

# CAREER OPPORTUNITY ANNOUNCEMENT

## FAIR MANAGER SANTA CRUZ COUNTY FAIR 14TH DISTRICT AGRICULTURAL ASSOCIATION (DAA)

2601 East Lake Avenue  
Watsonville, CA 95076

**FINAL FILING DATE:** February 1, 2010

**SALARY RANGE:** \$6,297 to \$7,485

**BENEFITS:** Medical, dental and vision, annual leave, PERS retirement

### **QUALIFICATIONS:**

#### ***Desired***

- Experience in business administration, public administration, marketing, public relations, communication, entertainment or related fields
- Demonstrated knowledge and experience in developing and managing budgets, maintaining sound fiscal policy; day-to-day record-keeping reviewing payroll; and oversight of board- and government- required reports
- Knowledge and experience in planning, organizational restructuring and business development
- Knowledge and experience in fund-raising, grant and sponsorship development
- Ability to work cooperatively and communicate effectively with staff, board of directors, governmental agencies, local businesses, media and the community.
- Knowledge and experience in recruiting, training and supervising employees and volunteers
- Knowledge and experience in developing and implementing marketing plans and strategies
- Knowledge and experience in producing and directing community-relevant programs, entertainment activities and special events
- Knowledgeable in the areas of purchasing, facility maintenance, public relations, contracting, and technology
- Knowledge in the equestrian shows
- Knowledge in servicing equipment, plumbing, electrical and tractors
- Knowledge in the type of interim events that generate the most revenue
- Knowledge of Agriculture
- Ability to create and deliver public presentations
- Minimum of a BA degree

### **DISQUALIFICATIONS:**

Any applicant who attempts to contact directly individual board members or members of the Selection Committee with the intent of influencing the decision of the Board or Committee will be disqualified as a candidate for the position.

## **ADDITIONAL INFORMATION ABOUT THE 14<sup>th</sup> DAA AND SURROUNDING AREA:**

### **DAA Facility Facts:**

- \* 105 acres
- \* 3 buildings (approx. 32,200 sq. ft.)
- \* 3000 seat grandstand
- \* ¼ -mile clay racetrack
- \* Parking: 2500
- \* Horse stalls: 311
- \* RV hook-ups: 50

### **DAA Operational Facts:**

- \* 2009 budget: \$1,322,000.00
- \* Current full-time staff: 3
- \* 2009 fair attendance: 58,649
- \* 2010 fair dates: September 14 to 19
- \* Major annual events: 1
- \* 2009 interim attendance: 195,125
- \* Number of 2009 interim events: 211

### **Community Facts:**

- \* Community population: 60,000
- \* Elevation: 32 feet above sea level
- \* Climate: 28 to 80 degrees Fahrenheit
- \* Unemployment: 11%
- \* Industry: Agriculture
- \* Recreation: Golf, Fishing, Boardwalk
- \* County school attendance: 38,000
- \* Median family income: \$55,000- \$60,000

## **APPLICATION PROCEDURES:**

Qualified applicants are invited to submit an application together with a personal resume and 5 references to:

Patrice Edwards  
14th District Agricultural Association  
c/o TPG, Inc.  
9601 Soquel Drive  
Aptos, CA 95003

## **SELECTION PROCEDURES:**

- ❑ **A screening committee will evaluate each applicant's personal resume and application.**
- ❑ **The applicants considered to be the best qualified for the position will be referred to the DAA's board of directors for further consideration.**
- ❑ **Personal interviews will be scheduled at the fairgrounds during the week of February 14-20, 2010 with a select number of the most qualified candidates.**
- ❑ **The applications of all candidates will be held in strict confidence.**
- ❑ **The fair board or its representative reserves the right to contact selected individuals who are familiar with the accomplishments of applicants.**
- ❑ **The fair board or its representatives may wish to visit the home community of the final applicant(s).**
- ❑ **It is anticipated that the Board of Directors will make its final determination on or before March 1, 2010.**

***Questions regarding application or selection procedures may be directed to: Fair Manager Search Committee. Fax: 831-688-7551 or phone: 831-588-2865.***



## **TO ALL PERSONS INTERESTED IN THE POSITION OF:**

### **Fair Manager, 14<sup>th</sup> District Agricultural Association Watsonville, California**

Thank you for your interest in serving the Santa Cruz County Fair and the California fair industry.

The manager of the Santa Cruz County Fair, 14<sup>th</sup> District Agricultural Association, serves at the pleasure of a nine-member board of directors. Each board director is appointed by the Governor to a four-year term.

