



**California
State Fair**
AUG. 16-SEPT. 2, 1996
BIG FUN!

Bear Facts

August 30, 1996

143rd Annual State Fair

Issue #15

TV, RADIO, and PRINT..THE MEDIA CENTER HAS IT COVERED

The California State Fair attracts hundreds of thousands of visitors each year. It also attracts plenty of media coverage. At least once per day, a local television station will send camera crews out to the fair often to set up for live broadcasts.

Behind all the live shots and on-site reporting, is the State Fair's Media Services office, headquartered in an air-conditioned trailer in the administration parking lot.

Media Services is responsible

for coordinating with the media to try and get as much coverage as possible for the State Fair. Positive coverage increases awareness of the fair among the population and boosts attendance.

In addition to working with the television stations, Media Services also interacts with radio and print media outlets, having written over 100 press releases and media advisories and handled several radio interviews. Media Services also wrote all the copy for the Offi-

cial State Fair Visitors Guide.

There are four full-time employees of Media Services: Louise Shroder, Art Schroeder (no relation), Nicole Wells and Dylan McGrath. Other employees are brought in for large media events, such as Opening Day.

We can all expect a flood of reporters and camera crews this weekend. So be sure to direct any inquiries or approaches for interviews from reporters to the Media Center. Call 263-3108.

TOMORROWS EVENTS, TIMES and LOCATIONS

10:00am	Floriculture Demo, Lucky Wine Country	5:30pm	New Testament Choir, Center Stage
11:00pm	Black Art of Dance, Prom- enade Stage	6:00pm	Dehcontee Liberian Dance Co., Lagoon Stage
12:00pm	Bobbie D, Promenade	7:00pm	Awards Presentation, Granstand Area, Club House
1:30pm	Prescott Clown Troupe, Kids Park, Palm Ave.	8:00pm	Bill Picket Invitational Rodeo
2:30pm	Archie Singers, Center Stage	8:30pm	Magical World of Dancing Horses, Livestock Area/Caval- cade
3:15pm	Luco-American Dancers, Global Village Stage		
4:30pm	Mariachis, Global Village Stage		

Black Culture Day SATURDAY, AUGUST 31

Black Culture Day this Saturday has lots of excellent entertainment and cultural events. From the music of Lena Mosley to the dance of Liberia to the Bill Picket Invitational Rodeo folks can enjoy the richness of our African American heritage and more!

G. Douglas Lipp & Associates: The Ins & Outs of Body Language

The California State Fair is a sensual experience. Folks from all around come to the Fair to see, hear, feel, taste and even smell what we have to offer. Whether it's the colorful pageantry of the Cavalcade of Horses, or the raunchy blues of Mick Martin and his Blues Rockers, or the soft wool of lambs, or the taste of a fresh hot corn dog and an ice cold lemonade the Fair provides sensations which people come from afar to experience. The way we, as Fair staff and commercial vendors, relate to our guests is a part of this total experience for our guests. What we say, how we say it and what we are doing while we are interacting with our guests make up the phenomena called Body Language. We all have the power to enhance or detract from our guests experiences by how we use body language.

That's why Doug Lipp, President of G.Lipp & Associates included training on body language in his presentation to Cal Expo staff on August 3rd. Here are some of Doug Lipp's tips on the power of body language.

G. DOUGLAS LIPP & ASSOCIATES'

"Body Language: What You See and Hear is What You Get"

Words, Tone, Actions, or: Are You Sincere? People believe the message they get from our facial expressions, general body language and the tone of your voice before they believe our words. Your words are useless unless your actions and voice are sending the same message. Even on the telephone, our tone of voice is affected by our body language, so be careful!

YOUR TONE/PACE: Do you sound busy or interrupted instead of willing and enthusiastic? Are you responsive to the customer's mood? Does your tone reflect empathy? Are you speaking clearly and loud enough?

YOUR WORDS: Do your words match your tone of voice? Are you using internal jargon which the customer doesn't understand? Are you using the customer's name?

YOUR ACTIONS: Are you slouching or leaning against something, when you shouldn't be? Are you eating, chewing gum, smoking, having personal conversations with co-workers instead of interacting with customers? Are you careful about what you are saying even you think you are "on hold" on the telephone? How appropriate are your conversations on the speakerphone? Are you smiling?

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ATTENDANCE WATCH

1995 1996

PAID:

DAY 1	38,915	26,441
DAY 2	38,685	36,093
DAY 3	41,392	34,103
DAY 4	28,093	24,604
DAY 5	31,403	23,209
DAY 6	23,329	27,276
DAY 7	30,871	27,208
DAY 8	36,431	31,640
DAY 9	66,993	67,028
DAY 10	55,734	57,365
DAY 11	35,185	30,224
DAY 12	24,370	19,312
DAY 13	20,732	20,909

PAID CUMULATIVE:

DAY 9	335,572	297,422
DAY 10	391,486	354,787
DAY 11	424,671	385,011
DAY 12	451,041	404,323
DAY 13	471,773	425,232

TOTAL:

DAY 1	49,502	36,105
DAY 2	43,421	43,522
DAY 3	47,828	41,549
DAY 4	54,169	47,269
DAY 5	43,917	30,878
DAY 6	31,667	33,458
DAY 7	37,998	32,888
DAY 8	40,480	36,883
DAY 9	74,335	72,879
DAY 10	64,577	65,842
DAY 11	42,677	50,086
DAY 12	30,350	23,489
DAY 13	26,573	25,211

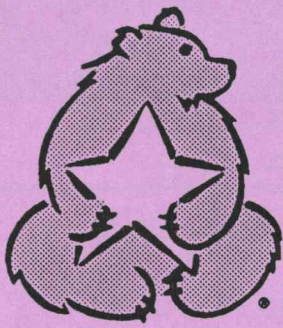
TOTAL CUMULATIVE:

DAY 9	423,327	375,431
DAY 10	487,904	441,273
DAY 11	530,581	491,359
DAY 12	560,931	514,848
DAY 13	587,504	539,781

GRIN AND BEAR IT

TODAY'S WEATHER

Sunny.
Highs in the high 90's.



