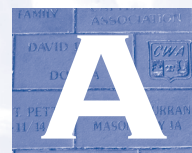


**THE SIGHTS, SOUNDS AND***Attractions!*

**Robin Taylor**  
Assistant Director

**“BECAUSE OF  
YOUR SUPPORT,  
THE IOWA STATE  
FAIRGROUNDS IS  
A SHOW-STOPPER  
ALL ON ITS OWN.”**



At the end of May, my husband and I enjoyed a three-day trip – just the two of us. It was a time for us to just be Robin and Chuck and see the sights, sounds and attractions of Las Vegas. We aren’t gamblers by any stretch of the imagination but found plenty to fill our time. Eating, drinking, people-watching, taking in a show, viewing art, looking at beautiful flowers, watching fountains, shopping and riding a Ferris wheel – we packed a lot in. While walking around in the heat, I thought how our experience, in many ways, mirrored one I enjoy every year in Iowa – the Iowa State Fair.

Back in 2004, USA Weekend published an article entitled “The Top Ten Places America Goes to Have Fun.” Low and behold, the Iowa State Fair placed second – behind Las Vegas! Other locations included Cedar Point Amusement Park, Cape Cod, Disneyland and the National Air and Space Museum. The write-up on Las Vegas said, “In this shimmering desert mirage of a metropolis, anything is possible, all the time...The Strip promises everything to everyone.” Other than not being a desert mirage, I think the Iowa State Fair goes head to head in promising “everything to everyone.”

Anyone and everyone can find something at the Iowa State Fair. The lights are bright and bells ring in the Thrill Parks while concerts, both free and paid, bring in a diversity of music during a short 11-day run. While not as grand as the floral display in the Bellagio, the pathways in the Discovery Garden are just as full of people wandering through in awe and I’m positive the giant squash have as many photos taken as the giant floral balloons in the Bellagio’s Conservatory.

Everyone entering a Fair contest is gambling their time and creativity to win a ribbon “jackpot” in a mind-blowing number of categories and divisions. When you peruse the number of contests open to enter, I would bet that it matches the number of slot machines in Vegas! The possibilities are seemingly endless for what you can opt to enter! There is truly something for everyone. And, if you’ve done well, quite often there is a jackpot of sorts – bragging rights and a prize. Even the moniker “Sin City” applies, as I know we all feel a bit sinful as we eat and drink our way around the Fairgrounds.

What is different, and definitely better, is the sense of pride and togetherness – our community of Iowa State Fair fans. Family reunions hosted in the campgrounds with people who aren’t related but have been “Fair family” for generations. The camaraderie found in the barns as prized animals are readied to be shown. For the Foundation, it is connecting face to face with our donors and volunteers and hearing updates on the happenings of life between Fairs.

While the lights of Vegas and over-the-top decorations in the casinos draw the eye, they have nothing on our majestic exposition-style buildings, stately barns and beautiful, park-like grounds. Because of your support, the Iowa State Fairgrounds is a show-stopper all on its own. It is definitely nice to get away, but it is even better to come home to a place that all Fair fans know will always rank number one as our place to go to have summer fun. We’ll see you in August!

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# NOTED!

- Consider volunteering at the Iowa State Fair. More information and a link to sign up can be found at [www.BlueRibbonFoundation.org](http://www.BlueRibbonFoundation.org).
- There will be a reception and orientation for all 2024 volunteers at the Oman Family Youth Inn on the Fairgrounds on July 18 at 5:30 PM. If you plan to attend, please RSVP to [Meg@BlueRibbonFoundation.org](mailto:Meg@BlueRibbonFoundation.org).
- Win a Luxury 7-Night Vacation for 14 People! The Blue Ribbon Foundation is selling \$100 raffle tickets for a trip to Turks & Caicos. There is more information in the newsletter.

## NEED TO CONTACT US?

**CALL**  
515-262-3111 Ext. 371

**EMAIL**  
[Info@BlueRibbonFoundation.org](mailto:Info@BlueRibbonFoundation.org)

**MAIL**  
P.O. Box 57130  
Des Moines, IA 50317

[www.BlueRibbonFoundation.org](http://www.BlueRibbonFoundation.org)

## STAFF

The Blue Ribbon Foundation staff consists of five 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.

