

Eastern States Exposition Announces Staff Changes

Eastern States Exposition has announced the following staff appointments and promotions:

Robert Gottsche, Jr., a native of Agawam, Mass., and resident of Westfield, Mass., was promoted to Sales manager. Gottsche will be responsible for all Big E vendors and concessionaires, and will oversee ESE's year-round event coordinators.

Gottsche first joined the staff of the Exposition in 1983 and became an event coordinator in 1991. He worked in the Special Events department for eight years during The Big E as well as the Sales department as a show coordinator throughout the year. In 1999, he began overseeing Young Building exhibitors during the Fair and quickly added vendor and vendor space sales and contracting to his list of responsibilities.

Throughout the year, he will contract all commercial vendors and food concessions at The Big E. As the Fair approaches, he will place all on-grounds sales outlets inside and outside all buildings and grounds. Gottsche is also responsible for all year-round event coordinators and will serve in that capacity as needed.

"I look forward to the challenges my new position will bring and grateful for the opportunity to expand my responsibilities," Gottsche said.

Steve Ferraro, of Springfield, Mass., has been named captain of Parking & Security. He will oversee all parking for weekend events and The Big E, as well as assist Cliff Hedges, the Director of Public Safety & Security, with scheduling security staff for 24-hour and event coverage.

Ferraro started working at ESE at age 14 when his father, the late Albert Ferraro, a long-time Big E employee, oversaw parking for the Exposition.

A graduate of Springfield Technical High School, he continued his education at Springfield Technical Community College studying metal machining before starting a career at Lenox in 1978 as a tool and die maker. During his time there, he built machines and traveled around the world as an installer. He brought machinery to Italy, set up a band saw center in China, and trained stateside coworkers on cutter grinders that were brought back from Switzerland. Meanwhile, Steve also worked as a parker at ESE during his free time. He stepped into the position of Parking manager in 2015.

Ferraro said "I'm very excited about my new position as captain of Parking & Security. I'm a boots-on-the-ground kinda guy. I've known my crew for many years and everyone has chipped in to make it an easy transition."

Terri Brown, of Southwick, Mass., is ESE's Creative Arts/New England Center program manager. She has been affiliated with ESE since 2011 as the building's 4-H coordinator, served as assistant to the Creative Arts coordinator in 2017 and became co-coordinator of the department in 2018.

In her new position, she will oversee the management and administration of all contests, 4-H participation, displays and the New England Center stage.

Brown graduated from Southwick High School, Holyoke Community College and the University of New Hampshire where she earned a degree in Zoology. She is a retired Government accountant and is active in 4-H in Southwick.

Joining Brown is Sarah Wanczyk, of Hadley, Mass., who will serve as Creative Arts Assistant Manager.

Jessica Fontaine, who began her career at ESE in 2017 as director of Storowton Village Museum, has taken on a new, additional role at ESE and her title is now director of Education and Human Resources. She will continue to oversee Storowton Village.

Chelsea Viens, of ???, joined ESE in 2011 as ???, and has been promoted to Contracted Events coordinator and retail assistant manager, Storowton Village Museum.

Leslie Wetstone, of ????, who has worked in Special Events at The Big E for ??? years, is Special Events Coordinator (Group Sales).

Terri Brown, Creative Arts/New England Center Program Manager

Jessica Fontaine, Director of Education & Human Resources

Tim Garstka, Director of Sales (as of 3/1)

Rob Gottsche, Sales Manager

Cliff Hedges, Director of Public Safety & Security

Bob Kelley, Director of Operations

Steve Ferraro, Captain of Parking & Security

Sarah Wanczyk, Creative Arts Assistant Manager