

LEARNING *Never Ends*



Meg Courter
Sponsorship Director



e've all heard the phrase life-long learning. Whether a student in elementary school, young professional moving to a new city or an octogenarian hoping to keep a sharp mind, learning is an important part of life. Learning takes many forms and provides a variety of opportunities. So why not learn while enjoying a visit at the Iowa State Fair.

Food. This is the best and most satisfying way to learn at the Iowa State Fair! The myriad food choices allow for constant, even daily, new tastes and treats. Start with nearly 70 different foods-on-a-stick and work your way to all corners of the Fairgrounds for culinary delights that are only found during Iowa's best 11 days of summer.

Competition. Fairtime contests are everywhere. Novices and experts alike jump in to try their luck against fellow Fairgoers. Food contests, livestock shows, games of skill and chance. There's cow chip throwing, swine showing, horseshoe tossing, and competing in a spelling bee or at chess, checkers or cribbage. Whether you've never entered or try your luck year after year, there's always something new to learn, a higher score to achieve or rival to best.

Education. Fairs attract country and city dwellers alike. For city folk, the Iowa State Fair may be their only opportunity to see a cow milked, baby chicks hatch, sheep sheered or learn attributes of each cut of beef. Education is central to the Fair's mission and encompasses agriculture, science, history, the natural world, and so much more. Whether Fairgoers realize it or not, education happens at the Iowa State Fair every day and all day.

Agriculture. Do you make the Animal Learning Center a must-do stop during your Fair visit? If not, it's time to swing by with the whole family because the baby animals – piglets, poults, chicks, calves, ducklings and more – are too cute to pass up. I guarantee you will learn something new during your visit. Actually, you can learn something new right now: what is a poult? If you guessed baby turkey, you are correct.

Generosity. The Iowa State Fair continues to offer educational experiences in premier facilities because of your support. When you give to the Blue Ribbon Foundation, you help maintain the 445 acres and 40 buildings utilized all year long. The Blue Ribbon Foundation's mission is to keep the historical Fairgrounds in pristine condition. Not only can you continue to learn but also your children and grandchildren will be able to discover the magic of the Iowa State Fair.

The Iowa State Fair is a life-long tradition for many and a brand new experience for some. No one knows everything there is to know about the animals, the food, the exhibits, the history, the music, the entertainment, and more, that provides enjoyment every year. Not even a longtime volunteer or employee knows it all! We all can dig a little deeper and explore a little longer to uncover and learn all there is to experience at Iowa's grandest annual showcase.

WE ALL CAN DIG A LITTLE DEEPER AND EXPLORE A LITTLE LONGER TO UNCOVER AND LEARN ALL THERE IS TO EXPERIENCE AT IOWA'S GRANDEST ANNUAL SHOWCASE.

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NOTED!

• SAVE THE DATES

Corndog Kickoff:

Saturday, July 9

Iowa State Fair:

August 11-21

- Thank you to all Iowans who contribute to the Corndog Checkoff on their Iowa tax forms. Checkoff contributions are anonymous; therefore, we are unable to recognize those individuals. Although the gifts are nameless, they are extremely significant and greatly appreciated.
- Dining Delights gift cards needed. The Corndog Kickoff will feature a restaurant gift card pull. Help support two of your favorite places by purchasing a gift card (value of \$25 or more) and donating it to Dining Delights.

CALL

515-262-3111 Ext. 371

EMAIL

Info@BlueRibbonFoundation.org

MAIL

P.O. Box 57130

Des Moines, IA 50317

Create A SECURE FUTURE FOR BOTH OF US

Did you know that you can make a gift to support the future of the Blue Ribbon Foundation and receive payments for life in return? This unique gift, called a charitable gift annuity (CGA), is a simple way to support Iowa State Fairgrounds improvements, while securing your retirement years as well. Here's what you need to know:

What is a charitable gift annuity?

A charitable gift annuity is a giving vehicle in which you transfer assets, such as cash or securities, to the Blue Ribbon Foundation. In return, you receive dependable income for life and qualify for tax benefits.

How does a CGA work?

In exchange for a gift of cash or other assets, we pay you (or a loved one) a set amount each year based on your age at the time of the gift. After your lifetime, the remaining balance goes to our organization.

