



LOS ANGELES COUNTY FAIR ASSOCIATION

A SELF-SUPPORTING NOT-FOR-PROFIT 501(C)(5) ORGANIZATION

2012 ANNUAL REPORT

**Our community is filled with faith in the idea, and
we are resolved to build it solidly for permanence.**

— L.E. SHEETS, POMONA BUSINESSMAN, FOUNDER AND FIRST PRESIDENT
OF THE LOS ANGELES COUNTY FAIR ASSOCIATION, 1922





Welcome

A Few Words From Art & Jim

Happy 90th anniversary! Wow – what an amazing year we had in 2012. Not only did the L.A. County Fair celebrate a special milestone but we also opened the breathtaking state-of-the-art Sheraton Fairplex Conference Center – blending tradition with the promise of an exciting and prosperous future.

When the band of Pomona businessmen who laid the foundation for the Los Angeles County Fair Association stood in the beet and barley field that covered our campus in 1922, do you think they realized that they were launching a multi-million dollar, multi-discipline enterprise?

We think they did. And we are proud to carry on their vision, as we are sure all of you are. That's because today, as then, Fairplex and the L.A. County Fair represent the best in world-class entertainment, customer service, educational programs and business innovation.

We have 90 amazing years under our belt, and a legacy poised for continued greatness. As we work toward our 100th anniversary, be prepared for even more world-class enterprises.

Art Ludwick

Chairman,
Los Angeles County Fair Association
Board of Directors

Jim Henwood

President and CEO,
Los Angeles County Fair Association



Providing world-class experiences since 1922

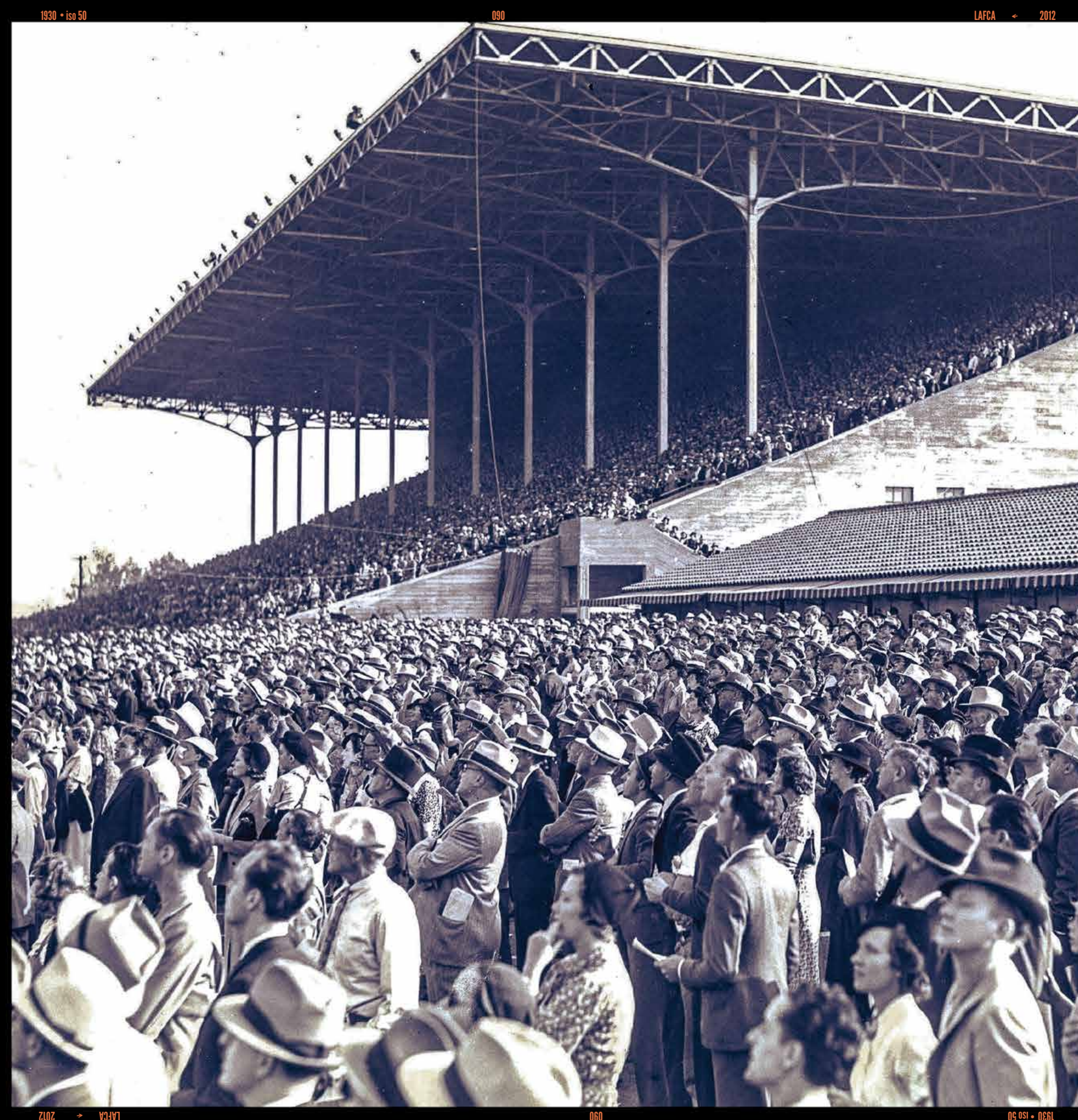
Los Angeles County

Fair Association

Vision → We provide world-class experiences.