**Julianna Curtis**, Sponsorship Director, coordinates all sponsorships for the Iowa State Fair.

**Meg Courter**, Development Manager, organizes volunteers, manages the database and coordinates the Corndog Checkoff.

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



# 2024 MERCHANDISE *Pre-Order*



## POTTERY: QUART CROCK

The Blue Ribbon Foundation is excited to partner with Central Academy Potters of Des Moines Public Schools to produce the 2024 Iowa State Fair pottery piece. The students designed the quart crock with a creamy clay body, cobalt blue design in a honeycomb or houndstooth pattern, and an embossed "Iowa State Fair" stamp.

## IOWA STATE FAIR PLAQUE: SHOW YOUR BEST

This 7"x7" limited edition wood plaque, created by Sticks, captures just a few of the talents showcased at the Iowa State Fair. Iowans are known for their artistic abilities, culinary skills, sewing expertise and green thumbs. Our beloved event is the perfect place to "Show Your Best."



## 22ND EDITION COOKBOOK:

This cookbook features select ribbon-winning recipes from the 2022 and 2023 Iowa State Fairs. Delicious appetizers, snacks, side dishes, main dishes, breads, desserts and more are just waiting to be made in your kitchen at home.

### ADVANCE MERCHANDISE ORDER FORM

Please reserve:	QTY	Total
Pottery: Quart Crock – \$45 each (Circle: Honeycomb or Houndstooth)	_____	_____
Iowa State Fair Plaque: Show Your Best – \$135	_____	_____
22nd Edition Cookbook – \$20	_____	_____
<b>All order will be shipped:</b>		
Shipping & handling rate for one item		\$10.00
\$1 extra for each additional item shipped		_____
One order that ships to multiple locations --- \$10.00 per location		_____
	<b>TOTAL</b>	_____

- My check, payable to the Blue Ribbon Foundation, is enclosed.  
 Please charge to my Mastercard/Visa.

Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_ Sec. Code \_\_\_\_\_

Signature \_\_\_\_\_

Name \_\_\_\_\_

Address (No P.O. Boxes) \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Phone Number \_\_\_\_\_

Email \_\_\_\_\_

Please clip & send with payment to: **Iowa State Fair Blue Ribbon Foundation** • P.O. Box 57130, Des Moines, IA 50317  
or call: 1-800-450-3732

To receive the 2024 Iowa State Fair collector's pottery piece, plaque or cookbook, send in this form or call 515.262.3111 ext. 371. Online ordering is not available on 2024 merchandise in advance of the Fair. Because items will also be sold during the Fair, the Foundation is unable to guarantee availability if advance orders are received after August 1. **New for 2024, all orders will be shipped.**

# A Piece of the Puzzle

## 2024 Corndog Kickoff

The Iowa State Fair is Iowa's million piece puzzle, fitting together agriculture, industry, entertainment, contests, food and people from across the country into a mosaic that has become the largest event in our state.

We invite you to become part of this wonderful puzzle and help shape the future of the Iowa State Fairgrounds by participating in the Blue Ribbon Foundation's Corndog Kickoff Benefit Auction set for Saturday, July 13 in the William C. Knapp Varied Industries Building on the Fairgrounds.

Tickets are still available for \$125 and can be purchased at the door on the night of the event. Tickets include a complimentary photo, food and drink, fireworks, Sky Glider rides and more! Doors open at 6:30 PM.

Information about auction packages, registering to bid and the Kickoff itself can be found on the Foundation's website, [www.BlueRibbonFoundation.org](http://www.BlueRibbonFoundation.org). The silent auction opens for bidding on Friday, July 12 at 10 AM and will close on Saturday, July 13 at 8:30 PM.

Special thanks to all Corndog Kickoff patrons, volunteers, concessionaires, auction donors and guests who make this event possible. Each participant is a vital piece of the puzzle, contributing to the bigger picture of preserving and enhancing our beloved Iowa State Fairgrounds.

