

WITHOUT *Volunteers*



Meg Courter
Development Manager



One of my favorite things to do during every visit to the Iowa State Fair is to notice people's T-shirts. We all love to broadcast our favorite sports teams, vacation destinations, place of employment or brand loyalty when out and about in a crowd. Who doesn't want to wear that most comfortable T-shirt that tells a little story about ourselves?

Do you think more Fairgrounds visitors don Cyclone or Hawkeye gear? Is a Caribbean Island or Alaska more prevalent on Fairgoers' T-shirts? Have you ever noticed when an Iowa company treats their employees to a day at the Fair – they can be seen in lime-green, impossible-to-miss branded apparel all over the Fairgrounds? But you also see countless T-shirts from Fairs past as well as the amazing designs available for purchase in the Iowa State Fair Store.

The Iowa State Fair Blue Ribbon Foundation likes to assist Fairgoers with their annual Fairtime shopping endeavors at what surely is one of their favorite summer destinations (we sell more than T-shirts, by the way). Volunteers make it all possible.

Since 1993, the Blue Ribbon Foundation has engaged the help of more than 5,000 individuals who, over the years have helped a very small full-time staff manage our six merchandise stores, seven bottled water stands, a full day of BINGO on the Grand Concourse, plus host members of the Foundation's 1854 Society.

Just last year at the 2022 Iowa State Fair, nearly 600 exceptional individuals offered 5,050 hours of their valuable time and talent helping make the Foundation's fundraising efforts a success. Without the commitment of our volunteers, the scope of the renovation efforts implemented on the Fairgrounds every year would be diminished. Without volunteers, paying a small army of workers to cover these same hours would reduce our fundraising revenue by \$50,000! It's clear to us...we need volunteers!

Our Foundation volunteers love to volunteer! The vast majority of those who give their time in August return year after year. Several have even been with us since 1993. Many have volunteered annually for a decade or more, and enthusiastic new Fair-lovers join us every year.

Without volunteers, the Iowa State Fair would not be what it is today. So this year, if you see one of our volunteer team members wearing the exclusive Blue Ribbon Foundation volunteer T-shirt, say thank you for what they contribute to the future of the Iowa State Fair. But better yet, join us as a volunteer. We'd love to have your help. There is still time to sign up!

**VOLUNTEERS
 MAKE IT ALL
 POSSIBLE.**

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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.
- There will be a reception and orientation for all 2023 volunteers at the Oman Family Youth Inn on the Fairgrounds, on July 19 at 5:30 PM. If you plan to attend the reception, please RSVP to Meg@BlueRibbonFoundation.org.
- A special thank you to Ron Tait, a volunteer with the Iowa State Fair Electrical Department. Ron has assisted the Foundation for many years with lamp posts and other electrical needs. You are truly one of the best!

CALL
515-262-3111 Ext. 371

EMAIL
Info@BlueRibbonFoundation.org

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

www.BlueRibbonFoundation.org

2023 MERCHANDISE *Pre-Order*



POTTERY: SERVING TRAY

The Blue Ribbon Foundation is excited to partner with Central Academy Potters of the Des Moines Public Schools to produce the 28th piece in the Iowa State Fair's pottery series. The students designed the 10" diameter by 2" deep serving tray with a repeating cobalt blue shell pattern embellishment, creamy clay body and an embossed "Iowa State Fair" stamp. It is the perfect accent piece for a table, to serve cookies, or even to use as a spice holder.

IOWA STATE FAIR PLAQUE: BLUE RIBBON

The Iowa State Fair is YOUR Fair, and it's even better when you are involved! In the spirit of tradition, the Iowa State Fair offers a wide variety of contests, livestock competitions, and talent shows. There are many ways to showcase your expertise. This 7"x7" limited edition wood plaque, created by Sticks, celebrates the ribbons won during those beloved contests.



ADVANCE POTTERY & PLAQUE ORDER FORM

Please reserve:	QTY	Total
Pottery: Serving Tray – \$45 each	_____	_____
Iowa State Fair Plaque: Blue Ribbon – \$135	_____	_____
If shipping after the Fair is requested, please add:		
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		_____
	TOTAL	_____

- 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 reserve the 2023 Iowa State Fair collector's pottery piece or plaque, send in this form or call 515.262.3111 ext. 371. Online ordering is not available on 2023 merchandise. Advance orders may be picked up during the Fair in the State Fair Store, located in the Robert G. Horner and Sheri Avis Horner Service Center. For your convenience, your order may be shipped following the Fair. As the limited-edition pottery will be sold during the Fair, the Foundation is unable to guarantee availability if advance orders are received after August 1.

