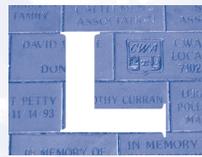




Robin Taylor
Assistant Director

TAKE A *Detour*



Last week I met someone new at my son's baseball practice. As we waited for our boys to finish, the conversation was the normal get-to-know-you kind of talk. When he found out I work at the Iowa State Fair, his comment was "My wife and kids absolutely love the Iowa State Fair. They go around and do everything, but I'm not into it that much." Of course, I asked what he liked and it was, "My idea is to get a beverage, find a bench and just watch the people. That's my ideal day at the Fair. But, maybe I'll branch out a bit this year."

Talk with any ten people who enjoy the Iowa State Fair and you'll find their descriptions of what they see and do will all be something different. I love to ask people what they come for because I always learn more about Iowa's showcase event. There is so much that you simply can't pack it all in, even if you're there every day. These conversations inevitably lead to a bit of regret that I didn't get to see or do what they were talking about because I didn't detour from my daily path.

As I listen to others' Fair stories, I visualize the area of the Fairgrounds they are referring to. Has the Blue Ribbon Foundation been able to make an impact in that area? Have we helped make their favorite thing a bit better? What more could be done?

With the support of many individuals, families, organizations, businesses and the Legislature, the answer is most often yes, the Foundation has been able to make a positive impact. In 30 years, the Iowa State Fairgrounds has come into its own again as a facility to be proud of. From renovations of the historic to construction of the new, there aren't many places that haven't received attention. And yes, we know that there is much more to keep working on.

With the new "Back the Barns" campaign, one of the Fairgrounds' core areas will see improvements over the next few years. If the livestock barns aren't on your normal path when you visit the Fair, I encourage you to take a little detour. The buildings are truly magnificent and the people and animals they house — well, they are beyond compare considering the blood, sweat and tears that is involved in showing at the Fair. Check it out this year, and each of the following, to see how, together, our efforts can culminate in some pretty historic ways.

Throughout the Fairgrounds you can experience the impact of 30 years of collaboration and support. Take a detour; see or do something you haven't experienced before. Who knows what you might discover and pass along to another Fair lover. And maybe, you'll be inspired to help support the next collaborative effort. We'd love to have you on board! After all, the more the merrier at the Iowa State Fair!

**HAS THE BLUE
 RIBBON FOUNDATION
 BEEN ABLE TO MAKE
 AN IMPACT?**



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BACK THE BARN'S

Campaign

Behind a grand champion prize given at the Iowa State Fair is an adolescent, learning and showcasing their hard work inside a livestock barn. These youth grow into the next generation of Iowans that make our state so special.

Please consider joining the Blue Ribbon Foundation's "Back the Barns" campaign. Your support of the barn restoration project will guarantee the tradition of showing livestock at the Iowa State Fair continues to thrive in amazing facilities.

Starting this spring with the sheep barn and continuing over the next several years, the cattle, horse and swine barns will each be part of the \$25 million renovation. Each structure will have dedicated restorations in areas that are vitally needed such as roofing, flooring, electrical, restrooms and tuckpointing to name a few.

The sheep barn renovation will focus on restoring the building's masonry, including the unique terra cotta trim and east entrance murals with floral arches and ram's head column capitals. The sheep barn's restrooms will be upgraded to be handicap accessible, offices remodeled and roof repairs where needed. There will also be specific network and Wi-Fi improvements.

Members of the Blue Ribbon Foundation's Back the Barns campaign are those generous donors who have pledged \$1,000 per year for 3 years in support of the Iowa State Fair's historic livestock barn restoration project.

As a thank you for joining the Back the Barns campaign, you will receive a commemorative belt buckle. These belt buckles don't just represent the rich agriculture heritage of Iowa but 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 special kiosk 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:

A-O-K Family Farms Inc.	Kathryn Griffin	Larry McConnell
Gregory Abel	Danny Hartgers Family	Rollie & Patty McCubbin
Jerry & Florida Arthur	Pete & Janet Hermanson	Doug McKechnie
Richard & Sharon Bender	John & Shirleen Huber	Martin & Jo Reynolds
Joel & Kjrsten Bobb Family	Dean & Darlene Hunziker	Jon & Laura Scoles
In Memory of Roger Caltrider	Tom & Robin Jurgens	Sherry Sears
Jeff Chelesvig	Irene & David Kasal	Dave & Mary Steele
Bill & Ange Clark Family	Julianna Kasper	Glenn & Ginger Sterk
Peter & Nancy Dyson	Bill & Sarah Keel	Adam & Aundrea Suntken
Randy & Bonnie Forburger	Kenneth Kessler	Jason & Melissa Wehrle
Michael & Ann Gersie	Gary & Diane Laabs	Bonnie Wetzel
	Brian Machan	Edward Wollner

