships.

More than 156,000 students and teachers visited the LA County Fair.

More than 156,000 students and teachers visited the LA County Fair with the FairKids Field Trip Program. They entered a world where superheroes – both real and comic book – were celebrated and sea creatures came eye-to-eye with even the smallest guest.



MSAC completed its first full year of art programs for the community. Free and fee-based workshops were offered at the Center, including family workshops that incorporated art and literacy. With space dedicated specifically for art, for the Reed Fine Arts program and for new exhibitions, MSAC has solidified its commitment to bringing art to the community, to students and local artists. All Art class offerings are now housed in MSAC.



# THEME FOUR

We are an organization where communities can engage and serve one another to improve and empower their lives.

With an organizational culture of global business focus and a local community-building mission, Fairplex will invest resources to create a diverse volunteer program to support the programs of TLC and enrich our community-benefit initiatives.





# THE AMBASSADOR PROGRAM

In 2014, 370 active ambassadors contributed an estimated 20,000 volunteer hours.

The Ambassador volunteer program grew by leaps and bounds, with volunteers offering assistance to many TLC programs and Fairplex events in general.

Ambassadors volunteered in every aspect of TLC and Fairplex and were the backbone of the FairKids Field Trips in addition to volunteering at the exhibit halls such as the Flower & Garden Pavillion and DIY. They also volunteered at ArtReach and Artists for Art's Sake (The Holiday Show) at Millard Sheets Art Center, at the SoCal College Fairs, Upland Lemon Festival and staffed all of the Community Neighborhood parties.





FAIRPLEX  
YEAR-ROUND EVENTS  
\$12,307,106

TOTAL REVENUES  
BY BUSINESS UNIT  
\$74,739,409

SHERATON FAIRPLEX  
HOTEL AND  
CONFERENCE CENTER  
\$17,765,107

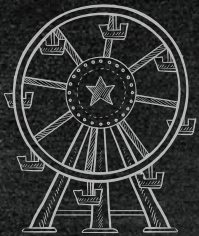
LA COUNTY FAIR  
\$27,822,986

BARRETT'S EQUINE  
LIMITED  
\$2,420,721

RV PARK AND  
OTHER  
\$3,412,556

CORNUCOPIA FOODS LLC  
\$11,010,933





## LA COUNTY FAIR

92nd anniversary; 1,204,911 guests; new attractions Luminasia & Grinding Gears turned LACF into an evening destination.

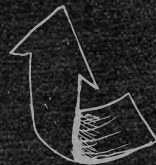


## KABOOM!

The 28th annual Fourth of July spectacular was a sell-out. KABOOM! has sold out since its inception.

## SHERATON FAIRPLEX HOTEL & CONFERENCE CENTER

The hotel enjoyed excellent customer ratings and booked new clients into the center.



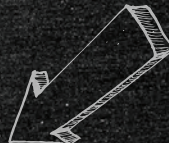
## UPLAND LEMON FESTIVAL

This was Fairplex's second year producing ULF. It was a lemony success.



## FINISH LINE SPORTS GRILL

Stayed true to its role as the region's favorite sports bar, drawing crowds for major sporting events.



## NHRA

NHRA Winternationals and World Finals brought fans to their feet with another year of exciting racing.



## LOS ANGELES INTERNATIONAL COMPETITIONS

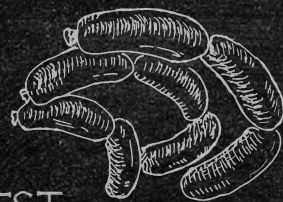
The wine, spirits, beer and extra virgin olive oils saw thousands of entries from all over the world.





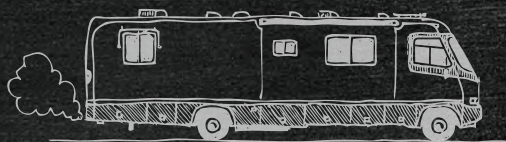
## CORNUCOPIA

Cornucopia continued to grow, feeding on-campus and off-campus events, and enjoyed year three of Food Truck Thursdays, bringing variety and fun food to our neighbors.



## OKTOBERFEST

Beers and brats were celebrated for a third year, with three fun-filled weekends. More than 31,000 guests attended, up considerably from the previous years.



## KOA RV PARK

The award-winning park was filled with guests year-round. It continued its practice of providing priority accommodations to patients receiving treatment at the City of Hope.



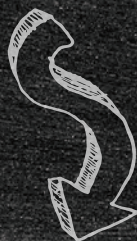
## CHEERS

Winning wines, spirits and beers, along with an array of gourmet food truck treats, were enjoyed by the public at Cheers - L.A.'s Wine, Spirits, Beer & Food Festival. More than 1,000 guests danced the night away and bid on auction items, with proceeds benefiting The Learning Centers.



