

From: Rick Read
To: David Waters, Mary Jo Daly
Date: 9/7/99 2:00PM
Subject: CENTURY F&R UPDATE

Mary Jo & David:

Our presentation ceremony at the Oregon State Fair last Sat was well attended and successful. Based on the number of chairs set up for the event, I think we had around 50-60 people in the main audience, not counting the fringe listeners and passers-by. The State Fair staff were very helpful, providing--at the last minute-- special umbrellas and free bottled water to the honorees because of the hot sun. **Lin Wolfe**, Director of Marketing and Sales, kicked-off the ceremony with a nice welcome and thanked OHS for coming back to the State Fair for this activity. She's delighted about the connection and wants to work with us again next year. Chet made some remarks about OHS, invited people to visit the *AT&T Treasures of Oregon* exhibit, and stuck around to help me present the certificates (thanks, Chet!). All in all, I think people enjoyed themselves. It lasted about 45 mins total, mainly due to the outdoor venue and the heat.

A volunteer photographer, **Raenell Dawn**, took pictures during the event using a digital camera. This was a nice surprise! She also took individual family shots and a total group photo in front of a large screen with "Oregon State Fair, 1999" on it. She gave me two floppy disks with the images, so I'm going to pass them on to David for possible PR use (magazine? website?).

When the ceremony concluded, a reporter from the Capital Press, **Ed Merriman**, interviewed me about the program. The CP is a weekly ag newspaper published in Salem. Ed would like to do a weekly article on the Century F&R Program, highlighting one farm or ranch in each issue. That will be wonderful publicity for the program.

The new certificates are beautiful (special thanks to Jean and Mary Jo for their critical feedback during the design process). Chet mentioned that he would like to see the graphics from the certificates (and signs) used somewhere in the next issue of the OHS Spectator. It would be a good opportunity, perhaps, to draw attention to the program and the 1999 honorees.

CC: Barbara Abrams, Chet Orloff, Jean Spraker, Myro...