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THE BIG FRESNO FAIR ANNOUNCES 2020 BOARD OFFICER POSITIONS

Longtime Board Member, Debbie Jacobsen, Transitions to the Friends of The Big Fresno Fair Board

FRESNO, CALIFORNIA, February 19, 2020...The Big Fresno Fair announces the new Board officer positions for the 21st District Agricultural Association as voted on at the January 18th Board meeting: Larry Serpa, Board President; Jerry Pacheco, Vice President and Charles Riojas as Secretary/Treasurer.

Larry Serpa, of Fresno, has served on the Board since 2005 where he has previously held the positions of President and Vice President. Serpa has served in several leadership roles in the California dairy industry, most recently as the director of member relations and government affairs for Land O'Lakes. He has also served as past president of the California Creamery Operator's Association and vice chair of Dairy Cares Board of Directors. Serpa is currently involved in his family farm business and is part of the Century 21 MM as a full-time Broker Associate where he brings a deep wealth of dairy industry knowledge.

Jerry Pacheco, of Kerman, has served on The Big Fresno Fair Board of Directors since 2012 and previously held the position of Secretary/Treasurer. He has been president of Pacheco Dairy Inc. since 1996. Previous to that, he was owner of Pacheco Farms from 1967 to 1996. Pacheco is currently a member of the Fresno County Farm Bureau, Nisei Farmers League, Sun-Maid Growers of California, Kerman Unified School District Ag Support Group and the Fresno State University Bulldog Foundation.

Charles Riojas, of Fresno, has been appointed to the California Workforce Development Board. Riojas has been a member of the International Brotherhood of Electrical Workers, Local 100, since 1987. He was the executive board president of the International Brotherhood of Electrical Workers from 2004 to 2008, where he was treasurer from 1998 to 2001.

Longtime Board member, Debbie Jacobsen, has officially termed out and resigned from the Fair's Board of Directors and has transitioned to a Board member of the Fair's non-profit Foundation, Friends of The Big Fresno Fair to continue her mission to give back and support the Fair. Jacobsen, from Easton and currently residing in Clovis, had served on The Big Fresno Fair Board of Directors since 2005. She was the owner and operator of J&L Vineyards in Fresno County since 1980, past president of Fresno County Farm Bureau, past district director for the California Farm Bureau Federation and member of California Foundation for Agriculture in the Classroom Board of Directors. Jacobsen currently serves on Board for The Foundation @ FCOE.





“We are lucky to have leadership on the Board who continue to support and advocate for the betterment of The Big Fresno Fair to serve our community,” said John C. Alkire, CEO, The Big Fresno Fair. “We are also very grateful for Debbie Jacobsen’s 15 years of service on our Fair Board, and look forward to her continued work as part of our Friends of The Big Fresno Fair Board.”

About The Big Fresno Fair:

The Big Fresno Fair, founded in 1884, is the fourth largest fair in the state of California and represents the 21st District Agricultural Association. More than 600,000 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: Larry Serpa, President; Jerry Pacheco, Vice President; Charles Riojas, Secretary/Treasurer; Leta Ciavaglia; Gabriel Hernandez; Linda Mae Balakian Hunsucker; and Lawrence Salinas. John C. Alkire heads the daily operations in his role as CEO. The 2020 Big Fresno Fair will run October 7-18. For more information about The Big Fresno Fair, please visit www.FresnoFair.com.

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