



FAIRPLEX PRESENTS

2024 ANNUAL REPORT

GREETINGS FROM

**JOHN LANDHERR, CHAIR OF THE BOARD
& WALTER MARQUEZ, PRESIDENT AND CEO**



I WANT TO EXTEND A THANK-YOU

to everyone who made 2024 a success. This was my first year as Chair of the Board, and with the work of my fellow Board members, the Fairplex executive team and staff, it was seamless. We celebrated the LA County Fair's 102nd anniversary by celebrating our community – just like in 1922.

The Fair continues to be a source of pride and is our economic foundation. It is a challenge for any entertainment space to garner new business, but the Fairplex team continues to search different avenues, bringing new business like the successful No Values Festival.

We honored Director Cid Pinedo for his 12 years of Board service and

bestowed him Emeriti status. We added Director Lupita Sanchez-Cornejo, Director of External Affairs for AT&T, and designated Andrea Moreno from Los Angeles County First District Supervisor Hilda Solis' office as a Director. We welcomed five new Association members: Martha Garcia, Darren Knowles, Leah Skinner, Christine Suh and Zeb Welborn.

During the Fair, we saw our largest post-pandemic turnout of Association Members and their families at the annual Fair Association breakfast. We hosted two cultivation dinners from which we now have three potential LACFA Members going through the Governance process. We also hosted the first Chair's Reception where we welcomed Directors and Emeriti, as well as current and former Fairplex executives. I had the privilege to engage with former Vice President Neil O'Dwyer, who passed shortly thereafter.

We have much to look forward to in 2025. Please join me in the continued support of Fairplex and the LA County Fair.



THE LA COUNTY FAIR'S 2024 THEME, *Stars, Stripes and Fun*,

was a celebration of the vibrant communities that shape Los Angeles County and Southern California, and felt perfectly aligned with our mission. We didn't just embrace it – we lived it, weaving the spirit of community into everything we did. From collaborating with local businesses, government agencies, entertainment industries, and nonprofits to providing a gathering space for shared memories and stepping up to assist neighbors in need, we made 2024 a year of connection and impact.

We welcomed guests to revel in the magic of the Fair, savoring cotton candy, and spinning on the Ferris wheel; marveling at breathtaking

fireworks during KABOOM!, our Fourth of July celebration; enjoying craft beers at Oktoberfest; and braving the thrills of Halloween season's LIGHTS OUT. The joy and wonder radiated across Fairplex, creating unforgettable moments for families and friends.

The LA County Fair remains a cornerstone of our success, drawing nearly 800,000 guests in 2024 and achieving positive revenues. It's deeply rewarding for our team to see this beloved tradition thriving and bringing joy to so many.

As we step into 2025, we're excited to explore new horizons for Fairplex. As our tagline says, *Anything can happen here*. And we can't wait to see what's next.



FAIRPLEX - ABOUT US

WHO WE ARE - Fairplex is a nonprofit, 501(c)5 organization that leads a 487-acre campus proudly located in the City of Pomona. Fairplex exists in a public-private partnership with the County of Los Angeles and is home of the LA County Fair and more than 300 year-round events.



VISION

We aspire to be a model community partner, economic engine and presenter of unique experiences.



