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### **ROBERT GOTTSCHE IS INSTITUTE OF FAIR MANAGEMENT GRADUATE**

Robert Gottsche, of Westfield, Mass., recently graduated from the International Association of Fairs and Expositions' (IAFE) Institute of Fair Management (IFM). This achievement is the culmination of industry-related course work offered by the IAFE in all aspects of fair management. Gottsche is Concessions and Exhibitor manager at Eastern States Exposition in West Springfield, Mass., and is a native of Agawam, Mass.

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

Gottsche was one of 38 graduates honored at the IAFE convention held Nov. 25-29 in San Antonio, Texas. Currently, there are more than 215 individuals enrolled in the IFM from across the United States, Canada and Australia.

"I appreciate the opportunity to participate in this valuable program, and expand my knowledge in an industry that I truly enjoy being a part of," Gottsche said.

The IAFE, based in Springfield, Missouri, 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. For more information, visit [fairsandexpos.com](http://fairsandexpos.com).

The Big E takes place Sept. 13-29, 2019. Visit [TheBigE.com](http://TheBigE.com) for more information and follow the largest fair in the East on social media.

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Robert Gottsche, ESE Concessions and Exhibitor manager, left, recently graduated from the International Association of Fairs and Expositions' Institute of Fair Management. Gottsche received his award from Rick Vymaltil, chairman of the board of IAFE.

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