Why should I consider this type of gift?

When you use a charitable gift annuity to support our organization, you qualify for a partial income tax deduction in the year you make your gift. You also receive income for life and payments that are partially income tax-free throughout your life expectancy. If you use appreciated securities to fund your CGA, you can also reduce capital gains tax.

How does a CGA benefit our organization?

After your lifetime, the remaining balance of your charitable gift annuity goes to the Blue Ribbon Foundation to help us continue our mission of restoring the historic Fairgrounds.

An Example

Mary, 76, wants to support future Fairgrounds improvements, so she establishes a charitable gift annuity using a \$25,000 gift of appreciated stock. Based on her age, Mary will receive \$1,400 each year for the remainder of her life. She is also eligible for a charitable deduction of \$11,453* when she itemizes on her taxes this year. *Based on a 1.2% charitable midterm federal rate. Deductions and calculations will vary depending on your personal circumstances.

Take the Next Step

When you establish a charitable gift annuity, you take the first steps to creating a secure future — for you and for the Blue Ribbon Foundation. To learn more about this unique gift, please contact Robin Taylor at 515-262-3111 Ext. 373 or Robin@BlueRibbonFoundation.org

STAFF

The Blue Ribbon Foundation staff consists of four full-time employees.

Peter Cownie, Executive Director, oversees the entire operation.

Robin Taylor, Assistant Director, tracks all accounting records, orders Fair merchandise and directs the auction portion of the Corndog Kickoff.

Meg Courter, Sponsorship Director, coordinates all sponsorships for the Iowa State Fair and the Corndog Tax Checkoff.

Drew Sniezek, Communications Manager, organizes giving programs and oversees all communications and event planning.



MEET THE 2022

Interns



The Blue Ribbon Foundation is excited to introduce Brooklin Border, Laura Noehren and Kenna Smith as interns for the summer of 2022. They will be busy organizing events and programs such as Iowan of the Day, merchandise sales, Iowa State Fair sponsors and the Corndog Kickoff Benefit Auction.



Brooklin Border

Brooklin Border Brooklin is a senior at Iowa State University where she is majoring in Public Relations and minoring in Event Management. Brooklin has been involved in Collegiate 4-H as their internal communications director and was a performing arts director for Student Union Board (SUB). Currently, she serves as SUB President where she oversees the executive board and helps coordinate all SUB events on Iowa State's campus. Off-campus, she is a part-time server at Wallaby's Bar & Grille in Ames.

Growing up in Fort Dodge, Brooklin was involved in band, choir, theatre, speech, tennis, National Honor Society and was a 9-year 4-H member in Webster County. While in 4-H, she was involved in County Council, State 4-H Council and was the 2017 Webster County Fair Queen. Brooklin loves the Iowa State Fair and has spent three State Fairs working in the 4-H building. She has made many memories while showing off her exhibits. Brooklin is excited for the opportunity to work for the Blue Ribbon Foundation as their Public Relations intern this summer.



Laura Noehren

Laura Noehren Laura is a sophomore at Drake University studying Strategic Political Communications, with minors in Environmental Sustainability & Resilience and Politics. At Drake, Laura is involved in the band, the music fraternity Sigma Alpha Iota and the service fraternity Alpha Phi Omega. She serves as the Vice President of Fellowship in Alpha Phi Omega, and has also served as the Recruitment and Publicity Chair, where she ran recruitment events and all social media accounts.

Laura grew up in Cedar Rapids and has gone to the Iowa State Fair almost every year of her life. She enjoys having her favorite Fair foods and checking out the photography displays each year. Laura is excited to expand her skill-set as the Sponsorship Relations intern this summer.



Kenna Smith

Kenna Smith Kenna is a sophomore at Iowa State University majoring in Event Management with a minor in Public Relations. She serves as the Vice President of Membership with the Student Union Board on campus, coordinating team member involvement and other executive tasks. Off-campus, Kenna is a part-time server at Hickory Park Restaurant in Ames. She is from Mt. Pleasant, where she was involved in band, volleyball, softball, color guard, dance team, student council, Silver Cord, and National Honor Society in high school.