**Check out the Silent and Live Auction Items:**



## \$10,000 Best of Show

Greg & Andrea Abel  
Sheri Avis Horner



## \$7,500 Grand Champion



Bret & Amy Doerring  
Tom and Julie Jackowski  
Don & Cheryl Timmins

## \$5,000 Champion

Bob's Septic  
Patty & Jim Cownie  
Daniels Filter Service  
McAninch Corporation  
Star Equipment Ltd.  
Steer N' Stein  
Vision Electric & Plumbing  
Larry & Kathleen Zimpleman

## \$2,000 Blue Ribbon

Air-Con Mechanical  
Alliant Energy  
Jaan Appelgate  
Baker Group  
Judy Balsman & Mark Zimmerman  
Richard & Sharon Bender  
Frank and Jan Berlin  
Cheryl Bronson  
Randy Brown  
Cindy Brun  
Campbell's Concessions & The Depot  
Casey's  
Roger Ceilley  
Jeff Chelesvig  
Phil & Caren Clevenger  
Community State Bank  
Cookies BBQ  
Michael & Julie Coppola  
Peter & Mary Cownie  
Darling Ingredients  
Delta Dental  
Doug & Heather Den Adel  
Steve & Barb Determan  
Dave & Kelly Donato  
Denny & Candy Elwell  
Ever.Ag  
Farmers Mutual Hail Ins. Co.  
Franke Miller Group/Ameriprise  
Fredrikson & Byron, P.A.  
Sandra Freeman Dowie  
Fuller Petroleum Service  
Todd & Wendy Hagen  
John & Barb Hagie  
Hansen Company  
Homesteaders Life Company  
Nate & Niki Hopwood  
Hy-Vee  
I-80 Storage  
Iowa Beverage Systems  
Iowa Lottery  
Iowa Soybean Association  
Iwig Family  
JMT Trucking  
Jason Jennings Real Estate  
Joseph's Jewelers  
K/O Architects  
Kimberly Development  
Bill & Susan Knapp  
Kollmorgen, Schlue & Zahradnik, P.C.  
Joseph & Ruth Lakers  
Larry Fleck & Son Trucking, LLC  
Living Des Moines, LLC

Curt Manatt  
John & April Marmon  
La Donna & Rich Matthes  
Steven & Nancy McMenamin  
Mediacom  
Brady & Julie Meldrem  
George & Deb Milligan  
Mr. Electric of Central Iowa  
Mr. Handyman of Des Moines  
Chris & Amy Murray  
Gary & Candace Nees  
Nepereny Acres  
Northwestern Mutual - Brian & Jessica Carlson  
Mark & Jill Oman  
Brenda Person  
Prairie Meadows  
John & Emily Putney  
Mike & Ann Richards  
Ryan Companies  
David & Linda Schinckel  
Mike & Ann Schmidt  
Seprio, LLC  
Steel Structures  
Chris Stewart  
T & M Construction, LLC  
Barry & Jackie Tewes  
The Dental Practice  
The Rib Shack  
The Scale Guy  
Tom's Auto  
TrueNorth Companies  
U.S. Bank  
VanDerKamp Family  
Georgia VanGundy & Chad Kleppe  
Mel & Kathy Weatherwax  
Keith & Deb Welling  
West Bank  
Willis Automotive  
Jeff & Stacey Wilson  
Gary & Sandi Yates  
Don Young  
Kelly Zelinsky

## \$500 Red Ribbon

AE Dairy  
Jerry & Nancy Armstrong  
Larry & Kathy Beaty  
Joseph Cerne  
Curtis & Diane Claeys  
Doll Distributing  
LeLoie Duteuple  
Paul & Sandy Easter  
John & Suzie Flannery  
Mary Grieser  
Kathryn Griffin

Hicks Family  
Carolyn Hove  
Chuck & Jaina Johnson  
Tim & Brenda Kapucian  
Jerry & Vicki Lage  
Gerry & Mary Lou Neugent  
Raccoon Valley Bank  
Tim & Lindsey Rypma  
Mel & Linda Shivers  
The Best Around, Inc  
CW & Kay Thomas  
Stacy Wanderscheid, Perspective Consulting Partners  
Leigh Wichern  
Michael & Missy Wolnerman

