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THE BIG FRESNO FAIR BOARD OF DIRECTORS ANNOUNCES NEWLY ELECTED OFFICERS FOR 2013

FRESNO, CALIFORNIA, APRIL 3, 2013...The Fresno Fair is proud to announce that its Board of Directors has selected their new officers for the 2013 year during the January 29 Board meeting. The Big Fresno Fair Board of Directors has elected Elizabeth Hudson as Board President, A.J. Yates as Vice President and has re-elected Debbie Jacobsen as Secretary/Treasurer.

Newly elected President, Elizabeth "Liz" Hudson, has served on the Board of Directors at The Big Fresno Fair since 2007. Hudson and her husband Earl are owners of Hudson Farms, a Sanger-based deciduous tree fruit family farm since 1981. She also has more than 30 years of experience in agricultural and water public relations and communications, having worked for the Fresno County Farm Bureau, Hudson Orth Communications and Westlands Water District. Hudson currently serves on the boards of directors of the Central California Chapter of Public Relations Society of America, California Farm Water Coalition, and Foundation for Sanger Schools, as well as a member of several agricultural and community organizations.

Newly elected Vice President, A.J. Yates, was elected to the Board of Directors at The Big Fresno Fair in 2011. A.J. Yates has been the senior advisor to the secretary of the California Department of Food and Agriculture (CDFA). Prior to that, he served as undersecretary for CDFA from 2005 to 2006, and as agricultural marketing service administrator for the U.S. Department of Agriculture from 2001 to 2005. Yates previously served for nine years as deputy secretary and later as undersecretary at California Department of Food & Agriculture (CDFA.) From 1979 to 2005, he was an almond farmer in Kerman.

Debbie Jacobsen, elected to the Board of Directors at The Big Fresno Fair in 2005, has been owner and operator of J&L Vineyards in Fresno County since 1980. She is also the past president of Fresno County Farm Bureau and past district director for the California Farm Bureau Federation. Jacobsen is a member of the Fresno County Farm Bureau Board of Directors, California Foundation for Agriculture in the Classroom Board of Directors, California FFA Foundation Board of Directors, is a member of the California Community College State Advisory Board for Agriculture and Natural Resources and serves as the Air Quality Task Force Director for California Women for Agriculture.

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“We are very pleased with the newly elected officers serving on our Board of Director’s,” said John C. Alkire, CEO, The Big Fresno Fair. “Each of these individuals brings something unique to the table and I know they will continue to help steer The Big Fresno Fair to success in 2013, along with the support of our Fair team.”

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: Elizabeth Hudson, President; AJ Yates, Vice President; Debbie Jacobsen, Secretary/Treasurer; William White; Jerry Pacheco; Ron Barsamian; Leta Ciavaglia; Larry Serpa; and Fue “Ricky” Vang. John C. Alkire heads the daily operations in his role as CEO. The 2013 Big Fresno Fair will run October 2 – 14. For more information about the annual Big Fresno Fair, please visit www.FresnoFair.com.

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