Since she was young, Kenna was actively involved in 4-H, serving many different officer roles, and visited the Iowa State Fair every year! She was very involved in the clothing program and placed Top 5 Constructed Garments in the 2018 Awardrobe Clothing Event. Kenna has had numerous volunteer experiences throughout her life, including many hours helping at the Henry County Fair. She is very passionate about the work that is put into the Iowa State Fair and is looking forward to learning more in her position as the Donor Relations intern this summer.

IOWAN OF THE DAY NOMINATIONS

Iowans volunteer every day using their hearts, hands and minds to help strengthen our communities. The Iowa State Fair Blue Ribbon Foundation wants to recognize the outstanding individuals that inspire others to make a difference.

The Iowan of the Day award was created to honor people who have shared their skills through volunteering and positively impacted the community throughout their lifetime. They continually demonstrate leadership and innovation in improving our state.

With the help of Cookies Food Products, the Foundation will honor 10 Iowans with a special day of recognition at the 2022 Iowa State Fair. The winners will be celebrated during a presentation on the Anne & Bill Riley Stage, receive \$200 cash, use of a golf cart for the day, VIP parking, gate admission for

four, hotel accommodations at the Des Moines Downtown Marriott and four tickets to the evening Grandstand show.

Start working on your Iowan of the Day application now so we can recognize the exceptional volunteer in your life. The deadline to submit an application is July 1.

Download a nomination form at www.BlueRibbonFoundation.org/IOTD. Or contact the Blue Ribbon Foundation at 515-262-3111 Ext. 371 or Info@BlueRibbonFoundation.org. Nominees from 2019, 2020 and 2021 also will be reconsidered. All nominees must currently live in Iowa.

Send in your nominations today!





CORNDOG KICKOFF PATRON

Once upon a time, Goldihocks the Butter Cow visited the Neverland State Fair...but it was way too big. Goldihocks then visited the Nottingham County Fair...but it was way too small. Finally, Goldihocks visited the Iowa State Fair and it was just right!

Fairy tales are classic stories passed down from one generation to the next; often read to a small child from a favorite Little Golden Book. Some of these stories teach a lesson, some make us laugh and most we'll remember forever. The Blue Ribbon Foundation believes the Iowa State Fair is really "Our Own Fairy Tale."

The 2022 Corndog Kickoff Benefit Auction and Fair Food Grazing Party on Saturday, July 9 will celebrate the adventures and unique characters found only on the Iowa State Fairgrounds. On this night as the clock strikes 6:30 PM, the William C. Knapp Varied Industries Building will fill with enchanted auction packages for bid and scrumptious Iowa State Fair food (no poisoned apples allowed)

Best of Show - \$10,000:

- 24 Exclusive Early Admittance Admission Tickets with 3 Reserved Tables
- Logo recognition in Invitations, Auction Books and Event Banners

Grand Champion - \$7,500:

- 16 Exclusive Early Admittance Admission Tickets with 2 Reserved Tables
- Logo recognition in Invitations, Auction Books and Event Banners

Champion - \$5,000:

- 8 Exclusive Early Admittance Admission Tickets with a Reserved Table
- Logo recognition in Invitations, Auction Books and Event Banners

suitable for any prince or princess from across the land.

Please join us in this fairy tale as a Fairy Godmother waving a magic wand of renovation for the historic Iowa State Fairgrounds. With your support as a Patron, no Big Bad Wolf will be able to blow down any of our beloved buildings.

For 29 years, the Blue Ribbon Foundation has improved the Iowa State Fairgrounds with small and large-scale renovations that benefit all Fairgoers. We thank you in advance for being part of the Corndog Kickoff. You are our knight in shining armor. With your help, we will continue to make our Iowa State Fair dreams come true and ensure all future Fairgoers live happily ever after.

Listed below are the different Patron levels and benefits. To become a Patron, please send your donation to the Foundation or register online at www.BlueRibbonFoundation.org.

