

COW PALACE

Arena & Event Center

LORI MARSHALL RECOGNIZED AS GRADUATE OF IAFE INSTITUTE OF FAIR MANAGEMENT

November 29, 2017, Lori Marshall, CEO of the Cow Palace Arena & Event Center in Daly City was recognized at the 127th Annual Convention of the International Association of Fairs and Expositions (IAFE) as a graduate of the Institute of Fair Management.

Launched in 2007, The Institute consists of a series of courses covering the areas of core competency necessary for today's industry professional and volunteers involved in the production of their agricultural fair. Courses include management, risk management, marketing, programming, operations and year-round facility usage.

Lori enrolled in the program in Fall 2015 and was one of 33 graduates honored at the IAFE Convention. Currently, there are more than 215 individuals enrolled in the Institute of Fair Management from across the U.S. and Canada.

Lori has over 25 years in the Fair Industry and recently joined the Cow Palace in July 2015. Throughout her career she has been active as a volunteer in many civic and community organizations and currently commits some of her professional volunteer time to participating in committees with the International Association of Venue Manager along with IAFE.

What Lori loves most about the event industry is the opportunity to work with many different people and always learning new things. In the facility management and events industry, 'we are working on something different each day, it's never boring,' she says.



The International Association of Fairs and Expositions (IAFE), based in Springfield, Mo., is a voluntary, nonprofit corporation, serving state, provincial, regional, and county agricultural fairs, shows, exhibitions, and expositions. Its associate members include state and provincial associations of fairs, non-agricultural expositions and festivals, associations, corporations, and individuals engaged in providing products and services to its members, all of whom are interested in the improvement of fairs, shows, expositions, and allied fields.

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2600 Geneva Ave. Daly City, CA 94014
www.cowpalace.com • 415-404-4100 • 415-337-0941