Check one:

- I plan to pick up my order during the 2023 Fair. Please ship my order to me after the Fair.

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.





Iowa State Fair Blue Ribbon Foundation
2023 BENEFIT AUCTION

The Iowa State Fair Blue Ribbon Foundation is creating our own "Jimmy Buffett vibe" with a twist! But there will be no cheeseburgers in sight because only a "Corndog in Paradise" will do at the Iowa State Fair.

Join in the fun of the annual Corndog Kickoff Benefit Auction and Fair Food Grazing Party on Saturday, July 8. Don't worry, you don't have to travel to "Margaritaville" to join in the fun. You can meet us at the William C. Knapp Varied Industries Building on the Iowa State Fairgrounds (tickets are available at the door for \$125) or bid on the silent auction from the comfort of your hammock at home.

Information about auction packages, registering to bid and the Kickoff itself can be found on the Foundation's website, www.BlueRibbonFoundation.org. The silent auction opens for bidding at 10:00 AM on Friday, July 7 and will close on Saturday, July 8 at 8:30 PM.

Special thanks to all of the Corndog Kickoff patrons, volunteers, concessionaires,

auction donors and guests who make this event possible. With your support, you will guarantee that traditions at the Iowa State Fair continue to grow year after year.

Check out the Silent and Live Auction Items:



"Building Innovation For Life"

\$10,000 Best Of Show

**Sheri Avis Horner
The Doerring Family
Hunter Greene Ag, Inc.
Sinclair Tractor**



\$7,500 Grand Champion



\$5,000 Champion

Bob's Septic	Tailwind Ranch
Patty & Jim Cownie	Don & Cheryl Timmins
Daniels Filter Service	Georgia Van Gundy
McAninch Corporation	Larry & Kathleen
Bob & Cherie Shreck	Zimpleman
The Ruan Foundation	

\$2,500 Purple Ribbon

Baker Group	Mediacom
Casey's	Brady & Julie Meldrem
Dermatology, PC	Mark & Jill Oman
Fredrikson & Byron P.A.	Prairie Meadows
John & Barb Hagie	Star Equipment
Hy-Vee	US Erectors, Inc.
Kollmorgen, Schlue & Zahradnik PC	Don Young

\$1,000 BLUE RIBBON

Greg & Andrea Abel
Air-Con Mechanical
Alliant Energy
AKC Marketing
Angels for Sam
Baer Law Office
Ernie & Paula Barnes
Becky Nalevanko's Dance & Tumbling Studio
Richard & Sharon Bender
Frank & Jan Berlin
Harry Bookley & Pamela Bass-Bookley
Brad & Heather Boustead
Craig Branch & Tracy Miksell-Branch
Brick Street Café
Broken Arrow Wear
Randy Brown
Campbell's Corndogs & The Depot
Catch Des Moines
Cerme Calcium Co.
Jeff Chelavig
Gary & Cindy Cheney
Ken Cheyne
Phil & Caren Clevenger
Mary & Peter Cornie
Darling Ingredients
Jeff & Kristi Davick
Sonny Deke
Delta Dental
Richard Deming
Doug & Heather Den Adel
Steve & Barb Determan
Dave & Kelly Donato
Philip Dorweiler
LeLoie Duteuple
Electronic Engineering
Denny & Candy Elwell
David & Tammy Erwin
Farmers Mutual Hail
Gabby Fisher, Burnett Team with Keller Williams Realty
Tracy Forbes
Randy & Bonnie Forburger
Fuller Petroleum Service
Freddy Gazzo Band
Mike Gilman, Whitaker Marketing Group
Golf Cars of Iowa
Allen & Linda Grabau
Gribble, Boles, Stewart and Witosky Law Firm
Ron & Angel Grubb
Todd & Wendy Hagen
Christian & Jackie Haley
Robert & Maureen Hanson
Jeff Helle
Speed Herring
Hicks Family