Purple Ribbon - \$2,500:

- 8 Exclusive Early Admittance Admission Tickets with a Reserved Table
- Name recognition in Invitations, Auction Books and Event Banners

Blue Ribbon - \$1,000:

- 8 Exclusive Early Admittance Admission Tickets with a Reserved Table
- Name recognition in Invitations and Auction Books

Red Ribbon - \$500:

- 4 Admission Tickets
- Name recognition in Invitations and Auction Books

White Ribbon - \$250:

- 2 Admission Tickets
- Name recognition in Invitations and Auction Books



CORNDOG KICKOFF AUCTION DONATION

The Blue Ribbon Foundation is actively looking for donations for our signature silent and live auctions. Would you please consider donating a themed basket?

A themed basket can include tickets, gift cards, or fun items that you know people would love to bid on to support improvements to the Fairgrounds.

Themed Basket Ideas: Day at the Spa, Wine or Vineyard, Whiskey Tasting, Craft Beer, Movie Night, Coffee Lover,

Dinner Date, Theater Experience, Sports Fan, Dinner Party at Private Residence, Lunch with a Local Celebrity, Dog Lover, Cat Lover, Horse Lover, Salon Experience, New Baby, Childhood Fun, Disneyland Experience, Legoland Experience, Chef's Lessons, Tech + iTunes, Sports Memorabilia, Car Detailing

Show your creativity; promote your favorite business and support our mission. Thank you!

Feel free to ask questions, contact Robin Taylor at 515-262-3111 Ext. 373 or Robin@BlueRibbonFoundation.org.



2021 Iowa State Fair T-Shirt Contest winner, Michelle Walz of Ankeny.

T-Shirt DESIGN CONTEST

Calling all artists and designers! The Blue Ribbon Foundation is hosting a T-Shirt Design Contest. If you've got an awe-inspiring idea for an Iowa State Fair T-Shirt, submit the design to the Blue Ribbon Foundation.

If your design is chosen for print, it will be for sale as a real product that Fairgoers all around the state can wear! Funds from the sale of the t-shirt will be directed to renovations and improvements to the historic Fairgrounds.

To enter, send us your t-shirt design by May 1. A selection committee will choose the top five designs. Those designs will be posted on the Iowa State Fair Blue Ribbon Foundation's website and Facebook page with voting via Facebook "like" or online via our website. Voting will be open from May 9-16. The winner will be announced on May 17. The top three vote-getters will receive an Iowa State Fair prize package.

1ST PLACE

- Your shirt design is produced to sell at the Iowa State Fair.
- 2 t-shirts, 2 gate admission tickets, 2 Fair Value Packs, 2 tickets to the Grandstand concert of your choice, \$50 in food coupons and parking for a select day at the Fair.

2ND PLACE

- 2 gate admission tickets, \$25 in food coupons and parking for a select day at the Fair.

Contest Rules:

- All entries must be original creations that have never been published and do not contain any profanity, trademarks, logos, restricted or copyrighted works of any other person or business.
- The winning design will remain the property of the Iowa State Fair Blue Ribbon Foundation and will not be returned to you nor will you receive any compensation for said design other than the aforementioned prize package. The Foundation may use the winning design at any time after the contest. The winning contestant may display their design in a portfolio or personal collection, but may not sell or reproduce the design for any other purpose once submitted to the contest.
- By submitting an entry and including your name, address and contact information, you are acknowledging your acceptance and understanding of the complete contest rules including that the winning design is the property of the Iowa State Fair Blue Ribbon Foundation.
- More than one entry can be submitted by an individual but they must be submitted as separate entries.
- A panel of judges selected by the Blue Ribbon Foundation will choose the top submissions which will be put to a public vote.
 - Voting begins on Monday, May 9 and closes on Monday, May 16, 2022. Finalists' designs will be posted on the Iowa State Fair Blue Ribbon Foundation's website and Facebook page. Voting can be via Facebook "like" or website.
 - The winner will be notified by email at the close of the voting period.
- The Foundation reserves the right to end this contest at any time, effective on the date of the termination notice and is under no obligation to give advance notice of the termination.
- This contest is subject to all federal, state and local laws.
- Current Iowa State Fair or Iowa State Fair Blue Ribbon Foundation full-time staff, board members or their immediate family members are not allowed to participate.
- At the sole discretion of the Foundation, disqualification, forfeiture and the selection of an alternate winner may result from any of the following:
 - Winner's failure to respond to notification within seven (7) business days after its transmission;
 - The return of an email notification as undeliverable after three (3) attempts;
 - Winner's failure to provide original design files; failure to submit a completely original design; or failure to execute and return a release form.