Mission → We enrich lives by entertaining and educating our diverse community while creating unique and memorable experiences.

Representing the best in world-class entertainment, customer service, educational programs and business innovation for 90 years!





Los Angeles County *Fair Association*

Who We Are

Under the direction of the Los Angeles County Fair Association, Fairplex is home to the L.A. County Fair, one of the largest county fairs in the world, as well as The Learning Centers, which encompasses Fairtime Learning, the Child Development Center, the Career and Technical Education Center (CTEC) and the Junior Fair Board. It also hosts more than 500 year-round events.

Fairplex also operates a diverse set of businesses, including Sheraton Fairplex Hotel & Conference Center, McKinley's Grille, Finish Line Sports Grill, KOA RV Park, RV & Boat Storage, Cornucopia Foods, Zoom In Photos and Event Production Solutions. The campus is also home to the Wally Parks NHRA Motorsports Museum and the Auto Club Raceway at Pomona; Dr. Bob's Handcrafted Ice Creams, Fairplex Park and horse sales at Barretts Equine Limited; as well as the Los Angeles International Wine, Spirits, Beer and Extra Virgin Olive Oil competitions.



L.A. County Fair

#90isthenewfun

The L.A. County Fair celebrated its 90th anniversary by welcoming 1,473,371 guests to what was the best, most innovative and creative Fair to date. Again, customer satisfaction ratings were through the roof, hitting the highest marks in food & beverage, exhibits (especially Fairview Farms and Mojo's African Safari) and overall guest satisfaction. It was also the Fair's earliest launch ever, with the gates opening Aug. 31 and running through Sept. 30. Guests came for their favorites – food and shopping – but found so much more when they arrived.

Perhaps the most notable evolution in our Fair experience was a stronger focus as a nighttime destination. Guests flocked to the Fair once the sun went down. Whether it was for family fun, a date night or with a group of friends, nighttime was definitely the right time. The carnival was filled, venues were standing-room only. *There was no beating the Fair under the stars.*

The Fair's creative team didn't just raise the bar with its museum-quality exhibitions – it obliterated it, setting a world-class standard for all future Fairs.

Genius

A Celebration of American Innovation was by far the most authentic and inspiring attraction the Fair has ever undertaken, and it was beautifully accomplished. From Benjamin Franklin to the world of Steve Jobs, inventors and innovators were hailed anew, delighting guests from ages 1 to 100.

Rock of Ages

The interactive exhibit on the history of Rock 'n' Roll, Rock of Ages, was the perfect companion to the End of Summer Concert Series, which topped sales again with its great lineup, including:

- ➔ Carly Rae Jepsen
- ➔ Styx
- ➔ The Wanted
- ➔ Pistol Annies
- ➔ Earth, Wind & Fire

THE FERRIS WHEEL AT NIGHT

Through the Years

Fair by the numbers . . .

Fair Attendance
TOPPED 100,000 in 1925

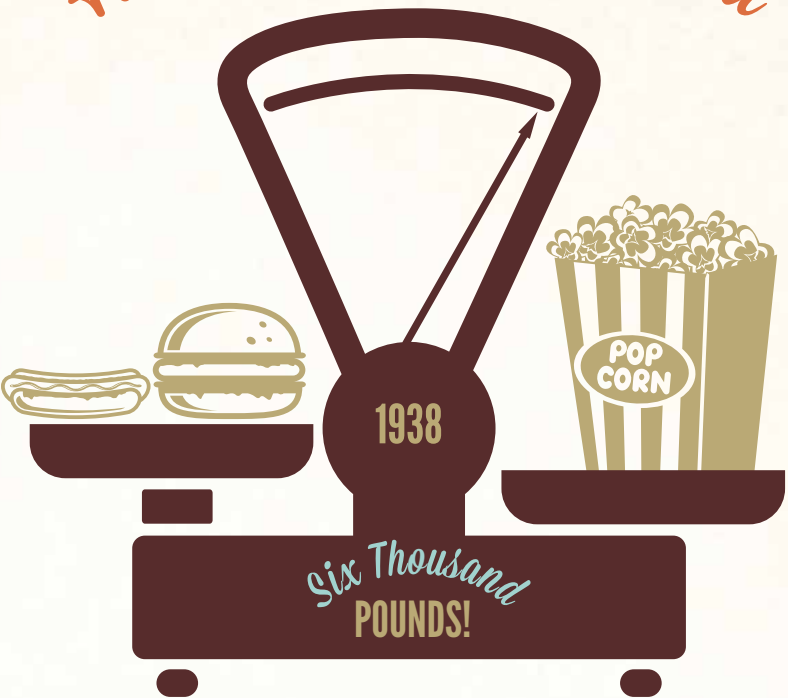
A STEADY INCREASE FROM THE OPENING YEAR'S ATTENDANCE OF 50,000. WHILE THIS YEAR'S FAIR ATTRACTED NEARLY 1.5 MILLION GUESTS.



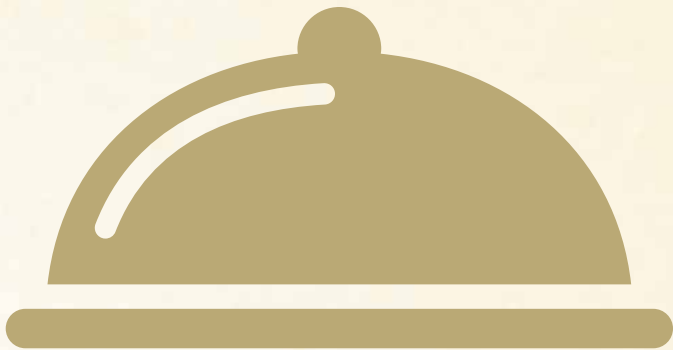
Thummer

INTRODUCED IN 1948, A CONTEST WAS HELD TO NAME HIM. THUMMER WAS CHOSEN BASED ON HIS OUTSTRETCHED HAND GIVING THE APPEARANCE OF HIM HITCHHIKING.