Matt & Ali Hinch
Nate & Niki Hopwood
I-80 Storage Calfax, IA
Iowa Beverage
Iowa Lottery
Iowa Soybean Association
Mark & Gaye Iwig
Iwig Family
J2B Trucking LLC
Jay & Julie Jacobi
Darold Jacobson
Corey & Tonya Jansen
JMT Trucking
Dwight & Ruth Johnston
Joseph's Jewelers
Mark & Christy Joyce
Dave & Julie Juhl
K/O Architects
Bill & Tonya Kimberley
Gene & Danyell Klein
Bill & Susan Knapp
Ben Kozlowski
& Tom Synhorst
Kuehl Family
Joseph & Ruth Lakers
John & Cindy Lande
Wendi Lanning
Larry Fleck & Son Trucking, LLC
Lauterbach Farms
Joni & Bill Lowry
Lynch Family
Curt Manatt
JoAnn Manatt
John & April Marmon
La Donna & Rich Matthes
Eldon & Denise McAfee
Clay McNaughton
Mr. Electric of Central Iowa
Mr. Handyman of Des Moines
Chris & Amy Murray
Gary Nees
Northwestern Mutual
- Brian & Jessica Carlson
Linda Otoole
Mike & DeAnna Page
Brenda Person
John & Julie Phillips
Marcus & Angela Pitts
John & Emily Putney
Raccoon Valley Bank
Rasmussen Group
Brad & Cathy Reece
Mike & Ann Richards
Russ & Debbie Richardson
Glenn & Bev Rowe
Rueter's
Jill & Nick Ryan
Ryan Companies
Kent & Lou Ann Sandburg
David & Linda Schinckel
Mike Schmidt
Schuessler Enterprises

Seprio
Seward Family
Bruce & Barb Sherman
Mark Smith & Artis Reis
Ivy Sprague
Beth Steven
Debbie Stewart
Stivers Ford Lincoln
T&M Construction, LLC
Barry & Jackie Tewes
The Dental Practice
The Duerson Corporation
The Graham Group, Inc.
The Hansen Company
The Rib Shack
The Scale Guys
Tom's Auto Sales
Matthew Townsend & Shawn Roorda
The Simpsons
U.S. Bank
Van Der Kamp Homebuilders
Jim Van Lew Family
Steve Van Oort
Kevin Van Wyk State Farm Ins.
Norman & Mary Van Zante
Viggers Family
Shawn & Vicki Wade
Paul & Lindsey Wanderscheid
Dave & Joy Warner
Matt & Kristie Waugh
Mel & Kathy Weatherwax
Jeremy Weiss
Keith & Deb Welling
Leigh Wichern
Willis Automotive
Brad & Judy Woody
Gary & Sandi Yates
David Young
Kelly Zelinsky
Zuber Family

\$500 RED RIBBON

Brad & Harry's Cheese Curds
Curtis & Diane Claeys
Doll Distributing
Bill Elson
John & Suzie Flannery
Kathryn A. Griffin
Chuck & Libby Hartlieb
Homesteaders Life Co.
Tom & Robin Jurgens
Senator Tim Kapucian
Jerry & Vicki Lage
Gerry & Mary Lou Neugent
Perspective Consulting Partners
Dwight & Georgia Roorda
Sarah & Paul Rypma
Bob & Lynne Schueler
Bill Tiffany
Brad & Janine VanVark
Michael & Missy Wolnerman

\$250 WHITE RIBBON

David & Liz Adelman
Awards Unlimited/Anna Kayte's Boutique
Dan & Sarah Bacehowski
Ron Bergfeld
Linda Bond
Tom Brien
Karen Brockelsby
Alan & Deb Brown
Carl's Concessions, LLC
Grant & Tinnie Carlson
Jimmy & Gretchen Centers
Joe & Paula Cerne
D and R Asphalt Sealing & Repair
Jack & Nancy Evans
Jeff & Vickie Farver
Darwin & Jan Gaudian
Wade & Robin Good
Curt & Beth Greiner
Mary Grieser
Bill & Laura Grieser
John & Kathy Harms
Steven Held & Susan Breen-Held
High Caliber Home Inspections
Iowa Forensic Data Solutions
Laura Johnson
Joseph Jones
Kading Properties
Nick & Megan Kluesner
Robert & Kelly Kruse
Fred & Joyce Lock
Gary & Linda McConnell
Jerry & Randall Parkin
Jeremy & Kelsi Parsons
John & Shari Paule
Kay Peiffer
Joe & Kara Pollpeter
Martin & Jo Reynolds
Tim & Lindsey Rypma
Robert & Joni Sandburg
Savits Trucking Inc
VerDon & Donna Schmidt
Todd Schomburg
& Jomarie Tucci
Mel & Linda Shivvers
Keith & Cindy Steffens
Ronald Taylor
The Best Around, Inc.
CW & Kay Thomas
Bob & Amy Tursi
Gary & Judy VanAernam
Doran & Cora Van Rheenen
Tom & Christie Vilsack
Rick & Marcia Wanamaker
Cheryldean Wion
Zag's Popcorn
Louie & Deb Zumbach

PROJECT

Updates

With restrooms added at Elwell Family Park, a two-story addition to the Public Safety Building, an expanded patio at the Fairview Tap and the exterior completed at Pioneer Hall – the Fairgrounds will be ready to welcome visitors in August.