## \$250 White Ribbon

David & Liz Adelman  
Ronald Bergfeld  
Tom Brien  
Karen Brockelsby  
Alan & Deb Brown  
Grant & Tinnie Carlson  
James Carney  
Jimmy & Gretchen Centers  
D and R Asphalt  
Jan & Darwin Gaudian  
Curt & Beth Greiner  
John & Kathy Harms  
Chuck & Libby Hartlieb  
High Caliber Home Inspections  
Joseph Jones  
Doug & Abbie Keller  
Jenna & Izaah Knox  
Dick & Kaye Lozier  
Gary & Linda McConnell  
Dave & Anne Merschman  
Steve & Eunice Olson  
Jerry & Randall Parkin  
Jeremy & Kelsi Parsons  
Kay Peiffer  
Andy Piro  
Joe & Kara Pollpeter  
Martin & Jo Reynolds  
VerDon & Donna Schmidt  
Ryan & Arianne Steenblock  
The Showtimes  
Bill Tiffany  
Bob & Amy Tursi  
Gary & Judy VanAernam  
Doran & Cora Van Rheenem  
Norman & Mary Van Zante  
Tom & Christie Vilsack  
Rick & Marcia Wanamaker  
Cheryldean Wion  
Louie & Deb Zumbach

## DONATION

# Highlights

The Blue Ribbon Foundation prides itself on being thoughtful and responsible with every dollar donated to our mission. There have been several new contributions that will continue to improve the historic Iowa State Fairgrounds.

**Prairie Meadows:** Thank you to Prairie Meadows for the \$50,000 grant to update the ramp at the Agriculture Building. The ramp that provides the primary entry to the second story has an original base made of poured concrete that creates a bridge over an alleyway. A wooden ramp was built on top of the concrete to make this entrance handicap accessible.

The 63-foot ramp was constructed of pressure treated wood and painted. Over the years, the paint has peeled and the wood splintered and rotted with use and weathering, creating areas that sag and are unstable making it difficult and somewhat hazardous for pedestrians. We are excited for the ramp to be upgraded so Fairgoers can safely access the second floor.

**Gray Family Way:** Thank you to the Steve and Sally Gray family for their donation of \$100,000 for the Livestock Barn renovation project. The Sheep Barn has received new restrooms, offices, roofing, underground storm sewer and more. Work will continue on the Horse, Swine and Cattle barns over the next couple years.

Their gift also will provide new wayfinding signage west of the Livestock Pavilion, guiding Fairgoers to Alliant Energy Landing and other landmarks in the area.

**Jacobson Square:** The Richard O. Jacobson Foundation is assisting in the development of the area north of the Oman Family Youth Inn. Jacobson Square will be a small camping lot the Blue Ribbon Foundation will be able to auction off during the Corndog Kickoff. This donation also lays the groundwork for additional improvements to this area of the Fairgrounds in the future.

**Endowment Gift:** Thank you to Patty and Jim Cownie for their generous contribution to the Blue Ribbon Foundation's endowment. They donated \$500,000 to create a special fund which will underwrite the cost of our internship program. Each year interns join the full-time staff to help run fundraising events and programs. Our organization would not be successful without them. Each year the interns gain real-world experience while having fun. With the Cownie's support, our internship program will continue long into the future.



## 2024 MERCHANDISE

# Highlights

The Blue Ribbon Foundation sells official Iowa State Fair souvenirs. Profits from the merchandise sales directly benefit the Foundation's goal of raising funds to preserve and improve the Iowa State Fairgrounds.

In addition to the merchandise highlighted below, apparel, collectibles and more will be sold in the State Fair Store, located in the Robert G. Horner and Sheri Avis Horner Service Center during the Iowa State Fair, August 8 - 18. Additional merchandise booths are located inside the Agriculture Building, Cattle Barn, Varied Industries Building and the Museum. Thank you for shopping and supporting the Blue Ribbon Foundation.



### LAPEL PIN:

Berkshire, Duroc, Hampshire, Hereford and Spotted are just a few of the swine breeds represented during the Iowa State Fair. The Swine Barn welcomes all kinds of pigs and people to enjoy the livestock shows.