Fair Guests Consumed



THREE TONS OF POPCORN, 18,000 HOT DOGS AND 24,000 HAMBURGERS IN 1938!



Oh! How Times

DO CHANGE

4,080

POUNDS OF BREAD
USED TO MAKE
TEN POUND BUNS

10,000

POUNDS OF
DEEP-FRIED
OREOS EATEN

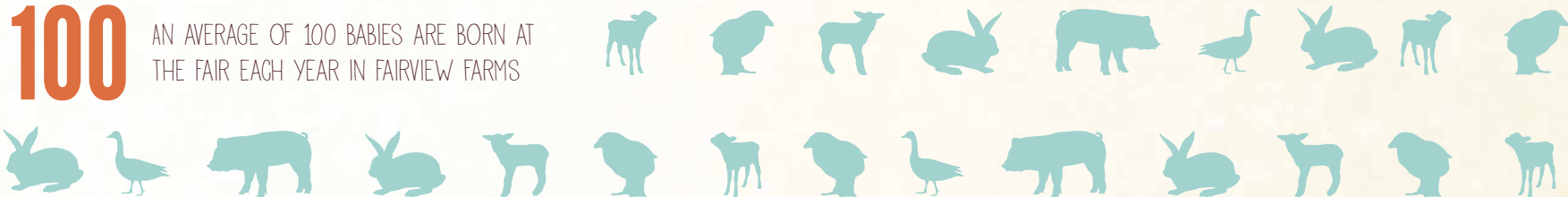
18,000

PIECES OF DEEP-
FRIED KOOL-AID
BALLS CONSUMED

AT THE 2012 L.A. COUNTY FAIR

100

AN AVERAGE OF 100 BABIES ARE BORN AT THE FAIR EACH YEAR IN FAIRVIEW FARMS



HOLLYWOOD'S NIGHT
OUT SINCE 1922

Shirley Temple

1938

Liberace

1952

Richard Nixon

1962

Ronald Reagan

1966

Featured in
Pee Wee's Big
Adventure

1985

Bob Hope

1996

George W. Bush

2000

Featured in
Seabiscuit

2003

Gov. Arnold
Schwarzenegger

2006



Happi Moore

Attending Every Fair Since 1922

As the engine of the blue convertible revved like a buzz saw, preparing to drive 94-year-old Happi Moore through the parade route of the 90th anniversary L.A. County Fair, the recollection of her first ride in a Fair parade wasn't lost on the Claremont resident.

"My daddy had a float in the very first parade. It was his flatbed truck divided with a black curtain, my aunt on one side scrubbing clothes and my mother on the other side sitting on a rocking chair, with me and a big new electric washing machine that my daddy sold at his store."

The latest ride down the Fair's main thoroughfare – flanked by marching bands, pirates and a capuchin monkey – was a fitting celebration of Happi's attendance at every single Fair since it began in 1922.

"My daddy had a booth at the very first Fair. My first memory is of two great big tents. They used telephone poles to hold them up and wrapped the poles in colorful paper. It looked so pretty," she remembered.

One tent housed displays; the other, food vendors.

"My daddy loved the food the Philathea girls made. I don't remember what kind of food it was, but he loved it! His float was for his company, the Valley Electric Company. I doubt you can find anyone who remembers anything farther back than that!"

The young Happi not only continued to enjoy the Fair

as a guest but also found her first job there, too.

"When I was 15, I saw a man at a corner booth selling ice cream. He was dipping the ice cream. I asked if I could do it. So, I had my first job, a real honest-to-goodness job. My first job at the Fair."

Happi went on to hold several positions at the Fair, working for vendors and the Fair itself.

When asked about her feelings regarding the Fair, she said, "To me, it's just always been there."

She remembers when Expo Hall 4 was filled with oranges, a tribute to the region's citrus industry. She also loves the carnival, including the Tilt O' Whirl and the water slide, which she first tried at age 85.

"I've ridden everything there is out there!"

When it comes to Fair food favorites, her list is long (and, she added, she was there when Hot Dog on a Stick first debuted!): corn on the cob, baked potatoes, McPherson's ice cream, fudge.

Happi continued the Fair tradition with her own children, and now visits every year with her friend.

"I put the Fair to bed on the last day of every Fair," she said with a laugh. "I've never stopped loving it. I've never stopped loving the Fair."

Sheraton Fairplex Conference Center

Moving into the Future with Style

With a grand opening worthy of a presidential inauguration, LACFA launched its latest business enterprise – the \$28 million, 85,000-square-foot Sheraton Fairplex Conference Center.

Under a bright blue sky accented by the release of hundreds of butterflies, the state-of-the-art Sheraton Fairplex Conference Center was officially presented to business and community partners on March 14. With a VIP luncheon for 120 and an evening reception that welcomed 700 guests, the new center shined as the new glittering jewel in the Fairplex crown.