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Issue #14

PART 1 IN A SERIES ON GUEST RELATIONS

G. Douglas Lipp & Associates Offer Customer Service Tips

For many Californians the California State Fair is a magical experience their families have enjoyed for generations. In fact, this is the 143rd State Fair, and many old timers can tell you that from their own youthful memories to the twinkle in their grandchildren's eyes, the Fair is something everyone looks forward to. The quality of the State Fair experience for both new and repeat guests is something that's important to everyone. Parking attendants, ticket sellers, carnival operators, police officers, gate keepers, custodial and maintenance staff, administrators, commercial vendors and even entertainers have something to gain everytime we are kind,

polite, responsive, sensitive and helpful to our guests.

In a very real sense, we all touch Fairgoer's lives when we interact with them at this special event we call the California State Fair. Conversely, every time we display impatience, arrogance, or indifference, we all lose out and affect our guests negatively.

The Fairgoer truly is our guest and we all are the hosts. That's why Doug Lipp, a well respected customer service consultant formerly of the Walt Disney Corporation presented "The Magic of Exceptional Customer Service: Exceeding Your Customers Expectations" on August 3rd for 300+ Cal Expo staff and

volunteers. He related his experience as a young custodian at Disneyland and how his attitude about his job and his personal attention to guests transformed from frustration and impatience to one of personal pride and enthusiastic responsiveness.

Doug Lipp's experience can help us all. Let's face it, some days just don't go well, Personal problems and other troubles can interfere with how we treat our fellow employees and our most valued guests: members of the public. However, here are some tips that Mr. Lipp has offered that can help us all, especially when we consider that the very act of being kind to someone helps you feel better. We all want Fairgoers to feel proud that the State of California has provided a quality experience for them.

**Don't get caught without your Fair
Schedule...definite answers are
sure to please our guests!**

G. Douglas Lipp & Associates' Outstanding Customer Service Musts

- | | |
|---|---|
| 1) Provide quick service, but don't rush the customer
2) Can "read" needs of the customer
3) Problem ownership: "Don't pass the buck"
4) Treat all customers with dignity, respect
5) Surprise the customer with services not requested
6) Don't hover over customer
7) Provide follow-up
8) Initiate service
9) Put self in customer's shoes
10) Apologize, make customer "right"
11) Say: "Thank-you"
12) Say: "Sorry to have kept you waiting"
13) Find information when they don't have answers
14) Provide service quicker than customer expected
15) Use language appropriate to the occasion
16) Offer options: let customer make the decision
17) Teamwork: Don't criticize other employees or departments in front of customer
18) Empowered to make decisions, don't always have to "call supervisor"
19) Return calls promptly, even if only giving a status report, so customer doesn't feel forgotten
20) Problem ownership: Don't send you to the "next window" for information, they find it for you
21) Guide customer to the location
(Copyright 1996 G. Douglas Lipp & Associates) | 22) Sincere
23) Never say "no"
24) Listen attentively
25) Greet by name
26) Smile
27) Know their product
28) Don't interrupt
29) Consistent
30) No excuses, just action
31) Available when needed
32) Anticipate Needs
33) Flexible
34) Caring
35) Positive
36) Patient
37) Share Information
38) Offer options |
|---|---|

Country Sensation LeAnn Rimes Replaces Patty Loveless for August 29th 8:00pm Amphitheater Show

We proudly present LeAnn Rimes, 14-year old country music sensation who recently hit #13 on the country music charts. Ms. Rimes replaces Patty Loveless who cancelled due to family illness.

Young Miss Rimes who was born in Jackson, Mississippi won her first song-and-dance competition at the age of five and told her parents, Wilber and Belinda, that she wanted a life in show business. Since then, she won a two-week "Star Search" championship, sang the National Anthem at all the best rodeos, Dallas Cowboy games, and opened for Randy Travis. Expect to be impressed by this young rising star.

TOMORROW'S EVENTS, TIMES & LOCATIONS

10:00am Emus, Livestock Area 12:30pm Dan St, Marseille, Lagoon Stage 1:00pm Avalon Swing, Promenade 1:00pm Jean-Paul Valjean, Carnival Time Stage 2:00pm Dan Wlies, Center Stage 3:00pm Open Beef II, Livestock arena L1	4:00pm Guido's School of Magic, Carnival Time Stage 5:00pm Carousel of Breeds, Livestock Are/Cavalcade GLOBAL VILLAGE STAGE 2-2:45pm Rincones de mi Tierra (Mexican) 2:45-3:30pm Northern California Bandura Ensemble (Ukrainian) 4:15-5:00pm Life Dance Theater and Darvish Middle Eastern Arab Music
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HORSE RACING 1:45 PM POST TIME, DAILY AT THE GRANDSTAND

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