### ISABEL BLOOM SCULPTURE:

Iowa's state flower is the Wild Rose. Find these and countless other flowers blooming across the state each summer. Isabel Bloom pays homage to this cheerful flower and its bee visitor.



### NECKLACE:

A simple two-toned circle pendant around the shape of Iowa with "Iowa State Fair" and a heart cutout commemorates where our favorite event takes place each year in Des Moines.



### CHARMS:

Barksdale's State Fair Cookies are a popular must-have for Fairgoers each year. Cookies enjoyed in a cup or bucket were started by the Barksdale family in 1993. More than 2.4 million cookies are made each year. Display this chocolate chip cookie on your charm bracelet along with the 2024 "Fair Fever" logo charm.

### ORNAMENT:

The Iowa State Fair is famous for food-on-a-stick. The saying "If you can find it at the Fair, you can find it on a stick" is true. One of the most popular food items is the Pork Chop on a Stick. Commemorate its deliciousness with this one-of-a-kind ornament.



### WOODEN TILES:

Created by Mrs. Hand Painted, these 4" wooden tiles add a little Iowa State Fair to your home décor. Each sign is cut from 1/8" Baltic birch plywood and hand painted with acrylic paint. Frames are also available to display the tiles.

acrylic paint. Frames are also available to display the tiles.



### PUZZLE:

This double-sided 350 piece jigsaw puzzle features a majestic photograph of the Iowa State Fairgrounds' Horse Barn. The other side of the puzzle highlights the Fair's competitive spirit with award-winning ribbons.

## SAVING FAIRGROUNDS

# Trees

**M**

ore than 450 acres make up the Iowa State Fairgrounds. Throughout this area there are approximately 3,242 trees. The shade and natural beauty the trees provide are a valuable and appreciated element of the historic landscape.

It is estimated that the oldest trees were planted in the late 1880s on the original farm prior to the site being designated as the Iowa State Fairgrounds in 1886. In 1887, the Fair Board commissioned the planting of 1,500 trees at a cost of \$330 (that's 22 cents per tree!).

Trees require regular evaluation and tender loving care just like our many buildings, barns and other important infrastructure.

After the 2023 Iowa State Fair, Mary and Dale Andringa shared their concern for several trees on the Fairgrounds. Some appeared to be struggling. With their support, it was a perfect opportunity to have all the trees on the Fairgrounds evaluated.

The Blue Ribbon Foundation partnered with Pella Tree Service to evaluate the many species growing within the main Fairgrounds. Now, thanks to a generous donation provided by the Andringas, there is a plan to treat and support the trees that are in greatest need. The species being treated include spruce, crabapple, evergreen, ash, birch, bur oak and maple.

Thank you, Dale and Mary!



## Win a Luxury 7-Night Vacation for 14 People!

Have a luxurious vacation at Blue Island Villa in Turks & Caicos! Located directly on the brilliant blue waters of Chalk Sound National Park in Providenciales, this 7,250 sq. ft. luxury villa in an upscale neighborhood features 7 suites, 8 bathrooms, 2 gourmet kitchens, a large waterfront pool and expansive balconies for enjoying the stunning clear blue waters. You'll also enjoy use of a Jeep during your stay and have fun exploring the waters in glass-bottomed kayaks. It is a \$28,500 value!

Buy your \$100 raffle ticket(s) before August 15, 2024. Only 500 tickets will be sold! The drawing will be held at noon on August 17 at the Anne & Bill Riley Stage during the Iowa State Fair. Winner does not need to be present.

Learn more by visiting [www.BlueRibbonRaffle.com](http://www.BlueRibbonRaffle.com) or scan the QR code.



## PAINTING Class

Let your creativity flow in the cool comfort of the Oman Family Youth Inn during either a morning or afternoon painting class — or maybe both!

The Blue Ribbon Foundation is partnering with "Painting with a Twist" to offer painting classes to Fairgoers during the Iowa State Fair.

Registration includes 2 hours of instruction, all supplies, and a completed painting to take home. The designs include rustic flowers, an adorable camper, cute cows,

colorful fireflies, and a beautiful landscape on a wooden cutout in the shape of Iowa.