The center's first year was more successful than imagined – hosting myriad events, including:

- A product launch by Anheuser-Busch Inbev
- Company-wide meetings with Southern California Edison and Kaiser Permanente
- Trade and conference event with Armstrong Garden Centers
- The National CORE Symposium
- Porsche and Toyota corporate meetings

It also served as the setting for educational seminars and many smaller special events.

A marvel of modern architecture, the center is International Association of Conference Centers (IACC)-certified and features the latest in technology enhancements and eco-friendly balance. It is engineered for Silver Leadership in Energy and Environmental Design (LEED) certification.

All of this together boosts the Conference Center's ability to attract and serve a wide range of audiences and events from throughout Southern California. It also supports Fairplex's mission, hospitality and community service. The Center will expand Fairplex's Monday through Friday business on the property year-round.

The Conference Center drove new business to the award-winning Sheraton Fairplex Hotel, who itself had a stellar year with a top rating as one of Starwood Hotels' best properties. McKinley's Grille brought seasonal freshness to its menu and Table-to-Farm dinners introduced garden goodness to an entirely new audience.

SHERATON FAIRPLEX CONFERENCE CENTER





Year-Round

A Year-Round Destination

The Association significantly expanded its role as a producer of world-class events in 2012, controlling the quality of programming and customer experience at all levels. The effort is a key step in achieving Fairplex's vision of becoming an exceptional year-round entertainment, education and business center. The campus also attracted a host of exciting new programs.

Shiny and New:

Horse Expo offered everything equine to horse enthusiasts of all ages.

CrossFit Games brought fitness fans of all levels to compete for feats of strength and endurance.

R&B Live – the biggest R&B concert of the year, featuring a great lineup of the best in the business.

Hot Import Nights filled the campus with fantastic import cars.

L.A. Bikefest brought cycling madness to Fairplex.

Homegrown:

Oktoberfest – LACFA produced its own beer festival. Attendance surpassed all expectations, making Fairplex's Oktoberfest one of the most popular in Southern California.

SoCal College Fair – Also in October, in conjunction with The Learning Centers at Fairplex and the Career and Technical Education Center, Fairplex hosted a college fair at Sheraton Fairplex Conference Center, drawing more than 150 colleges and technical schools and more than 8,000 students.

KABOOM sold out for the 11th straight year, cementing itself as the region's premier Fourth of July celebration.

NHRA Winternationals and World Finals blew away fans at Auto Club Raceway at Pomona with another exciting year of racing action.

Barretts continued to be a force in the equine industry, marking another year of global auction sales.

MOTO X RIDERS AT KABOOM

Los Angeles International Competitions

Wine, Spirits, Beer and Olive Oil

The Los Angeles International Wine & Spirits Competition deepened its influence and position as one of the most prestigious competitions in the world. For the second year, a point system was used to rank the wines, a measurement enjoyed by wine judges and consumers alike. New wine competition chairman Michael Jordan added his considerable creative acumen to the event.

For the second straight year, the spirits and commercial beer competitions drew a record number of entries, appealing to consumers' increased desire for specialty drinks and brews. New for 2012, the extra virgin olive oil competition expanded into two competitions, allowing for greater sophistication in judging of oils that ripen at different times in different regions of the world. In March, judges tasted Northern Hemisphere oils; in July, they assessed those from the Southern Hemisphere.

Fun! Decanted

Winning wines, spirits, beers and extra virgin olive oils were introduced to the public in an evening of bottles and bites at June's FUN! Decanted. Nearly 1,000 guests enjoyed the party with a bounty of tastings, cuisine from fabulous food trucks, music and dancing – a 36-percent increase from 2011. A silent auction included signed guitars and wine. With the proceeds benefiting The Learning Centers at Fairplex, new attendees were afforded the opportunity to see the philanthropic side of our business.

Fun Facts:

Number of Entries

3,298 WINES
487 BEERS
210 SPIRITS
640 EXTRA VIRGIN OLIVE OILS

Countries Represented Included

ARGENTINA	ARMENIA
AUSTRALIA	BULGARIA
CHILE	GEORGIA
GREECE	ISRAEL
JAPAN	ROMANIA
SOUTH AFRICA	

Judges Included

WINE MAKERS, WINE WRITERS,
RESTAURATEURS AND THE DIRECTOR OF FOOD
AND BEVERAGE FOR THE PLAYBOY MANSION
(AND NO, HE DID NOT SHARE ANY SECRETS!)





Growing Business

On the Road Again

The year was filled with several opportunities for LACFA business units to take our show on the road:

Cornucopia Foods, *Event Production Solutions* and *Zoom In Photos* moved across the region, offering great service and promoting our business at events such as the Orange and San Diego county fairs, the Stagecoach Festival and the Coachella Valley Music and Arts Festival. EPS trams were used to transport guests awaiting the arrival of the Space Shuttle Endeavor to the California Science Center in Los Angeles. On campus, Cornucopia introduced the area to the popular Food Truck Thursdays, bringing a variety of food trucks to the Gate One parking lot each Thursday and drawing guests from all our neighboring cities.

Barretts Equine Limited galloped down the freeway, taking the Paddock Sale to Del Mar in a successful new venture.

Further expanding our reach, *LACFA* and *The Learning Centers at Fairplex* won the bid to produce the *2013 Upland Lemon Festival*. Several

business units will be part of the production, which is a huge move toward increasing off-site business and a great example of multi-department involvement.

Service with a Smile

Our businesses continue to grow and serve. Each saw a successful year:

Fairplex Park KOA RV Park – The award-winning park was filled with guests year-round. As a community partner, it continued its practice of providing priority accommodations to patients receiving treatment at the City of Hope.

