



FOR IMMEDIATE RELEASE

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BIG FRESNO FAIR DEPUTY MANAGER REAPPOINTED TO TWO PROMINENT FAIR BOARDS

FRESNO, CALIFORNIA, FEBRUARY 2, 2008...The Big Fresno Fair is pleased to announce that its Deputy Manager II, Stacy Rianda, has been reappointed for a second term to the Western Fairs Association Board representing the San Joaquin Valley fairs, which includes fairs from Bakersfield to Stockton. Stacy was also requested to continue for a second term on the California Fairs Alliance Board where her role will be as liaison between the WFA Board and the CFA Board.

“Stacy is an essential part of our team here at The Big Fresno Fair and is one of the many reasons why our Fair continues to be a success each year,” said John C. Alkire, CEO of The Big Fresno Fair. “Her experience and ideas make her an asset to these boards.”

Stacy, who has worked in the Fair industry since 1987, is in her 8th year at The Big Fresno Fair. At the Fair, Stacy is responsible for overseeing the day-to-day functions of the Fairgrounds and makes sure everything is operating smoothly. She is also one of the driving forces behind the Fair’s “Clean and Green” program to be more environmentally friendly. This program includes electronic recycling, a \$5M solar panel project, a \$400,000 rubber recycling grant and more.

In addition to her involvement in the fair industry, Stacy is highly active in the community, as well as the agricultural industry. She has been a member of Fig Garden Rotary for seven years and currently acts as the District Interact Chair, serving Fresno, Tulare, Kings and Monterey Counties. In 2008, she joined the Pop Laval Foundation Board. Stacy has also been a member of Crime Stoppers, California Women for Agriculture since 2000 where she held the positions of Membership Chair and Vice President, is a Class 19 graduate of Leadership Fresno and stays involved as part of the Leadership Fresno Alumni Association.

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The Big Fresno Fair, founded in 1884, is the fifth largest fair in the State of California and represents the 21st District Agricultural Association. Nearly 550,000 people from throughout the state visit The Big Fresno Fair each year making it the largest event in the Central Valley. Members of the Board of Directors include: Larry Serpa, President; Tim Bakman, Vice President; Joseph De Los Santos, Secretary Treasurer; Ardie Der Manouel, Elizabeth Hudson, Debbie Jacobsen, Vernon Jones, Wangyee Vang and William White. John C. Alkire heads daily operations in his role as Chief Executive Officer. Additional information about The Big Fresno Fair can be found at www.FresnoFair.com.

About Western Fairs Association (WFA):

Western Fairs Association is a professional non-profit trade association serving the fair industry throughout the western United States and Canada. WFA's primary purpose is to assist in maintaining the highest professional standards within the fair industry and to promote the prosperity of fairs through educational activities, training programs, networking and governmental advocacy. California Fairs Alliance is a subsidiary of Western Fairs and has the delegated authority to act on behalf of WFA in all matters relating to the California Fair Advocacy programs. For more information on WFA, go to www.fairsnet.org.

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Attachment:
Photo: Stacy Rianda



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