For more information, the class schedule and registration, visit: [www.PaintingWithATwist.com](http://www.PaintingWithATwist.com).

A portion of the proceeds benefit the Iowa State Fair Blue Ribbon Foundation's mission. Fair admission ticket not included. Class size is limited, so be sure to register early.

Enjoy all the fun of the Fair and make memories — and art! — you'll cherish for many years to come.



## MAILBOX

"I am originally from Iowa and spent many happy summers at the Iowa State Fair as a visitor, 4-H exhibitor and camper. I moved to North Carolina 27 years ago but have brought my children back to the Iowa State Fair over a dozen times because it is such a spectacular event.

Thanks to the Blue Ribbon Foundation, we now have four engraved bricks with my children's names (and my own) to see each year we visit."

*Audrey Moeller Amsden*  
APEX, NC

"Here's a donation from an old 4-H/farm kid. We love attending the Iowa State Fair...it just gets tougher to cover the grounds as our legs get more mature!"

*Jeff Pilgrim*  
SIOUX CITY, IA



IOWA STATE FAIR  
BLUE RIBBON  
FOUNDATION

P.O. Box 57130  
DES MOINES, IA 50317

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

## DONOR PROFILE: TONY AND JOY LATCHAM

**T**he Iowa State Fair is often the setting of business outings, class reunions and family gatherings. Some Iowa families take it to the next level. For Tony and Joy Latcham, more than 60 of their family members camp during the 11 days in August. It's truly a family celebration!

Tony and Joy Latcham have been married 27 years and have not missed a single Iowa State Fair. In fact, Tony has attended since he was a baby. His grandparents have been Fairgoers for more than 80 years and Tony has very fond memories of early morning breakfasts with his grandfather at the Methodist Church Stand before watching the horse shows.

Hailing from Hedrick in southeast Iowa, the Latchams are very involved with their community. Joy is active in the school's speech, drama and music departments, as well as the local church. Tony has been on the Cornbelt Cow-Calf Conference Committee for 28 years – a conference that brings people together to explore current topics and issues in the cow-calf business. He has also served on many boards including the hospital and funeral home.

Their busy schedules take a pause for the month of August as they venture to Des Moines and camp during the Iowa State Fair. The Latchams have four boys: ages 16, 18, 20 and 22. When the boys were young, Tony and Joy enjoyed taking them to Little Hands on the Farm, the Fun Forest, and spending days exploring the Fairgrounds.

"Some of the best memories were seeing the joy and excitement on the kids' faces when they saw the animals or watched the parade," said Joy. "As the kids grew up, they got involved with FFA and showed livestock."

Joy enjoys listening to the National Anthem each morning, watching the various food contests, and going to the free stage shows. Each year, the family makes a list of their favorite Fair foods, new and old, that they want to be sure to eat. With so many years of attending,

it's difficult for Tony and Joy to narrow it down to just a few favorite memories.

The Latchams have family all over the country and cherish the time they get to spend at the Iowa State Fair with their loved ones. "It is so fulfilling to see those family members that we only get to see once a year," said Joy. "Every year we make sure to take a photo with everyone." Joy even joked, "The only way you're getting out of the family photo is if you're dead!"

The family's longtime history with the Iowa State Fair sparked Tony and Joy to show support for the future of the event. "We wanted to be involved with the Blue Ribbon Foundation because of how important the Iowa State Fair is to us and our family," said Tony. "The Blue Ribbon Foundation's mission of making sure the Fairgrounds is in the best shape for the next generation is exactly what we want for the future of our family."

The Latchams are members of the 1854 Society and have donated auction items to the Corndog Kickoff. Some of their favorite ways to help out include volunteering for the Corndog Kickoff set-up and driving the 1854 Society Golf Cart Shuttle.

"We will forever hold dear the friendships we have made over the years while attending the Iowa State Fair," said Joy. "Many friends made are now considered family, joining our family events and even traveling to see the boys show livestock at the county fair."

The Latchams have truly made supporting the Blue Ribbon Foundation part of their Iowa State Fair family tradition.

**Thank you, Tony and Joy, for your kindness and support of the Blue Ribbon Foundation.**