Back the Barns Update: The sheep barn is continuing to make progress with the restoration of the building’s masonry. Existing restrooms were upgraded to be handicap accessible, offices were remodeled and roof repairs made where needed. New underground storm sewer piping was installed and there will be specific network and Wi-Fi enhancements.

Please consider joining the Blue Ribbon Foundation’s **Back the Barns fundraising campaign** in support of the Iowa State Fair’s historic livestock barn restoration project. With the sheep barn improvements taking shape – the cattle, horse and swine barns will all see renovations over the next several years.

As a thank you for joining the Back the Barns campaign, you will receive a commemorative belt buckle in time for the 2023 Iowa State Fair. These belt buckles don’t just represent the rich agriculture heritage of Iowa, they are a symbol of your generosity in supporting the next generation of 4-H and FFA youth that will lead our state. In addition to your one-of-a-kind belt buckle, your name will be listed on a plaque recognizing donors when the project is complete. Thank you for your consideration!

Thank you to the following donors that have contributed to the program so far:

Greg & Andrea Abel
 A-O-K Family Farms
 Jerry & Florida Arthur
 Ernie & Paula Barnes
 Richard & Sharon Bender
 Joel & Kjrsten Bobb Family
 Dean & Jill Borgman
 In Memory of Gary “Yogi” Braet
 Alan & Deb Brown
 Bill Brown
 Gene & Betty Burgett Family
 In Memory of Roger Caltrider
 Jeff Chelesvig
 Bill & Ange Clark Family
 Philip & Caren Clevenger
 Peter & Mary Cownie
 Matt & Brandy Crawford
 Paul & Kiki Curtis
 Peter & Nancy Dyson
 Falvey Family
 Tracy Forbes
 Randy & Bonnie Forburger
 Michael & Ann Gersie
 Beth Grabau
 Bill & Marilyn Grochala Gorham
 Kathryn Griffin
 John & Barb Hagie
 Danny Hartgers Family
 David & Kathryn Houston
 John & Shirleen Huber
 Dean Hunziker
 Tom & Robin Jurgens

David & Irene Kasal
 Julie Kasper
 Bill & Sarah Keel
 Kenneth Kessler
 Jim Kopel
 Gary & Diane Laabs
 Brian Machan
 Larry McConnell
 Rollie & Patty McCubbin
 Doug McKechnie
 Patrick Nepereny
 Pullin’s Hampshires
 Martin & Jo Reynolds
 In Memory of Wilber & Coleen Robson
 Bob & Lynne Schueler
 Jon & Laura Scoles
 Sherry Sears
 Keith & Barb Sexton
 Glenn & JoAnn Smith
 Ray & Jan Smothers
 David & Mary Steele
 Glenn & Ginger Sterk
 Adam & Aundrea Suntken
 John & Teri Sweeney
 C.W. & Kay Thomas
 Gary & Judy VanAernam
 Jason & Melissa Wehrle
 Bonnie Wetzel
 James & Carolyn Wilkins
 Edward Wollner
 Yedlik Family



Yes! I want to join the “Back the Barns” Campaign!

Name: _____

Company: _____

Address: _____

City, State, ZIP: _____

Phone: _____

Email: _____

\$3,000 Membership

One-time \$3,000 gift

Annual gift of \$1,000 for a 3-year term

Quarterly gifts of \$250 for a 3-year term

Check Credit Card #: _____

Exp. Date: _____ Sec. Code: _____

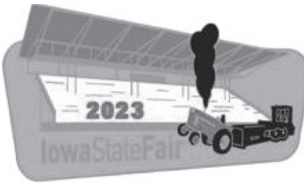
Signature: _____

2023 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 help 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 10 – 20. There will also be merchandise booths 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:

Fairgoers love the annual truck & tractor pulls in the Elwell Family Park. A variety of other events including demolition derby and

motorsport races provide even more possibilities of fast-paced and pure adrenaline fun.



ISABEL BLOOM SCULPTURE:

With seven divisions and 42 specific classes for pie, contest entries are judged on flavor, consistency and appearance. You can't go wrong with Isabel Bloom's blue ribbon pie sculpture.



CHARMS:

Great tasting Iowa honey, beeswax candles, honeycomb, and a variety of other honeybee products are all found inside the Agriculture Building, complete with an extensive beekeeping display and honey lemonade to quench your thirst on a hot August day. Display this adorable bee on your charm bracelet along with the 2023 "Best Days Ever" logo charm.