3RD PLACE

- 2 gate admission tickets and \$25 in food coupons.

Entry and Design Guidelines:

- Entries can be submitted to Info@BlueRibbonFoundation.org or by mail to Iowa State Fair Blue Ribbon Foundation, PO Box 57130, Des Moines, IA 50317. The entry deadline is May 1, 2022.
- The design must contain the words "Iowa State Fair" and represent an aspect of the Iowa State Fair, its facilities or traditions.
- The entry should be accompanied by your name and contact information including mailing address, phone number and email.
- The design may be drawn, printed or digital. Electronic submissions are preferred and files must be saved to 300 dpi and be high resolution in either .AI, JPG, .PDF, .PNG or .PSD format. Please convert all text to outline. If your design is selected, you will be required to provide the original design in a high-resolution format that is compatible with Photoshop, Illustrator or other professional design program.
- Design dimensions should not exceed 14" x 17".
- The color of the final shirt will be determined by the Foundation.
- Design must be able to be screen printed. A maximum of five ink colors. Preference given to fewer colors.
- Designs will be judged on the following:
 - Concept/originality
 - Striking and memorable
 - Visibility – eye-catching and visible from a reasonable distance
 - Complete – must be ready for print
 - Feasibility – must be easy to reproduce on a t-shirt
- Please note that the Foundation reserves the right to adjust the winning design.



IT'S TIME TO Volunteer

Each year the Iowa State Fair Blue Ribbon Foundation needs hundreds of volunteers to help make our organization successful; this year is no different!

Consider supporting our mission of preserving the historic Iowa State Fairgrounds by donating your time.

Blue Ribbon Foundation volunteers selflessly donate more than 4,500 hours each year and truly are the backbone of our organization. When you volunteer at the Iowa State Fair, you interact with Fairgoers, sell merchandise or bottled water and ultimately help the Blue Ribbon Foundation fundraise. Volunteers are needed every day of the 2022 Iowa State Fair (August 11-21).

The Blue Ribbon Foundation will use Volunteer Local, an online scheduling system. Interested volunteers will be

provided with step-by-step instructions on how to sign up for a shift as an individual or with a group. Watch for details June 1.

Volunteers will also be needed at the Corndog Kickoff Benefit Auction (Saturday, July 9). These volunteers take tickets, serve drinks, and help donors with auction packages during the event.

If you're interested, please call 515-262-3111 x 371 or email Volunteer@BlueRibbonFoundation.org. If you volunteered at the 2021 Corndog Kickoff, Iowa State Fair or have already contacted the Blue Ribbon Foundation about volunteering, you do not need to contact us again as you will automatically be included in our outreach.

Thank you!

Project Updates:

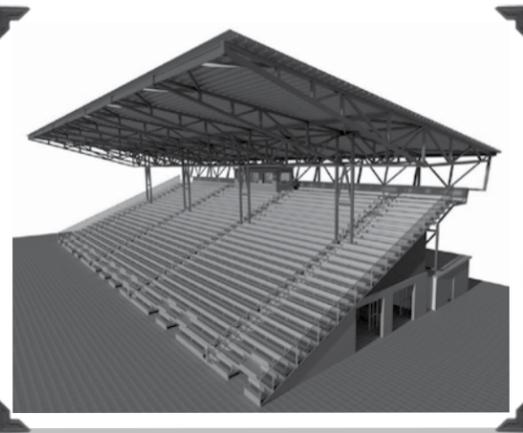


Alliant Energy Landing: Construction is in full swing on the Alliant Energy Landing. Located east of the Livestock Pavilion, this new structure will double the size of the previous shelter. The open-air facility will include craftsman style columns, higher ceilings with fans, two paved ADA-compliant accessibility points, LED lighting, asphalt shingles and expanded landscaping. The project will be completed in time for the 2022 Iowa State Fair.

