



FOR IMMEDIATE RELEASE

CONTACT: Danielle Griffin
O: (559) 650-3229/C: (559) 994-3133

THE BIG FRESNO FAIR ANNOUNCES APPOINTMENT OF TWO NEW BOARD MEMBERS, REAPPOINTMENT OF TWO EXISTING MEMBERS AND NEW OFFICERS

FRESNO, CALIFORNIA, January 31, 2014...The Board of Directors at The Big Fresno Fair welcome newly appointed Board Members, Dora Westerlund and Linda Mae Balakian Hunsucker to the 21st District Agricultural Association Board of Directors. The appointments were made in December and January respectively by California Governor Jerry Brown. Additionally, the Governor also re-appointed Larry Serpa and William White to the Board of Directors. Then at the January 28, 2014 Board of Directors meeting the following new officers were selected for the 2014 year: Leta Ciavaglia, President; Debbie Jacobsen, Vice President; and Jerry Pacheco, Secretary/Treasurer.

Newly appointed Board Member Dora Westerlund, of Fresno, has served as the chief executive officer and founder at the Fresno Area Hispanic Foundation since 2004. Previous to that she was chief executive officer at the Fresno Area Hispanic Chamber of Commerce from 2002 to 2012 and an executive assistant to the Consul of Mexico at the Mexican Consulate from 1997 to 2001. Westerlund was a customer service representative at Bank of America in 1997. She is a member of the Comerica Bank Community Advisory Board, the Fresno County Office of Education Board and the transition team of California State University, Fresno President Joseph Castro. Westerlund replaces Board Member Ron Barsamian.

Newly appointed Board Member Linda Mae Balakian Hunsucker, of Clovis, is a member of the Coalition of Labor Union Women, the Fresno County Democratic Women's Club and the UFCW Women's Network. Hunsucker previously served on the Board from June 2003 to January 2006. Hunsucker replaces Board Member A.J. Yates.

William White, of Fresno, has served on the Board since 2007 where he has held the positions of President and Vice President. White has been an attorney at Baker Manock and Jenson since 1990. He is a member of the American Board of Trial Advocates, the California Medical Legal Committee, the Fresno County Bar Association and the American Bar Association.

Larry Serpa, of Fresno, has served on the Board since 2005 where he has held the positions of President and Vice President. Serpa has been a manager of member relations at Land O'Lakes Inc. since 1998. He was a



1121 S. Chance Avenue, Fresno, California, 93702-3707
559 650-3247 • FAX 559 650-3226 • www.FresnoFair.com





field representative at Western United Dairymen from 1982 to 1998 and a feed salesman at Carnation Milling from 1976 to 1982. Serpa is vice chairman of the Dairy Cares Board of Directors and president of the California Creamery Operator's Association.

The Big Fresno Fair Management and Board happily welcome Dora Westerlund and Linda Mae Balakian Hunsucker to the team as the whole Board continues to uphold the mission of The Big Fresno Fair to “celebrate, educate and have fun.”

The Big Fresno Fair, founded in 1884, is the fifth largest fair in the State of California and represents the 21st District Agricultural Association. More than 600,000 people from throughout the State visit The Big Fresno Fair each year making it the largest annual event in the Central Valley. Members of the Board of Directors include: Leta Ciavaglia, President; Debbie Jacobsen, Vice President; Jerry Pacheco, Secretary/Treasurer; Elizabeth Hudson; Linda Mae Balakian Hunsucker; Larry Serpa; Fue “Ricky” Vang; Dora Westerlund and William White. John C. Alkire heads the daily operations in his role as CEO. The 2014 Big Fresno Fair will run October 1 – 13. For more information about The Big Fresno Fair, please visit www.FresnoFair.com.

###



1121 S. Chance Avenue, Fresno, California, 93702-3707
559 650-3247 • FAX 559 650-3226 • www.FresnoFair.com