Fairplex RV & Boat Storage – In its third year of business, the storage facility boosted space rentals, offering a convenient and affordable option to residents in the area.

Finish Line Sports Grill – FLSG continued its role as the region's favorite sports bar, drawing crowds for major sporting events.

HISTORIC SHOT OF HORSE RACING AT THE FAIR

Community

Community Focus: Giving Back

FAIRPLEX IS DEDICATED TO ACTING AS A POSITIVE FORCE IN OUR COMMUNITY.

The L.A. County Fair's 90th anniversary might have been the celebration that topped all others, but it was also an opportunity for Fairplex and its guests to give back. From Thoughtful Thursdays to Food-Drive Fridays, we worked closer than ever with our local partners to fulfill the needs of their communities:

- Guests donated more than **110,000 cans of non-perishable food** to Helping Hands, Caring Hearts Ministry, Foothill Family Shelter, Caring for the Hills, Inland Valley Hope Partners and the Los Angeles Regional Food Bank.
- In honor of 9/11, the Fair **donated more than \$9,300** in proceeds from the Weekend for Heroes promotion to the Los Angeles Fire Department Foundation.
- City of Hope, Cedars-Sinai, American Red Cross, Huntington Hospital and Presbyterian

Intercommunity Hospital held blood drives generating **734 pints of donated blood**.

- Guests donated more than **16,000 books, 13,000 school supplies, 2,400 socks and 300 pairs of shoes** to local charities.
- **146,500 students and teachers** experienced Fair educational exhibits through the FairKids Field Trip program at no charge.
- The Fair honored **17 communities and 31 community heroes** on their dedicated days.
- Local universities benefitted from special promotions with more than **10,000 discount redemptions**.

*Working with the community
for the community.*



Neighbors

Fairplex is dedicated to acting as a positive force in our community. We have great neighbors who partner with us throughout the year.

Community Holiday Parties: Fairplex hosted the surrounding neighborhoods' families with free community events such as the Spring Egg Hunt, Halloween Party and Holiday Cookie Decorating Party. Kids of all ages enjoyed snacks, arts & crafts, games, prizes and other seasonal activities.

Employee Outreach

Employee Town Hall Meeting: Fairplex held its second annual all-company town hall meeting to share with employees the critical nature of their role in Fairplex's future. The marketing team presented the customer research results from the successful Fair while our executives discussed the Fairplex Strategic Plan.

TLC Awareness Month: To weave The Learning Centers into the very fabric of Fairplex, the Development team hosted TLC Awareness Month, offering employees the opportunity to experience the various programs of TLC.

Volunteerism: Employees shared their time, talent and treasure with several organizations and with Fairplex events themselves. Many members of the staff belong to chambers of commerce and civic organizations or volunteer at local schools and agencies. Several also assisted at events including Pomona Beautification Day and the MS Walk.

The Learning Centers

World Class Educational Mission

The lives touched by The Learning Centers at Fairplex grew exponentially in 2012, thanks in part to a grant from the California Food & Drug Administration that is going toward boosting agriculture programs. Our generous supporters gave \$1.3 million to fund our world-class educational mission.

Child Development Center - A new kindergarten program was begun in September, bringing a whole new element to learning at the CDC. Twenty children signed on, eager to start their primary education journey. The CDC's early childhood education continued with more than 330 children preparing for school readiness, including garnering proficiencies in literacy and math.

Career and Technical Education Center - 568 students expanded their knowledge base by taking classes through CTEC. The Alex Xydias Center for the Automotive Arts opened in the summer, allowing Fairplex to expand its offerings in this arena. CTEC also developed a new art exhibit, ArtReach, which displayed students' art work for sale.

FairTime Education - 146,500 students and teachers visited the Fair through the FairKids Field Trip program – the largest amount ever!

So Cal College Fair - More than 150 colleges and technical schools participated in a re-energized college fair that drew more than 8,000 area high school students and their parents.



Q & A

With Dee Wiley



When was your first visit to the Fair?

I have been coming to the Fair every year since 1952.

What are your volunteer responsibilities?

I help wherever I am needed. I help things run smoothly. I assist with the duties of whoever I am working with [at the moment] and execute those. It helps that person do their job more thoroughly.

How long have you been volunteering with the LACFA?

I am on my fifth year.

How did you get involved with the Fair?

Some of my friends had been volunteering a few years prior to when I joined. They recruited me.

What is your favorite part of being a volunteer?

Meeting people. I have made some great friends over the years I have been here.

What are your favorite parts of the Fair?

The Flower & Garden Pavilion and Picnic Hill. I think those are the prettiest aspects of the Fair every year, no matter what the theme is.

"IF YOU'RE THINKING OF VOLUNTEERING, GO AHEAD AND TRY IT OUT. ENJOY IT. YOU WILL MEET A LOT OF PEOPLE AND SOME WILL TURN OUT TO BE THE GREATEST OF FRIENDS."

What did you do prior to being a volunteer?

I worked with General Telephone (GTE, now Verizon) as a cable maintenance and insulation repairman.

What does a typical day look like when you volunteer at the Fair?

I usually get here around 6:30 a.m. to help set up for community days and other events. I also do signage for the parade routes. Then once the Fair opens I go wherever I am needed. It differs from day to day.

Aside from the LACF what other events to you help out at?

The Halloween and Christmas parties, FUN! Decanted, Oktoberfest, USCIS, ArtReach this year.

Any advice to give to people thinking of volunteering?

Try it out and enjoy it. You will meet a lot of people and some will turn out to be great friends.