• SAVE THE DATES

Corndog Kickoff:

Saturday, July 8

Iowa State Fair:

August 10-20

- A special thank you to **Dee Zee** for donating materials to update the deteriorating flower planter boxes used during the Iowa State Fair. Dee Zee noticed the boxes were in rough shape and graciously offered to help improve them. Can't wait to see the finished product in August. Thank you!
- **Dining Delights** gift cards needed. The Corndog Kickoff will feature a restaurant gift card pull. Help support your favorite place 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

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 Kickoff.

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



Yes! I want to join the "Back the Barns" Campaign!

Name: _____

Company: _____

Address: _____

City, State, ZIP: _____

Phone: _____ Email: _____

\$3,000 Membership

A one-time \$3,000 gift An 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: _____

MEET THE 2023

Interns



The Blue Ribbon Foundation is excited to introduce Regan Freland, Faith Kuehl and Macy Loecke as interns for the summer of 2023. 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.



Regan Freland

Regan Freland Regan is a senior at Iowa State University majoring in communication studies. Regan was a member of the Simpson College basketball and track team before transferring to Iowa State to focus on her studies. Regan is involved in the Communication Studies Club. She is also a part-time brand ambassador at American Eagle.

Regan grew up on a dairy cattle farm south of State Center. She joined 4-H at a young age where she spent every summer showing her cattle at both the county and Iowa State Fair. A graduate of PCM High School, Regan was involved in basketball, softball, track, FRC SHY, National Honor Society, Student Government, FFA, FCA and Big Student Little Student. More recently, Regan helped coordinate the Little Hands on the Farm exhibit at the Fair. The Iowa State Fair has always held such a special place in Regan's heart, leading her to meet many amazing people along the way. She looks forward to the opportunity to experience the Iowa State Fair in a different light as the Donor Relations intern.



Faith Kuehl

Faith Kuehl Faith is a sophomore at Iowa State University majoring in agricultural business and marketing with a minor in finance. At Iowa State, Faith is involved in the Agricultural Business Club, is a College of Agriculture and Life Sciences Ambassador, serves as the treasurer for the professional agricultural sorority of Sigma Alpha, and is an Agricultural Business Peer Mentor for the Department of Economics.

Faith grew up on a diverse agriculture operation in Woodward, where she started showing cattle through 4-H at a young age during her county fair and the Iowa State Fair. Faith has been an active Fairgoer for as long as she can remember, coming together with family to experience everything the Fair has to offer. As the Business Relations Intern, Faith is excited to experience the Iowa State Fair through a completely new opportunity.



Macy Loecke

Macy Loecke Macy is a senior at Iowa State University majoring in agricultural communications and minoring in public relations. During her time at Iowa State, she has been involved in the Agricultural Business Club, Block & Bridle Club, Collegiate 4-H and PAS. In her free time, you'll find her hanging out with her family or her animals.

Macy grew up on a farm in Manchester, where she was involved in 4-H, FFA and County Council. She exhibited both beef cattle and swine each year at the county and state level. She has previously spent time working in the pork tent and the cattleman's stand at the Fair and enjoys interacting with Fairgoers. She has made many great memories over the years and is excited to be involved in this year's Fair in a new way.

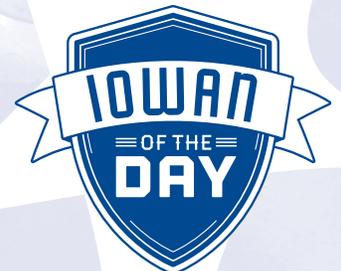
IOWAN OF THE DAY NOMINATIONS

Many people run on coffee, but like most non-profit organizations, the Blue Ribbon Foundation runs on volunteers. Volunteering has become part of the fabric of Iowans' lives, and the ideas, knowledge and expertise needed to keep our communities moving forward would be impossible without the involvement of volunteers. That's why the Blue Ribbon Foundation will once again celebrate our "Iowan of the Day" award during the Iowa State Fair.

