



FOR IMMEDIATE RELEASE

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THE BIG FRESNO FAIR ANNOUNCES THE APPOINTMENT OF NEW BOARD MEMBER AND A REAPPOINTMENT, PLUS NEWLY ELECTED OFFICERS

FRESNO, CALIFORNIA, JANUARY 20, 2010...The Board of Directors at The Big Fresno Fair welcomes newly appointment Board Member, Ron Barsamian, as well as the reappointment of long-time Board Member Larry Serpa, to the 21st District Agricultural Association Board of Directors. Barsamian was appointed by Governor Schwarzenegger's office earlier this month. Additionally, at the January 19th meeting, the Board of Directors elected Tim Bakman as Board President, Bill White as Vice President and Debbie Jacobsen as Secretary/ Treasurer for 2010.

Newly appointed Board Member Ron Barsamian will replace previous Board Member Joseph De Los Santos. Barsamian has served as managing partner for Barsamian and Moody Professional Corporation since 1992. Previously, he was partner for Finkle and Barsamian Law Firm from 1985 to 1992 and assistant general counsel for Western Growers Association from 1978 to 1985. Barsamian is president of the Agricultural Personnel Management Association Board of Directors and vice-chairman and chairman-elect of the Clovis Chamber of Commerce.

Reappointment Board Member, Larry Serpa has served on the Board since 2005. He has been director of member relations for Land O'Lakes since 1995 and salesperson specializing in agricultural and dairy facility properties and dairy cattle for Tony P. Cardoza Incorporated since 1990. Previously, Serpa was a field representative for Western United Dairymen from 1981 to 1995. He is vice chairman and member of Dairy CARES and a member of the California Creamery Operators Association, Dairy Environmental Justice Fund and Dairy Advisory Committee.

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 500,000 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: Tim Bakman, President; Bill White, Vice President; Debbie Jacobsen, Secretary/Treasurer; Ron Barsamian; Ardie Der Manouel; Elizabeth Hudson; Vernon Jones; Larry Serpa and Wangyee Vang. 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.

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