



The BUZZ: Exclusively for Blue Ribbon Foundation Volunteers

Welcome to "The Buzz" – the Blue Ribbon Foundation Volunteer eNewsletter!

YOU – our valued volunteers – are central to the success of the Iowa State Fair Blue Ribbon Foundation's mission, so we continue to stay connected to you year-round! Look for issues to be emailed three times a year: January, May and September.



Fair Wrap Up

The 2025 Iowa State Fair was another amazing showcase of what's best in our state ... from agriculture, entertainment, Fair food, people, and so much more! It lived up to the billing as a Fair Sweet Fair!

But it was a very hot one, weather-wise. Iowan's and visitors from outside our state showed up anyway. They spent \$670,000 in our six merchandise stores, rode the rides, people-watched, munched on food-on-a-stick, and a



Who Volunteers?

670! That's the number of individuals who volunteered for the Blue Ribbon Foundation at the 2025 Iowa State Fair! That's quite a number!

So, who are these wonderful people who show up with smiles and enthusiasm to help us make each Fair a fundraising - and fun - success?

Well, we had an Iowa-based aunt and niece who lives on the East Coast spend one four-hour water booth shift together. We had a group of

record number of ears listened to concerts in the Grandstand. Wow! Truly amazing!

You, our many volunteers, helped ensure this success. Visit the [Volunteer Page](#) of our website for the full list of 2025 volunteers to whom we extend our true appreciation. You can also watch the Volunteer Thank You video. Enjoy!

Let's recap volunteering at the 2025 Iowa State Fair with a few facts and photos below:

- Total number of volunteers: 670.
- Volunteers filled 1,341 shifts over the course of the 11-day Fair.
- Total number of hours volunteered: 5,280.
- If we paid these volunteers \$12 per hour it would have reduced our fundraising total by more than \$63,000.
- Volunteers sold 33,000 bottles of water. On average, the stands sold 500 bottles per day.

This success doesn't happen without dedicated volunteers who love the Fair and enjoy doing their part to see it thrive.

THANK YOU!



three sisters whom I've had trouble telling apart until this year when I finally got it right. There are three generations of the same family who volunteer in a water booth and wouldn't miss it for the world. We see numerous grandparent/grandchild duos, cousins, friends and co-workers - all who return year after year. Then we certainly have many married couples/partners who spend their precious time together volunteering for us.

Every year these connections to the Blue Ribbon Foundation grow stronger as do the connections made by volunteers who come all by themselves so they can meet new friends. This year, we had 56 brand new volunteers jump in for the first time.

The Blue Ribbon Foundation needs every single one of you! Thank you for your time, your smiles and your willingness to volunteer! See you next year!



Volunteer Spotlight



*Pictured above, left to right: Brittany Johnson, Patrice Bork, **Randy Campbell** and Marsha Schultz volunteering in the Riley Stage water booth during the 2025 Iowa State Fair.*

Randy Campbell

Some faces are very, very familiar because we get to see them so often. Randy Campbell's is one of those faces. Not only has he been volunteering for the Blue Ribbon Foundation for more than 25 years, but he's also attended or volunteered at the Corndog Kickoff annual fundraising event since 2000.

As a volunteer, he's often found selling bottled water at the Riley Stage water booth or serving as a host in the 1854 Society's Jake's Club hospitality suite. As a member of the 1854 Society since 2003, he has a valuable perspective when he gives us his time as a volunteer.

The Corndog Kickoff is a not-to-be-missed event for Randy. Some years, it's hard to decide whether to attend or to volunteer. Mobile bidding for the Corndog Kickoff auction has been one of Randy's favorite improvements we've made because now he can volunteer and spend a little time bidding as well. He's even won a few auction packages over the years.

Keeping an eye on the unique items available in the Foundation's Souvenir Auctions these past two years is another interest for Randy. We have more treasures to share so look for another auction this October when we will offer new items for bid.

Randy had lots of family help. His wife Valarie volunteered for 11 years, and Randy was joined for about 12 years by his father, Francis Campbell. They all loved volunteering in the water booths. Membership in the Foundation's concert program - Fan Fair - was another of programs Randy has supported.

It is clear that Randy just loves being at the Fair, helping Blue Ribbon Foundation staff make each Fair a success. Thank you, Randy, for your many years of commitment to ensuring a solid future for

the Iowa State Fair.



Greg Peiffer

Another face we love to see is Greg Peiffer's. Greg is a wonderful volunteer who's been helping us make the Iowa State Fair a success for over 20 years. He always volunteers for several shifts, usually hosting in the Jake's Club hospitality suite. We know guests will enjoy an extra special visit when Greg is there to keep the snacks and drinks well-stocked.

He's attended the Corndog Kickoff, donated items to the auction, purchased packages at the auction and often brings friends and family to join in the fun. He's always there all day Saturday to help get everything ready for this essential fundraising event. But what is key for us is he's the one and only volunteer who shows up Sunday morning to help with clean up tasks that none of us could manage late Saturday night. I don't even think we ask him ... he just arrives ready to finish the job.

And this past July, when two of our interns had previous commitments that prevented them from helping at the Volunteer Reception, we called on Greg and he showed up ready to help make the event run smoothly for more than 300 volunteers who joined us that evening.

Here's to Greg and Randy! We truly appreciate your time and commitment to the Iowa State Fair!



A Few Historical Photos - ENJOY!

Securing the Future

The Blue Ribbon Foundation has established endowment funds to provide ongoing financial support for the Iowa State Fairgrounds. These endowments grow over time, establishing permanent funding that enables more effective strategic planning for the future and ensures that

our historic Fair's infrastructure will be maintained and improved for generations to come.

Anyone can contribute to the [Our Fair's Future](#) or [Endow Iowa](#) endowment funds with a gift of any size. Donors with gifts over \$1000 are recognized in the Champion's Circle.

If you've already made the decision to include the Blue Ribbon Foundation in your estate plan, please let us know by completing a [Statement of Intent](#).

Learn More



Above: inside the Grandstand (date unknown)
Center: 4-H comradery (date unknown).





Save-The-Dates

2026 Corndog Kickoff Benefit Auction: Saturday, July 11

2026 Iowa State Fair: August 13-23



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