We've all had the experience of working with an outstanding volunteer — one whose contributions exceed expectations and go well beyond the responsibilities of the position. Here is your opportunity to nominate someone you feel has demonstrated the key qualities that qualify them as an Iowan of the Day.

With the help of Cookies Food Products, the Foundation will honor 10 Iowans with a special day of recognition at the 2023 Iowa State Fair. The winners will be celebrated during a presentation on the Anne & Bill Riley Stage and 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.

The deadline to submit an application is July 1. Thank you for helping us celebrate these extraordinary individuals.



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 2020, 2021 and 2022 also will be reconsidered. All nominees must currently live in Iowa.



Corndog Kickoff Patron

It's a sweet life celebrating the start of the Fair season at the Corndog Kickoff. Don your flip flops, pull on a Hawaiian shirt, be thankful it's five o'clock somewhere and gather with other Fair-loving souls to raise funds for the renovation of the historic Iowa State Fairgrounds. The Iowa State Fair Blue Ribbon Foundation is channeling a Jimmy Buffett vibe by celebrating "Corndogs in Paradise."

Please join us for the annual Corndog Kickoff Benefit Auction and Fair Food Grazing Party on Saturday, July 8. You'll want to take it all in as it's as big as it seems, filling up the William C. Knapp Varied Industries Building on the Iowa State Fairgrounds. Our version of Margaritaville will be packed with great auction packages, entertainment and delicious Fair foods.

With your participation as a Corndog Kickoff Patron, you will guarantee that traditions at the Iowa State Fair continue to grow year after year. 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.

We thank you in advance for being part of this event and supporting our mission. Whether you consider yourself to be a true Parrot Head, or you have a Fair soul you can barely control - together, let's celebrate the future of the Iowa State Fair.

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 1 Reserved Table
- Logo recognition in Invitations, Auction Books and Event Banners

Purple Ribbon - \$2,500

- 8 Exclusive Early Admittance Admission Tickets with 1 Reserved Table
- Name recognition in Invitations, Auction Books and Event Banners

Blue Ribbon - \$1,000:

- 8 Exclusive Early Admittance Admission Tickets with 1 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

Our live and silent auctions are an integral part of the Corndog Kickoff. Each year, we have a collection of fantastic items available for bid. The best part is that our auction items are donated by generous people from communities across the state of Iowa. As we gear up for the annual Corndog Kickoff, we need your help!

- What restaurants do you frequent? Would the chef host dinner for 8 at the restaurant?
- Are you on the board of a local entertainment venue? Could you get a behind-the-scenes tour?
- So you have season tickets? Could you offer up a pair or two?
- What hobbies do you have that might make a good item? A beer-making class? A gourmet cooking class? A sketch of the donor's home?
- Who do you know that's interesting to hang out with? Can you offer a morning in the CEO's office? Dinner with a local newscaster or entrepreneur?
- What access do you have to special experiences? An afternoon on your boat? Two hours on your private plane? Chance to play hoops with a team member?

Donate an auction package consisting of a product or service you provide; it's an excellent way to promote your company. Donation forms can be found online at www.BlueRibbonFoundation.org. For more information about becoming an auction donor, please contact Robin at 515-262-3111 Ext. 373 or Robin@BlueRibbonFoundation.org.



2022 Iowa State Fair T-Shirt Contest winner, Jenna Helmers of Melvin, Iowa.

T-Shirt DESIGN CONTEST

Missed your chance last year to design an Iowa State Fair themed T-shirt?

Lucky for you, here's another opportunity! The Blue Ribbon Foundation is sponsoring a T-Shirt Design Contest, welcoming Fair fans to submit designs that must be original, creative and, of course, capture the essence of the Iowa State Fair.

If your design wins, the T-shirt will be for sale in the official Iowa State Fair Store. Funds from the sale of the T-shirt will support our mission of improving 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 8-15. The winner will be announced on May 16. The top three vote-getters will receive Iowa State Fair prize packages.

1ST PLACE

- Your T-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

3RD PLACE

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

Entry and Design Guidelines:

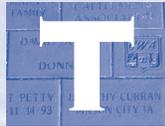
- Entries can be submitted to Info@BlueRibbonFoundation.org or by mail to Iowa State Fair Blue Ribbon Foundation, PO Box 57130, Des Moines, IA 50317. The entry deadline is May 1, 2023.
- The design must contain the words "Iowa State Fair" and represent an aspect of the Iowa State Fair, its facilities 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.

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 8 and closes on Monday, May 15, 2023. 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.