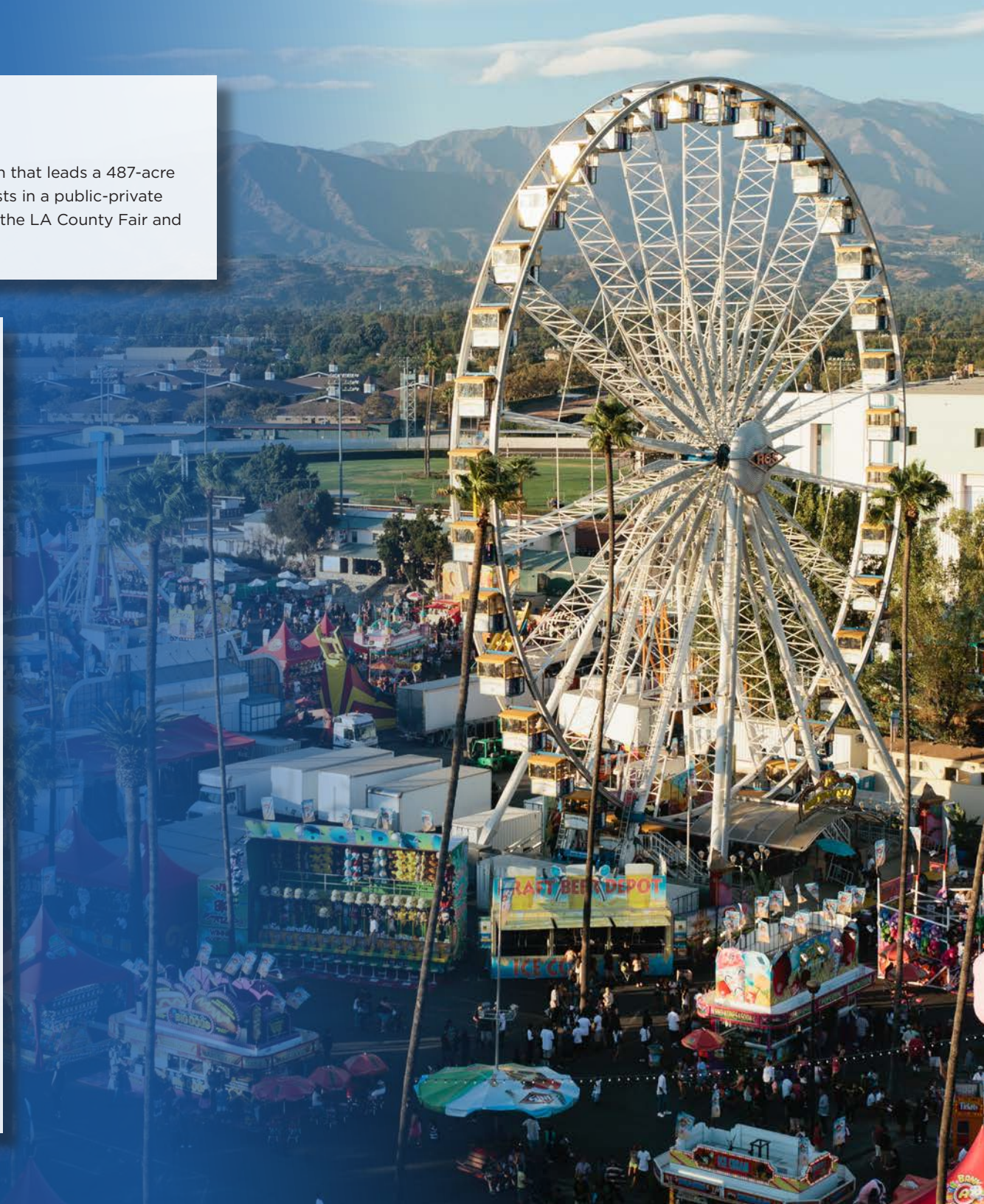
MISSION

Fairplex is a nonprofit enterprise that serves as a place, a convener and a creator of memories to strengthen the community and economy through arts and entertainment, agriculture, education and commerce.



GUIDING PRINCIPLES

- Public Benefit
- Guest Experience
- Partnership
- Sustainability
- Uniquely Southern California





LA COUNTY FAIR

Marking its 102nd anniversary, the 2024 LA County Fair dazzled more than 787,000 guests over 16 unforgettable days, filled with oohs, aahs and endless excitement. Under the theme *Stars, Stripes and Fun*, the Fair celebrated the vibrant diversity of Los Angeles County with dynamic entertainment, mouthwatering food and engaging activities for all ages. It also earned the title of the coolest Fair on record – literally – with an average temperature of 73 degrees, a welcome departure from the triple-digit heat of years past.