What was your favorite part of the 2012 Fair?

The most memorable part of the Fair this year was Mango & Dango. I loved seeing them in the parade every day. They were very entertaining.

Q & A

With Pam Neman



"A LOT OF OUR BUSINESS COMES FROM REFERRALS FOR WEDDINGS OR QUINCEANERAS. IT'S ABOUT REPUTATION."

What does Sheraton Fairplex offer that is unique to other venues?

We are very flexible. I show the [brides] the restaurant, urban farm, picnic areas, places for corporate retreats, Avalon, conference center... everyone has different tastes.

Top priorities in obtaining a client:

Immediately call them back. Some clients call us first; sometimes we reach out to them. It's a two-way communication process. A lot of our business comes from referrals for weddings or quinceaneras. It's about reputation.

What does the process look like in planning weddings from a caterer's perspective?

Make an appointment with potential client and show space, then we review menus and get a feel for what experience they want and we contact them and get a contract signed as soon as possible. Then comes the correspondence: 3 months prior we do food tastings and work out entertainment, cake, all the elements. Then the night before the wedding we set it all up. You NEED to be organized.

What are three major do's for executing an event successfully?

Be on time/timely, organize the bride—know her timelines, who the go-to person is—and being there through the entire process, from set-up all the way to the execution of the event itself.

Major don'ts:

Ignoring calls, ignoring the importance of detail orientation.

Favorite part:

Getting to know the client. This isn't for everyone, but the social side of event planning helps you see people differently. It is more personal.

What are some catering trends you have seen and/or predict for 2013?

More themed weddings. More out of the box. It is becoming less about traditions and more about each individual couple.

Favorite Sheraton wedding to date:

There was this Hawaiian wedding at the Conference Center, complete with traditional Hawaiian garb, food, dancing and everything. It was the first time our staff had to cook for a culture like that and it was so much fun.

PAM NEMAN WORKS WITH SHERATON
FAIRPLEX HOTEL & CONFERENCE CENTER
AS A CATERING SALES MANAGER.