CALLING ALL FAIR *Volunteers*



he Iowa State Fair is four short months away so it's time to look at your calendar and consider volunteering for the Blue Ribbon Foundation this summer.

Foundation staff cannot do this alone. Just as we have for the past 30 years, we need volunteer help to make the Iowa State Fair a success!

Expect to see the same two main jobs as in the past: selling merchandise and selling bottled water. Daily staffing in the 1854 Society Hospitality Suite and the BINGO tent on Wednesday are additional important needs.

We will again utilize the **VolunteerLocal** sign-up portal for Fair volunteering. Volunteering details and the portal

link will be included in the late May issue of **The Buzz**, our new volunteer-focused eNewsletter. You can sign up starting June 1. Another way to stay in-the-know on all things volunteering is through the volunteer page of the Foundation's website – www.BlueRibbonFoundation.org.

Volunteers are needed for the **Corndog Kickoff** which will be held on Saturday, July 8. Past volunteers will be contacted by email in early May. Call 515-262-3111, ext. 370 or email Meg@BlueRibbonFoundation.org if you are interested in joining the volunteer team that night.

Volunteering is fun and the time **YOU** give helps us achieve the Foundation's goal of keeping the Iowa State Fairgrounds in tip-top shape for future generations.

PROJECT *Updates:*

Elwell Family Park: The 3rd stage of the multi-phase project includes adding permanent restroom facilities to the Elwell Family Park. These restrooms will be a convenient upgrade for Fairgoers watching the annual truck & tractor pulls and a variety of other events including monster trucks, demolition derby, and motorsport races with even more possibilities in the future.

Public Safety Building: The Iowa State Fair will update our public safety building to make sure the facility matches the high standards of the Iowa State Fair Police Department. The first phase will include a new two-story addition to the east side of the building completed for the 2023 Iowa State Fair. The second phase will include renovation of the existing space, scheduled to be completed in 2024. The Blue Ribbon Foundation worked with Governor Kim Reynolds to receive federal funding made available to the State of Iowa for this project.

Fairview Tap: Fairgoers enjoy sipping on a wide selection of beers and wine while relaxing on top of the hill near Grandfather's Barn at the Fairview Tap. Showcasing special events like trivia and music, the space also hosted a "Pop Up Happy Hour" event during the Fair. The venue will receive upgrades including patio expansion this spring. This addition will provide more outside seating to take full advantage of the available space and the amazing view.

Pioneer Hall: Pioneer Hall continually receives maintenance and after 10 years of small updates, the exterior of the building is near completion. Crews have finished repairing each side of the building and will finish the project by rebuilding the main doors. As the oldest landmark on the historic Fairgrounds, the care and attention to this facility is unmatched. It's truly our history.

Thank you to all our generous donors who have supported the Blue Ribbon Foundation's mission of making the Iowa State Fairgrounds the envy of the nation.





T.A.G. Team

Thank you to the Blue Ribbon Foundation supporters that joined the 2023 T.A.G. team. The loyalty of these generous donors proves that Together, we can Accomplish our Goals. These members are making an immediate, positive and direct impact on our historic Fairgrounds.

Members' donations are being used to renovate the north and east exterior doors of the Agriculture Building. The updated doors will be detailed with proper craftsmanship to match the historic style. Each custom door will be engineered for function and longevity, following

accessibility guidelines. The new doors will enable better security and provide weather-proofing to fix previous issues of large gaps and easy-to-pop locks.

Updating something as simple as doors is not only necessary but will continue to make the Iowa State Fairgrounds an admired historical venue in the state of Iowa. 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.

Paul & Crystal Abbe
Blake Anderson
Ernie & Paula Barnes
Darrell & Lynda Bauman
Dustin & Chris Beener
Richard & Sharon Bender
Craig & Shellie Benson
Randy & JoAnn Berry
Michael & Karla Blanchard
Frank & Nancy Bodine
Lynn & Elaine Bohling
Mary Boysen
Ronald & Joyce Brewster
Joe & Bonnie Buman
Jill & John Byerly
Kenneth & Linda Cairns
Melanie Carmichael
Gary & Cynthia Cheney
Daniel & Donna Clark
Philip & Caren Clevenger
Don Corrigan
Jeff & Meg Courter
Daniel Cretors
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Becky Hauser
Joe Hintzsche
Skip Hitchcock
Zane Hoffman
Allen & Wanda Holm
Melinda Huisinga
Donald Irwin
Aaron & Brandi Jackson
Julianna Kasper