Thoughtful layout changes enhanced the guest experience by improving flow and creating more inviting spaces:

- **Plaza de las Americas:** Expanded to give guests a clear view and lively sounds from the stage as they entered through the Blue Gate entrance.
- **Union Stage:** Relocated closer to America's Great Outdoors, drawing visitors to The Hill and its unique programming.
- **Terri's Berries:** Shifted from its familiar corner to provide better sightlines to the Millard Sheets Art Center.
- **Broadway Craft Beer Stand:** Moved to create a cozy seating area while enhancing access to Kiddieland Carnival and the Fairplex Garden Railroad.

The Fair's enduring success is made possible through collaboration with our incredible partners, whose support and innovation elevate the Fair to new heights year after year. Together, we create an experience that continues to be a beloved Southern California tradition. Here's a look at the 2024 Fair through the eyes of our valued partners.



50 YEARS OF TASTI CHIPS

IN A RARE MOMENT OF RESPITE, Lori Southerlend people-watches on a busy Saturday at the LA County Fair. She loves seeing the smiles on guests' faces, and every once-in-a-while she sees a face she recognizes. That's the benefit of being a vendor here for 50 years.

"I have customers that have been coming for all 50 years," Southerlend said.

That isn't a surprise, being the owner of one of the most popular food stands at the Fair. For half a century Southerlend has operated Tasti Chips. Call the handmade warm potato chips what you like - a classic, a Fair staple, a must-have - Tasti Chips are definitely one thing: delicious.

"We go through 25,000 pounds of potatoes each Fair. And I'm all about quality, so these are the best potatoes."

Southerlend started in the Fair industry working for Grant Burgers, doing the Fair circuit with LA, Orange and San Diego County fairs. She eventually bought the stand along with her then-husband, and eventually bought him out, making Tasti Chips a woman-owned business, back when it was mainly a male-dominated industry.

What is the secret to her success? "My theory is simple: I believe in the Golden Rule. Treat everyone how you want to be treated." That goes for partners, guests and employees. "My cook has been with me for 25 years!"

Southerlend sees fair concessions as the last bastion of small business, and as "incubators," evidenced by her own son, who worked for her and has gone on to open his own concessions.

"The Fair touches everything," Southerlend said. "And we invented this foodie thing!"

“We go through 25,000 pounds of potatoes each Fair. And I’m all about quality, so these are the best potatoes.”





RETURNING FAVORITES

DO YOU HEAR WHAT I HEAR? The rhythmic clip-clop of horses' hooves, the vibrant zing of a violin string? The 2024 LA County Fair brought the joyous return of beloved traditions: parades and a high school music competition. Though they had a fresh twist, the enthusiasm and excitement were as electrifying as ever.

Parades made a triumphant comeback after a pandemic hiatus, debuting a revamped route. Highlights included Fair partners like the iconic Budweiser Clydesdales and America's Great Outdoors teams, who paraded along a shorter, more intimate course, waving and engaging with delighted Fairgoers lined along the way.

Meanwhile, the LA County Fair Performing Arts Showcase, a high school orchestra competition, struck a chord with audiences as seven schools displayed their talent in a one-day event. While violins and cellos weren't part of the parade, their impact was undeniable. The competition's resounding success has inspired plans for an even larger event in the future, adding another harmonious note to the Fair's vibrant cultural offerings.

LOOK AT ME, I'M SANDRA LEE

WHEN CELEBRITY CHEF SANDRA LEE

won a blue ribbon at the LA County Fair in the 1990s, she never thought that would turn into a multi-million-dollar empire, including cooking shows, cookbooks, and a magazine.

Lee's latest venture, Netflix's *Blue Ribbon Baking Championship*, which she produced and starred in, put her into the state and county fair spotlight once again. The competitive cooking show featured blue-ribbon winners from fairs across the country facing off in baking showdowns. The show also put the LA County Fair in the media spotlight from California to New York to England. Lee's publicity tour surrounding the Netflix show saw her recounting her LA County Fair blue ribbon

win on Good Morning America, in the Chicago Sun-Times and the Los Angeles Times, and even in London's Daily Mail.

"Blue ribbons are the gold standard," she said on GMA.

Lee was kind enough to create a video for the Fair that was featured on our social media platforms, and she even invited the Fair to join her in ringing the NASDAQ closing bell in September. With all the publicity she received, and the success of the *Blue Ribbon Baking Championship*, you can't discount the excitement around winning a blue ribbon!