Elwell Family Park: This summer, further enhancements will be made to the Elwell Family Park. The grandstand will increase by 1,000 seats, while a roof and a press box will be added to the structure. The Elwell Family Park will host two days of truck and tractor pulls, monster trucks and a demolition derby during the 2022 Iowa State Fair.

The Blue Ribbon Foundation will continue to support not only large-scale but also smaller improvement projects across the Fairgrounds. Over the next 4 months, another section of Agriculture Building roof will be replaced and routine maintenance completed throughout several buildings.

Thank you for joining our mission to renovate and preserve the historic Iowa State Fairgrounds.



T.A.G. Team

A special THANK YOU to the Blue Ribbon Foundation supporters that joined the 2022 T.A.G. team. The purpose of the fundraising group is to celebrate that Together, we can Accomplish our Goals. These members are making an immediate, positive and direct impact on our historic Fairgrounds.

Their donations will be used to repair the west side of Pioneer Hall's exterior. This summer, the deteriorated wood siding will be removed and replaced to resemble the original board and batten construction. Missing building components will be restored while the entire west exterior will be primed and painted.

The project includes the removal, or if possible, restoration of existing window sashes. Some windows are repairable while others will be rebuilt to match current size, material and profile. Windows will also be reglazed using the current glass, supplementing new ones if panes are broken or missing.

While you visit Pioneer Hall during this year's Fair, please take note of the building's refreshed exterior that holds rich history of the Iowa State Fair. Future generations of Fairgoers will be able to enjoy this 136 year old building year after year.

The Iowa State Fair is a tradition any Iowan can be proud of, and the Blue Ribbon Foundation is dedicated to continuing that legacy.

THANK YOU.

- | | | | |
|-------------------------|--------------------------------|--------------------------|------------------------------|
| Blake Anderson | Mark & Tammy Ebensberger | Pat and May Knueven | Kevin Schlutz & Linda Martin |
| Jon & Michelle Anderson | Zachary & Rachel Eubank | James Kopel | Jon & Laura Scoles |
| Mark & Cindie Anderson | Colene Ferrin | Gary & Diane Laabs | Scott & Nancy Shafer |
| Marti Anderson | Larry & Sandra Fleck | Jerry & Vicki Lage | Shannon Shepherd |
| Dena & Pat Baldus | Tracy Forbes | John & Sheila Laing | Bruce & Linda Simonton |
| Ernie & Paula Barnes | Judy & Kathy Forbes | Harlan Lammers | Mike & Janet Sinclair |
| David & Penny Bellnap | Stacie Lilly-Ford | Elaine Larsen | Staats Awards |
| Rich & Sharon Bender | Richard & Beth Frank | Mike & Carri Lauterbach | Gary & Lisa Stump |
| Randy & JoAnn Berry | James & Mary Freel | James & Ellen Little | Adam & Aundrea Suntken |
| Callie Bierman | Mike & Kayleen Gardner | Michael & Anne Long | Bret & Beth Jensen Thies |
| Ed & Jean Bowden | Mike & Ann Gersie | Ron & Pat Long | Karen Thomas |
| Mary Boysen | Bill & Marilyn Grochala Gorham | Larry McConnell | Michael & Suzanne Valen |
| Lee & Carol Brentlinger | Allen & Linda Grabau | Rollie & Patty McCubbin | Camille Valley |
| Ron & Joyce Brewster | Steven Gray | Andrew McDowell | Chuck & Kathy Van Dike |
| Joe & Bonnie Buman | Kathryn Griffin | Jason & Cara Morse | Ken Morse |
| Ken & Linda Cairns | Lorna Baldner Grow | Ken Morse | Tony & Denise Mudderman |
| Daniel & Donna Clark | Skip Hitchcock | Patrick Nepereny | Patrick Nepereny |
| Phil & Caren Clevenger | Al & Wanda Holm | Lori Pearson | Lori Pearson |
| Craig & Bobbie Connolly | Dennis & Marian Houseman | Dixie Pencil | Dixie Pencil |
| Don Corrigan | Alan & Melinda Huisinga | Steve & Patti Peters | Steve & Patti Peters |
| Jeff & Meg Courter | Michael & Hedy Hustedde | Stuart & Laurie Peterson | Stuart & Laurie Peterson |
| Paul & Kiki Curtis | Dennis & Barbara Janssen | Gary Port | Gary Port |
| Carla Davis | Carolann Jensen | Denny & Carla Prather | Denny & Carla Prather |
| Erik Davis | Julianna Kasper | Howard Rescot | Howard Rescot |
| Doug & Heather Den Adel | Bill & Sarah Keel | Martin & Jo Reynolds | Martin & Jo Reynolds |
| Gary Dinsdale | Kenneth Kessler | Tricia Rosendahl | Tricia Rosendahl |
| Alice Draper | Karl Kietze | Jeff Rotert | Jeff Rotert |
| Douglas & Patricia Dyar | | | |