## RV AND BOAT STORAGE

Offered a convenient and affordable option to residents in the area. Occupancy grew to nearly 100 percent.





## 2014 OFFICERS

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Vice Chairman of the Board

Robert Dukés

Secretary of the Board

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Vice President -

Business Growth & Development  
and Chief Revenue Officer

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Knowledge Management

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- The Learning Centers at Fairplex

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Dwight Richards

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Kathleene Yeram

Assistant Secretary to the Board

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California State Polytechnic  
University, Pomona

Arthur Ludwick

Retired Chief Financial Officer  
and Senior Vice President  
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Hospital Medical Center

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Management Co.

## 2014 ASSOCIATION MEMBERS

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Inter Valley Health Plan

Laura Bollinger  
Community Volunteer

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City of Hope Medical Group Inc.

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Donrey Media Group

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Claremont Graduate University

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Brea Chamber of Commerce

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U.S. District Court Judge  
Central District of California

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Dentist

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Minister, J-JOY Christian Ministries,  
Inc. Retired Business Solutions  
Segment, Southern California Edison

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Assistant General Manager & Chief  
Administrative Officer Metropolitan  
Water District of Southern California

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Owner, Don Kendrick Real Estate

Chris Kersting  
President, SEMA

John Landherr  
President, A-Z Bus Sales, Inc.

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Retired City of Burbank

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Educational Management Consultant

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President, University of La Verne

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President and CEO, Casa Colina, Inc.

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Loza & Loza, LLP

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Pomona Unified School District

Robert Mendez  
Attorney & Adjunct Professor  
Whittier College

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State Polytechnic University, Pomona

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Retired President and CEO  
Associated Engineers

Iris Patronite  
Senior Consultant  
The Organizational Network

Rodri Rodriguez  
President and CEO  
Rodri Entertainment Group

Kiana Webb  
Chief Operations Officer  
Webb Family Enterprises

\*Mike Smith  
Retired Attorney at Law



Jeff Stark  
Partner, Fukagawa-Stark & Associates

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Retired President and CEO  
Mt. San Antonio Gardens

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Chairman  
Vicenti, Lloyd & Stutzman

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Management Group

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Retired Deputy Superintendent  
of Personnel Services  
Pomona Unified School District

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\*Gary Thomas  
Retired Facility Director  
HCC Industries

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President, Todd Memorial Chapel

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Owner, Vander Molen Fine Art

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Owner  
Mark Warren Realty & Investments

\*William Wilkinon  
Retired Realtor, Wilkinon Realty

Richard Yochum  
President and CEO, Pomona  
Valley Hospital Medical Center  
(\*Association Emeriti)

The Learning Centers at  
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Richard Crean (vice chair)  
Charles Cable (secretary)  
Robert Dukes  
Philip Gutierrez  
James Henwood  
Thomas Hsieh  
Susan Hyland  
Don Kendrick  
Stephen Morgan  
Thomas Nuss  
Michael Seder  
John Solomon  
Jil Stark

Child Development Center  
Board of Directors

Kiana Webb (chair)  
Avo Kechichian (vice chair)  
Bernard Bernstein  
Charles Cable  
James Henwood  
Carol Hersch  
Mark Hill  
Charlene Leavitt  
Sarah Ludwick  
Trudy Mendez  
LeeAnn Paddock  
Cid Pinedo  
Michael Seder  
Sam Tharpe  
Paula Sosta

2014 LA County Fair  
Sponsors

AMI (Kitchen Craft  
& Lustre Craft)  
Anheuser Busch (Budweiser,  
Bud Light, Shock Top)  
Cal Spas  
Cardenas Markets  
Circus Circus Las Vegas  
Coca-Cola & Dasani Water  
Cricket Wireless  
Diamond Resorts International®  
DISH  
Giant RV  
Groupon  
Hot Dog on Stick  
Acific (Hotel Life Sheets)  
Jeffrey Scott Fine Magnetics  
Lucas Oil, MAVTV,  
Off-Road Races  
Morongo Casino Resort & Spa  
O'Reilly Auto Parts  
Ralphs  
Riboli Family Wines  
Sauza Tequila  
Sleep Train Mattress Centers  
Southern California Edison  
Sparkletts Water  
T-Mobile  
Toyota  
Verizon Wireless |  
Diamond Wireless  
Welk Resorts  
Wells Fargo  
Wyndham Vacation Resorts





For more information on how to get involved,  
please visit [Fairplex.com](http://Fairplex.com) or [TLCFairplex.org](http://TLCFairplex.org)