William & Sarah Keel
Kenneth Kessler
Michael & Anne Long
Penny Lorey
Terry & Lori Malone
Larry McConnell
Rollie & Patty McCubbin
Andrew McDowell
Judi Mireles
Jason & Cara Morse
Ken Morse
Tony Mudderman
Patrick Nepereny
Sheldon & Elizabeth Ohringer
Doug & Marcy Ostrander
Michael & Martha Paul
Lori Pearson
Dixie Pencil
Brenda Person
Brooke Person
Stephen & Patricia Peters
Stuart Peterson
Matt & Anna Pilcher
Gary & Bobbi Port
Dennis Prather
Howard Rescot
Brooks Reynolds

Martin & Jo Reynolds
Tricia Rosendahl
Kevin Schlutz & Linda Martin
Jon & Laura Scoles
Sherry Sears
Shannon Shepherd
Bruce & Linda Simonton
Mike & Janet Sinclair
Cindy Spiker
Staats Awards
Glenn & Ginger Sterk
Gary & Lisa Stump
Adam & Aundrea Suntken
Bret & Beth Jensen Thies
Tindle Family
Chuck & Kathy Van Dike
Jeff & Shelley Wangsness
Kelsey Warfield
Jarred & Leslie Whitfield
Dave Windisch
Gary & Sandi Yates
Yedlik Family
Eric Youngberg & Gary Krogh
Rod & Deborah Zeitler
Ronald & Mary Beth Zelle
Louie & Deb Zumbach

MAILBOX

"For Christmas we gifted our children and grandchildren engraved bricks. The Iowa State Fair is our family time. We have camped for 37 years in the same spot. Our kids each have their own camping spots now along with many of our friends.

Our grandkids were so excited to pick the spot for their engraved bricks and we all look forward to August to find them on the Fairgrounds. Thank you again for helping our family make so many good memories."

Gene and Kathy Fox
NEW SHARON, IA

"The 'Back the Barns' campaign is the perfect example of why the Iowa State Fair stays so awesome. I especially like this project since my grandsons show livestock. Thanks Blue Ribbon Foundation!"

Cheri Weller
WEST DES MOINES, IA



IOWA STATE FAIR
BLUE RIBBON
FOUNDATION

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DES MOINES, IA 50317

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DONOR PROFILE: MIDAMERICAN ENERGY



he Blue Ribbon Foundation continues to undertake important improvements on the historical Iowa State Fairgrounds that are enjoyed by Iowans during August and throughout the year. We rely

on the generosity of our partners who also believe vibrant, growing communities benefit everyone.

When our organization started, one special partner saw the potential in our foundation. They could visualize our goals and what it would take to turn those dreams into realities. You might say they were "Obsessively, Relentlessly At Our Service." But this company is more than just a catchy slogan. They extend the same dedication in serving their customers as they do in giving back to the communities they are honored to serve. Thank you MidAmerican Energy for your support!

MidAmerican Energy's commitment to the Blue Ribbon Foundation's mission started at the very beginning in 1993 with a donation to complete small projects. What started as repairs to sidewalks, potholes and restrooms has expanded into large scale renovations.

The most visual of their contributions is the wind turbine that was installed on Expo Hill in 2007 and produces energy to help power the 11 days of the Iowa State Fair. The state of Iowa as a whole continued to benefit from the pursuit of more renewable energy production, while Fairgoers had the opportunity to learn about Iowa's leadership role in wind energy while on the Fairgrounds.

MidAmerican Energy has supported projects like Expo Hill's "green" renovation in 2011, which incorporated renewable energy technologies. A solar panel system was placed on the MidAmerican Energy Education Center. This array powered an interior computer display showcasing the energy produced by it and the turbine versus what was being used by the building.

Maybe one of the most popular upgrades was the creation of the MidAmerican Energy Stage in 2015. The architecturally unique stage hosts a full line-up of free entertainment throughout the Fair. The facility also includes restrooms, dressing rooms, storage areas, and a loading dock; a much needed improvement to the previous space.

Seeing MidAmerican Energy's name across the Fairgrounds is only the tip of the iceberg when it comes to their loyalty. The company annually attends the Corndog Kickoff as a top level patron and participates in several other giving programs.

The Blue Ribbon Foundation believes that keeping the traditions of the Iowa State Fair are critical to our state's history. MidAmerican Energy believes we all achieve more through partnerships. The Blue Ribbon Foundation whole-heartily agrees – thank you for being our partner.