Financials

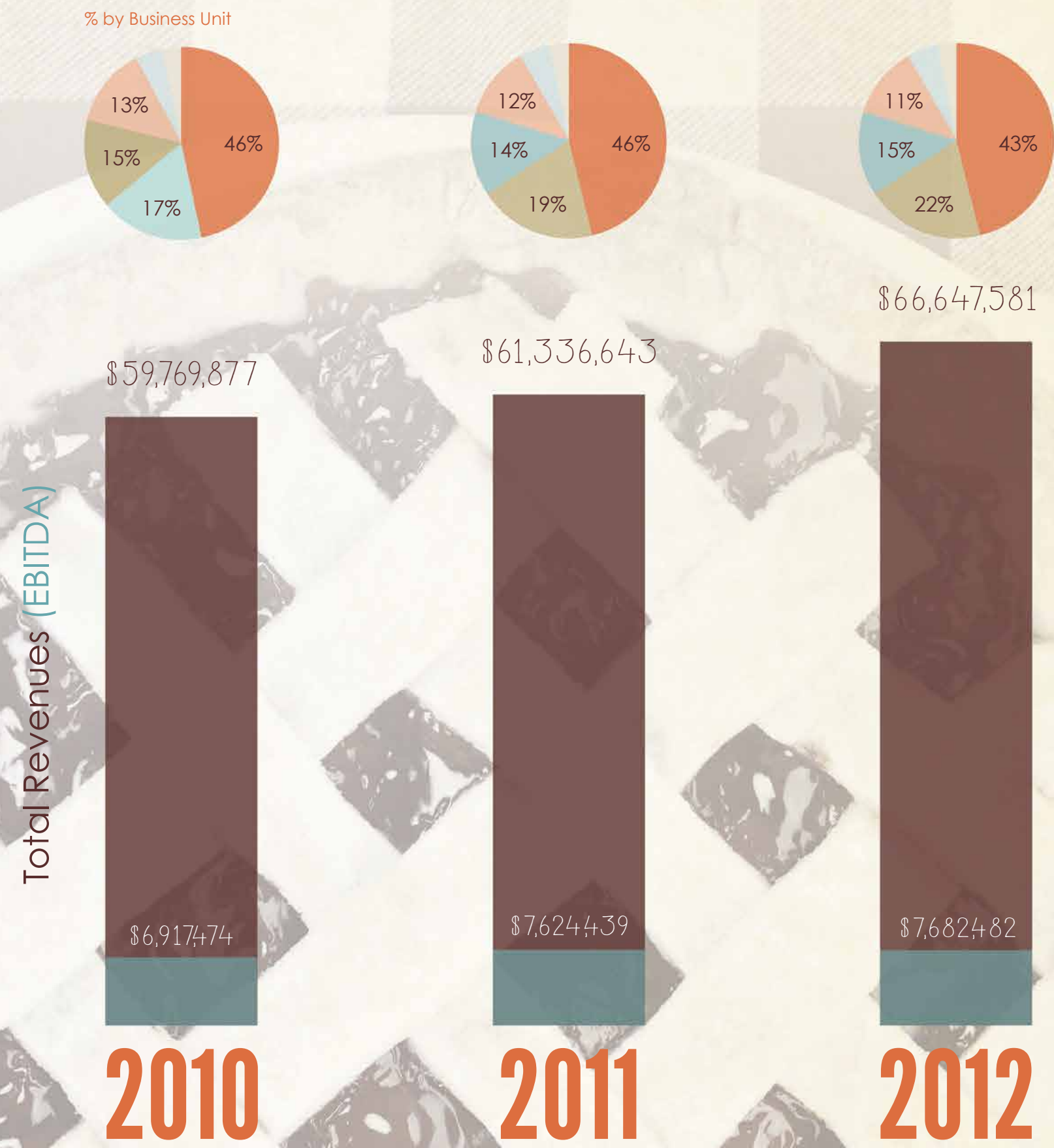
90 Years of Success

Total Revenues by Business Unit

Revenues	2010	2011	2012	
L.A. County Fair	27,956,650	28,386,116	29,207,203	●
Fairplex Year-Round Events	8,986,254	7,219,019	7,546,660	●
Sheraton Fairplex	10,336,884	12,012,780	14,488,357	●
Barrets Equine Limited	1,869,115	2,023,893	2,240,220	●
Cornucopia Foods LLC	7,954,681	8,658,064	9,935,654	●
RV Park and Other	2,666,293	3,036,771	3,229,487	●
Total Revenues	\$59,769,877	\$61,336,643	\$66,647,581	

EBITDA	2010	2011	2012
	\$6,917,474	\$7,624,439	\$7,682,482

EBITDA: Earnings Before Interest, Taxes, Depreciation, and Amortization

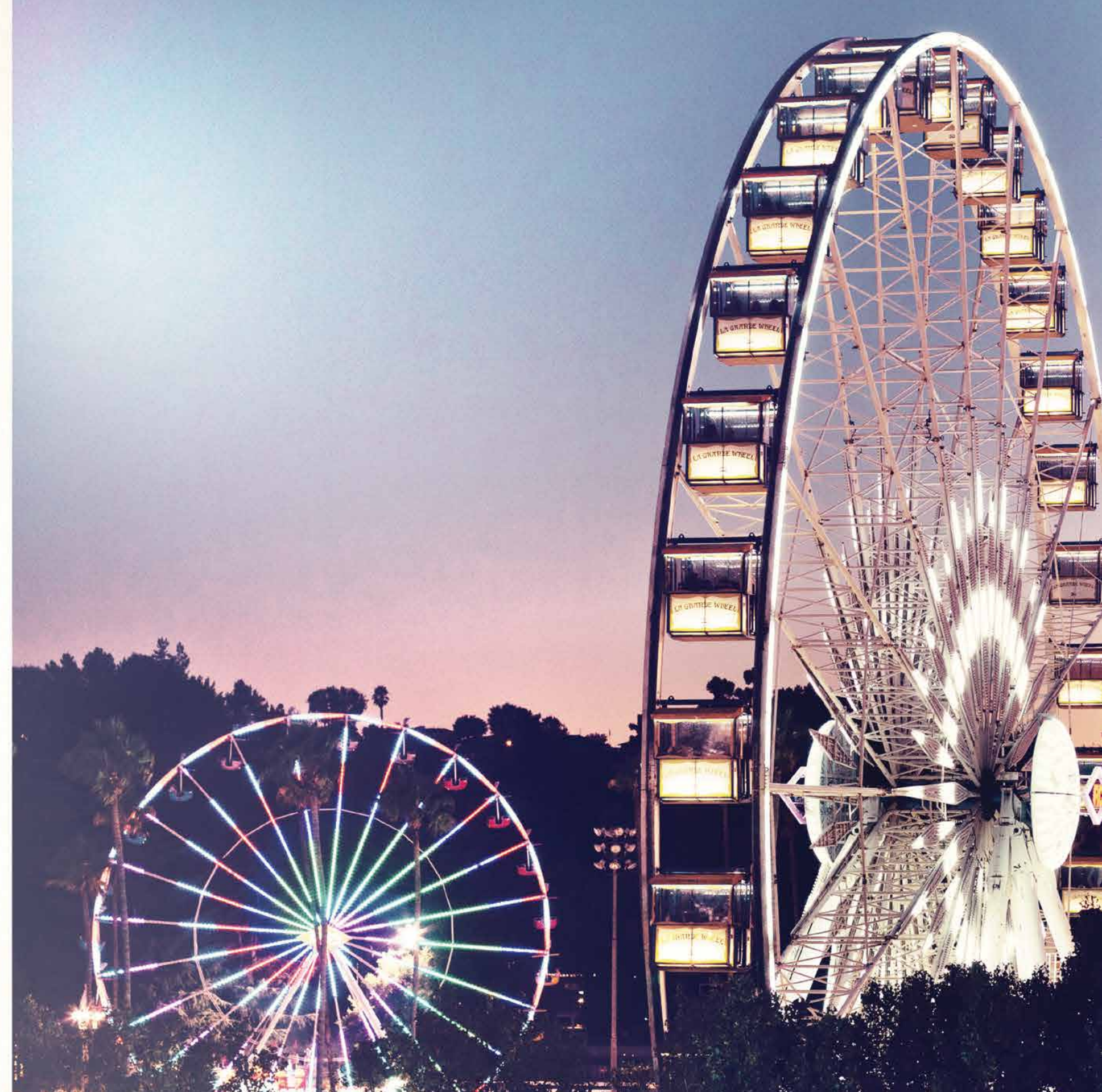


The Next 90 Years

What the Future Holds

So, yes, we just celebrated our 90th anniversary, but Fairplex has never been accused of resting on its laurels. Instead, we build on our successes, with each year's innovations setting a foundation for future creativity. Our 90th anniversary was no exception, teaching us lessons that will inspire our efforts as we climb toward the milestone of our 100th anniversary in 2022.