To be considered for the position of fair manager, you must complete an application and submit it **no later than February 1, 2010.**

Please complete the application according to the following special instructions:

1. Complete the application form fully. The board of directors may refuse consideration of incomplete applications.
2. Type your responses to the application questions in the spaces provided. You may explain or otherwise elaborate on your answers to particular questions by attaching additional sheets of paper. Each attachment should clearly denote the question(s) to which it pertains.
3. Attach your resume.
4. Attach a list of five or more references, with addresses and telephone numbers.
5. Submit the completed application form and its attachments (stapled) to:

Fair Manager Selection Process  
14<sup>th</sup> District Agricultural Association  
9601 Soquel Drive  
Aptos, CA 95003

Please address questions about this position or application process to Patrice Edwards, at 831-588-2865



9. **Current affiliations/memberships in professional organizations and/or societies:**

Organizations/Societies

Starting Date

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10. \_\_\_ Yes \_\_\_ No Have you resided at your current residence less than 5 years? If yes, please list all residences for the past five years.
11. \_\_\_ Yes \_\_\_ No Are you a citizen of the United States?
12. \_\_\_ Yes \_\_\_ No Have you ever been affiliated (as an officer, owner, director, trustee, partner, advisor or consultant) with any institutions (corporations, firms, partnerships, business enterprises, non-profit organizations, etc.) within the past five years which might present a potential conflict of interest or appearance of conflict of interest with the district agricultural association, as defined in Government Code §1090 and/or §87100 et seq? If yes, please explain.
13. \_\_\_ Yes \_\_\_ No Do you or any members of your immediate family own or have any interest which may present a conflict of interest with the district agricultural association, as defined in Government Code §1090 and/or §87100 et seq? If yes, please explain.
14. \_\_\_ Yes \_\_\_ No Do you or any members of your immediate family own any interest in any real property adjacent to or in proximity with the fairgrounds?
15. \_\_\_ Yes \_\_\_ No Were you ever discharged, rejected during probation, or have you ever been requested to resign or resigned under unfavorable circumstances from any employment? (You may omit any incident occurring over 7 years ago except a disciplinary or punitive dismissal, or a probationary period rejection from California State Civil Service). If yes, please give details.
16. \_\_\_ Yes \_\_\_ No Are you presently serving as an elected city or county official?
17. \_\_\_ Yes \_\_\_ No Are you presently doing business with the 14th District Agricultural Association, any board director or staff member? If yes, please explain.
18. \_\_\_ Yes \_\_\_ No Have you ever or do you currently utilize other names professionally? If so, please list.
19. Please explain qualities of yours which will prove beneficial should you be appointed as manager of the 14th District Agricultural Association.
20. Please describe how you perceive the role of manager in relation to the board of directors at a District Agricultural Association.

21. What is the importance of a fair to its community?

22. How did you learn of this job opening?

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I certify that the foregoing questions are answered truthfully for the purpose of securing employment. If employed, I agree to conform to the rules and regulations of the State of California and the 14th DAA. I understand that any false answers or statements on this application or any supplement thereto, will be sufficient grounds for immediate discharge.

Date: \_\_\_\_\_

By: \_\_\_\_\_  
(Applicant Signature)

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**AUTHORIZATION AND RELEASE**

I understand that should the offer of employment as Fair Manager of the 14th District Agricultural Association be made, it is conditional upon the completion and satisfactory results of an extensive investigation of my personal and business background. I hereby authorize the release of any and all information pertaining to me or businesses in which I participated, including information of a confidential or privileged nature in the possession of government or private agencies or individuals. I hereby release all such agencies or individuals who furnish such information from liability for damages which may result from furnishing the information requested. I also understand that my consumer credit report may be requested and used in connection with this application for appointment. The source of the report shall be a major national credit reporting agency, such as TRW, TRANSUNION, or EQUIFAX. In the event such a request is made, the credit agency should provide me with a copy of the report.

Date: \_\_\_\_\_

By: \_\_\_\_\_  
Applicant

# STATE OF CALIFORNIA

14th DISTRICT AGRICULTURAL ASSOCIATION  
2601 East Lake Avenue  
Watsonville, CA 95076

## RELEASE OF CONFIDENTIAL INFORMATION

Candidate's Name: \_\_\_\_\_ Date: \_\_\_\_\_

Social Security Number: \_\_\_\_\_

The individual named above is a candidate for employment with the 14th District Agricultural Association. The candidate authorizes the bearer of this document, as a representative of the 14th District Agricultural Association, to examine her/his personnel records, including a printout of the employee's employment history and leave balances, as part of the employment process.

### **AUTHORIZATION:**

I understand that by signing this document I am authorizing a representative of the 14th District Agricultural Association to examine my personnel records. This authorization is solely for the purpose of applying for employment with the 14th District Agricultural Association.

\_\_\_\_\_  
Candidate's Signature

\_\_\_\_\_  
Date