BUTTER COW SECURITY T-SHIRT:

Ten years ago, Fairgoers rallied around their Iowa State Fair Butter Cow after it was vandalized. Show your pride for the anniversary of the famous "Butter Cow Security" T-Shirts.



ORNAMENT:

The very best horses compete in the Richard O. Jacobson Exhibition Center during the Iowa State Fair. Whether it's the Cowgirl Queen contest, miniatures or the supreme six horse hitch – exhibitors put their best hoof forward. Commemorate all State Fair equine with this draft horse ornament.



PICKLEBALL PADDLES:

Pickleball is becoming an extremely popular sport for all ages. Combine two of your favorite activities with official Iowa State Fair Pickleball Paddles.

"OUR GREAT STATE FAIR" PREMIERE

Iowa PBS created, "Our Great State Fair", a 2-hour documentary about the Iowa State Fair. The Blue Ribbon Foundation is partnering with the Iowa PBS Foundation for a special premiere screening of the film.

A limited number of Fair Fans can purchase tickets to attend the screening in the Oman Family Youth Inn on the Iowa State Fairgrounds on Thursday, July 20 at 6:00 PM. Attendees will enjoy a corndog, popcorn and

a cup of cookies while hearing from the documentary creators and watching the film.

\$50 tickets are for sale online at www.BlueRibbonFoundation.org or by calling 515-262-3111 Ext. 371.

Don't miss this unique opportunity!

MAILBOX

"Thank you for hosting the Iowa State Fair T-Shirt contest. We have attended the Iowa State Fair (even though I live in Illinois) for almost 50 years. Most of my family still lives in Iowa so that is our annual visit each year. I feel like the Iowa State Fair is about family, good times and making memories."

Alysa Radtke
SYCAMORE, IL

"My grandma has a brick on the front of the Administration Building. It's so cool that the Blue Ribbon Foundation provides those as a giving opportunity. Our family attends every year to honor my grandma and enjoy the Fair."

Jodi Daggett
VAN METER, 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: TIM MALLICOAT & SONNY HALL

Hot and sticky temperatures are normal for August in Iowa. Most Iowans welcome the occasional cool down that a summer rainstorm can bring. As long as it isn't during the best 11 days of the month.

When heavy rains soaked the Iowa State Fairgrounds this past August, the grassy areas of the grounds became a muddy mess. This included the southwest corner of the Fairgrounds which is continuing to develop with new attractions and a goal of becoming an even more popular area with food, drink and entertainment.

This greenspace west of the Richard O. Jacobson Exhibition Center is now home to the Iowa Craft Beer Tent. It was as popular as ever with the expanded footprint and new permanent structure. However, the beloved beer venue was not exempt from the effects of Mother Nature's downpour.

Rain wasn't going to ruin Tim Mallicoat's day at the Iowa State Fair. While enjoying his cold beverage, standing in the mud, he thought of a way to improve the space while supporting the Iowa State Fair. "After seeing the mess the rain created at the Iowa Craft Beer Tent last year," said Tim, "I knew there was something that could be done to fix the problem. No matter rain or shine – the space could continue to be enjoyed."

Tim is the President and CEO of the Rasmussen Group, a Des Moines-based business that represents various multi-faceted construction companies. Mallicoat oversees the daily operations of the entire group of companies.

As members of the Iowa Concrete Paving Association, Tim became familiar with colleague Sonny Hall, CEO of Absolute Group, another Iowa company that provides a broad range of municipal, commercial and residential construction solutions.

The two business leaders agreed to work together to provide a much needed fix to the mud problem. Sonny graciously gave a \$130,000 in-kind donation of supplies and labor to fund the plans. The best part about this project was using it as a learning opportunity, the core of the Iowa State Fair's mission.

This past April, more than 5,000 high school students from across the state gathered on the Iowa State Fairgrounds for a hands-on learning experience through the Build My Future event. As concrete was poured at Iowa Craft Beer Tent, students could learn the process from start to finish, ask questions and explore the opportunity of working in the construction industry.

"I have always loved attending the Iowa State Fair," Sonny said. "It's wonderful seeing the Iowa pride everyone shares when gathering on the Fairgrounds. I want to see that continue for years to come and I know that by supporting the Blue Ribbon Foundation, future generations will enjoy the same traditions we do now."

Thanks to Tim Mallicoat with Rasmussen Group and Sonny Hall with Absolute Group, the Iowa Craft Beer Tent has said goodbye to mulch, dirt, and mud and hello to a beautiful paved floor. We cannot thank them enough for their dedicated support of the Blue Ribbon Foundation and the Iowa State Fair.

Please note our sincere condolences to the Mallicoat family on the recent passing of Tim Mallicoat.