A long way away? Not nearly as long as it sounds today. And the Fairplex organization that greets that event, fueled by innovation and the spirit of creativity that drive all our world-class programs, may be as remarkably evolved from today's enterprise as we are from that first Fair launched in a beet and barley field in 1922. We hope to see you there, and every year until then. We know you'll be impressed.



Leadership

2012 DIRECTORS

Arthur Ludwick
Chairman of the Board
Retired CFO and Senior Vice President
Rain Bird Corporation

Michael Ortiz
Vice Chairman of the Board
President California State Polytechnic
University, Pomona

Bernard Bernstein
C.P.A.
Bernstein and Rathman Inc.

Richard Crean
Partner
California Financial Planners

Robert Dukes
Judge
Pomona Superior Court

William Fox
President
The William Fox Group Inc.

Susan Hyland
Owner/CEO
The Claremont Club

Linda Keagle
Owner and Vice President
C and C Organization

Ciriaco "Cid" Pinedo
Associate Superintendent
Chaffey Community College

John Solomon
Owner and President
Liquorama Fine Wine

Ronald Vera
Attorney at Law
Vera and Barbosa

Thomas Hsieh
Director-elect
CEO
Splinter Rock Inc.

2012 DIRECTORS EMERITI

Robert Burwell
Retired President
Pomona Valley Hospital Medical Center

Juan Gamboa
Realtor
Coldwell Banker

Molly Johnson
Retired
Group Work Administrator

James Kostoff
Retired
Attorney at Law

Hugh La Bounty
President Emeritus
California State Polytechnic University,
Pomona

Stephen Morgan
Retired President
University of La Verne

Thomas Nuss
Retired
Superior Court Judge

Janet Paulson
Retired
Vice President of Nursing Services
Pomona Valley Hospital Medical Center

James Piatt
Retired
Superior Court Judge

Larry Rinehart
Retired President and CEO
PFF Bank and Trust

Jil Stark
Retired
College Educator

Jack Todd
Chairman of the Board
Todd Memorial Chapel

Reginald Webb
President
Indian Hill Management Co.

2012 ASSOCIATION MEMBERS

Elizabeth Bingham
Senior Minister
Pilgrim Congregational Church

James Blancarte
Senior Partner
AlvaradoSmith APC

Jon Blickenstaff
Retired
Educator

John Bock Jr.*
Retired Managing Director
J.W. Childs Associates

Ronald Bolding
President, CEO
Inter Valley Health Plan

Laura Bollinger
Community Volunteer

Linda Bosserman-Piatt
Oncologist and President
Wilshire Oncology Medical Group Inc.

Bob Bush*
Retired Senior Vice President
Western Newspaper Group
Donrey Media Group

Charles Cable
Retired President and CEO
Hillcrest

Tom Compton
President
National Hot Rod Association

Robert Curry
President and CEO
Citrus Valley Health Partners

Scott Dille
President
Sanders Towing and Lock and Key Inc.

Elin Dowd
Strategic Advisor
Zhejiang Senhe Seed Co. Ltd.

Michael Driebe
President
Methodist Hospital Foundation

Robert Eggert*
Retired
District Manager, East Valley Division,
Southern California Gas Company

Jimmy Espinoza
Managing Member
Inland Investment Partners LLC

Jeffrey Fairley
Owner, Doctor of Physical Therapy
The Body Center

John Felton*
Retired
Senior Vice President and Manager
Citizens Business Bank

Gino Filippi
Co-owner
J. Filippi Winery

Don Galleano
President
Galleano Winery

Heidi Gallegos
Executive Director
Eastvale Chamber of Commerce

Jimmy Gutierrez
City Attorney
Chino

Philip Gutierrez
U.S. District Court Judge
Central District of California

Roger Hanawalt
Dentist

Heidi Hanson
Finance and Administrative Manager
Rain Bird Corporation

Jennetta Harris
Manager
Business Solutions Segment, Southern
California Edison

Gilbert Ivey
Assistant General Manager and
Chief Administrative Officer
Metropolitan Water District of
Southern California

Don Kendrick
Owner
Don Kendrick Real Estate

Ora Lampman*
Retired
City of Burbank

Patrick Leier
Educational Management Consultant

Devorah Lieberman
President
University of La Verne

Leadership

2012 ASSOCIATION MEMBERS CONTINUED

Felice Loverso
President and CEO
Casa Colina Inc.

Kevin Lyman
Owner
4-Fini

Daniel Manning
Group Vice President
Coca-Cola USA

Richard Martinez
Superintendent
Pomona Unified School District

Robert Mendez
Senior Vice President of Diversity
Disney/ABC Television Group

Karen Miller*
Retired Athletic Director
California State Polytechnic University,
Pomona

April Morris
Retired President and CEO
Associated Engineers

Iris Patronite
Senior Consultant
The Organizational Network

Darryl Porter
Founder & co-CEO
Porter Geller Entertainment

Rodri Rodriguez
President and CEO
Rodri Entertainment Group

Kiana Severloh
Chief Operations Officer
Webb Family Enterprises

Mike Smith*
Retired
Attorney at Law

Jeff Stark
Partner
Fukagawa-Stark & Associates

Randell Stoll
President and CEO
Mt. San Antonio Gardens

Royce Stutzman*
Chairman
Vicenti, Lloyd & Stutzman

Emmett Terrell
Retired Deputy Superintendent of
Personnel Services
Pomona Unified School District

Edward Tessier
President
JEVED Management

Gary Thomas*
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2007
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2008
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2009
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*Association Emeriti

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