



# SALEM CITY CLUB

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## “How fares the Fair? A new direction for Oregon’s State Fair?”

*Guest speaker: Dave Koellermeier, Oregon State Fair Manager*

Join Salem City Club on Friday, May 25, 2007, when we welcome **Dave Koellermeier the manager of Oregon’s State Fair.**

There have been three different movie versions of “State Fair” (1933, 1945, and 1962). Nowadays, few people remember any but the last version (with Pat Boone) which ended up as the least financially successful, is frequently described as only “quaint,” and is apparently rarely watched. Is Oregon’s State Fair headed in the same direction? Has it become only “quaint” with few people interested? What purpose does it serve in a modern Oregon?

Over the years, Oregon’s own State Fair has been “remade” a number of times. The legislature struggles with the Fair’s budget, whether the Fair makes enough money, **what purpose it serves, and whether it is worth continuing as a government function?** The State Fair now resides in the Oregon Parks and Recreation Department (OPRD). It is under going another remake, with new leadership. Salem City Club is pleased that one of the leaders of the State Fair’s efforts, Dave Koellermeier, will speak to help us understand where the State Fair stands today and is going tomorrow.

Dave Koellermeier, who started working for the State Fair just before the 2005 Fair as the Fair’s Operation’s Director, is now the Fair Manager. He was appointed manager in October 2005 by Tim Wood, Director of the Oregon Parks and Recreation Department.

**A fourth generation Oregonian, Koellermeier** has a lengthy private sector business career, most of it as a corporate executive. He was in his fifth year working as a consultant in business development planning at the time he joined the fair. Before that, he was president and chief executive of a Beaverton electronics company for 10 years, and an executive for several agri-business firms, including Ralston-Purina for 15 years. He has an executive MBA degree from Washington University in St. Louis and an undergraduate degree in agricultural economics from Oregon State University.

When: Friday, May 25, 2007; 11:45 lunch | Noon Program  
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