MAILBOX

"Our family, like many others, has a long tradition of Iowa State Fair memories. My mother was a 4-H leader for many years and we are a 4th generation 4-H family, getting ready for the 5th generation to start. In their later years, my parents spent hours sitting by the Anne and Bill Riley Stage - "people watching," making new friends and catching up with old ones. The Spirit of Generosity donor wall and the engraved brick program are the perfect way to honor my parents."

Connie Scurr
GRINNELL, IA

"Pioneer Hall is my favorite building on the Iowa State Fairgrounds. I lived northeast of the Fairgrounds for 25 years and walked my dogs at the campgrounds. I love that this area is being revitalized and I am thrilled to support the T.A.G. Team project."

Alice Draper
ELDORA, IA



IOWA STATE FAIR
BLUE RIBBON
FOUNDATION

P.O. Box 57130
DES MOINES, IA 50317

Non-Profit
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U.S. Postage
PAID
Des Moines, IA
Permit No. 4301

DONOR PROFILE: GARY L. DINSDALE



There are 388 lampposts on the Iowa State Fairgrounds with personalized engraved plaques to honor loved ones and commemorate family traditions. One special Blue Ribbon Foundation

donor, Gary L. Dinsdale, has created his own unique way to support the Foundation while celebrating the special people in his life.

Gary has donated 78 lamppost plaques in the last 10 years. Inscriptions highlight Gary's family: siblings, cousins, nieces, nephews, great nieces and great nephews. Some of the plaques honor friendships and previous businesses like *Gary's Standard* or *Public Mini Storage*. There are even a couple honoring a town in Iowa - Dinsdale. Gary wrote two plaque inscriptions that give the history of the town, named after his grandfather.

"When I give a gift to the Blue Ribbon Foundation for a plaque on a lamppost, it's the perfect way to support a cause that is close to my heart," said Gary. "At the same time, I can celebrate a person that's also important to me."

Gary first attended the Iowa State Fair with his father 65 years ago. Growing up on a farm in Tama County, a trip to the Iowa State Fair was something special. Gary remembers getting his first foot long hotdog that day - what a treat!

"The foot long hotdog is still one of my favorite Fair foods," said Gary. As an adult, Gary moved to Des Moines in 1970 and started regularly attending the 11-day event. Gary's mother gifted him a lamppost in 2006, to celebrate his birthday that falls during the Fair each year.

That sparked a wave of generosity for Gary.

"I was trying to think of a creative way to thank people in my life," said Gary. "It brings a smile to my face when I can share with friends the lamppost plaques. It is a way to honor them and leave a legacy for the next generation of Fairgoers."

On a given Iowa State Fair day, you'll find Gary wandering through the Varied Industries Building or looking at the tractor displays. As a woodworking hobbyist, Gary also enjoys viewing the woodcarvings.

"Years ago, I would attend 3 or 4 days of the Fair," said Gary. "As I've gotten older, I only attend one day but I rent a scooter. I can buzz all across the Fairgrounds to see everything."

One of Gary's favorite Fair memories involves playing games on the midway with old friends and winning several teddy bears. Those Fair friendships have lasted 50 years and still consist of frequenting the beer tent to catch up on old times.

Gary is shining a light on all of his favorite Iowa State Fair memories with the lamppost inscriptions. Thank you, Gary, for supporting the Blue Ribbon Foundation in a unique way. Your gifts of lamppost plaques are the perfect way to leave a permanent legacy while supporting the renovation and preservation of the historic State Fairgrounds.