“Blue ribbons
are the gold
standard.”



See the Sweet Side of the Fair!

Lee takes you inside the Fair's baking scene—watch the video on our Instagram @[LACountyFair](#).

“No individual
can win a game
by himself.”

PARTNERING UP

SOCCER GREAT PELÉ ONCE SAID, “No individual can win a game by himself.” The same can be said for putting on a fair – it can’t be done alone. Seeing a Cal Poly Pomona van or a Los Angeles County Fire Department truck or a federal Bureau of Land Management uniform on the fairgrounds is not unusual, in fact it is the norm. The fabric of the LA County Fair is woven with partners from all corners of art, entertainment, agriculture, government agencies and more. The Big Red Barn teems with students and advisers from Cal Poly’s Huntley College of Agriculture who not only supply the animals for The Farm but oversee their care and provide educational programming for guests. Trek on over to the opposite side of the fairgrounds to see the U.S. Department of Agriculture Forest Service, Angeles National Forest; U.S. Department of the Interior Bureau of Land Management, California Desert District; and LA County Fire Forestry Division – as well as hundreds of volunteers – who create a literal hilltop full of engaging activities, education and entertainment. And we can’t forget Smokey Bear!

Add the hundreds of vendors and concessionaires who make the Fair an experience to remember and you can definitely see the Fair can’t do this on its own. We thank all our partners who help us each year.

CalPolyPomona | Don B. Huntley College of Agriculture

Nutrition Science
PROFESSIONAL
Take this workshop and make new discoveries about the science and health of food, nutrition, safety, and the game-changing opportunities. This workshop provides the background to pursue an advanced degree in the healthcare field.

ANIMAL NUTRITION
Students who wish to work with animals together with others in the program and learn how to provide nutrition with optimal nutrition.

Nutrition & Health
NUTRITION AND HEALTH
Students in this program will develop additional classes in nutrition and learn more about disease prevention, mental and/or physical health, healthy public health, sports medicine or other areas.

HEALTH COACH
Students will learn the program to specialize and learn from skilled health coaches, such as wellness and psychological aspects of health.

What can I be?
Researcher/Scientist
Registered Dietitian
Nutrition Journalist
Consumer Advocate
Healthcare Professional
Animal Professional
Public Health Worker

Where can I work?
Private Business
Food and Pharmaceutical Companies
Hospitals or Wellness Centers
World Health Organization
Non-Profit and Government
USDA, FDA, Government Agencies
Veterinary Office, Zoonosis, and Farms

Annual Mean Wage in Calif
\$81,000
Annual Mean Wage In
\$64,000
Bureau of Labor & Statistics Occupational Wages for Registered Dietitian Nutritionists

Amounts of Hidden Fat

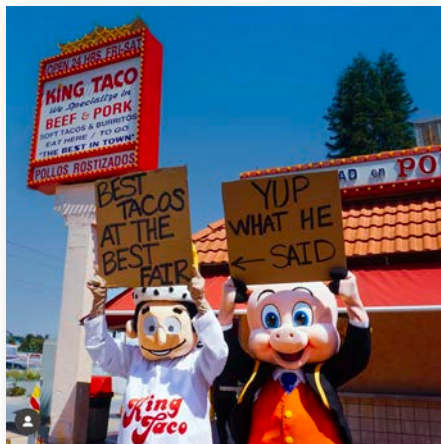
Amounts of Hidden Salt

MyPlate
Fruits
Vegetables
Grains
Protein
Dairy



100K MAGIC

THE LA COUNTY FAIR hit a social media milestone early in the year when its Instagram page hit 100,000 followers. Thanks to the social team's creative and innovative content, the Fair's page has become one of the most popular in the industry. The page was even noticed by TikTok, who asked the Fair's social team to present with them on a Social Media Education seminar at the Western Fairs Association's annual convention in January.



**100,000
FOLLOWERS
ON IG**

**7.9
MILLION
IMPRESSIONS
ON IG**

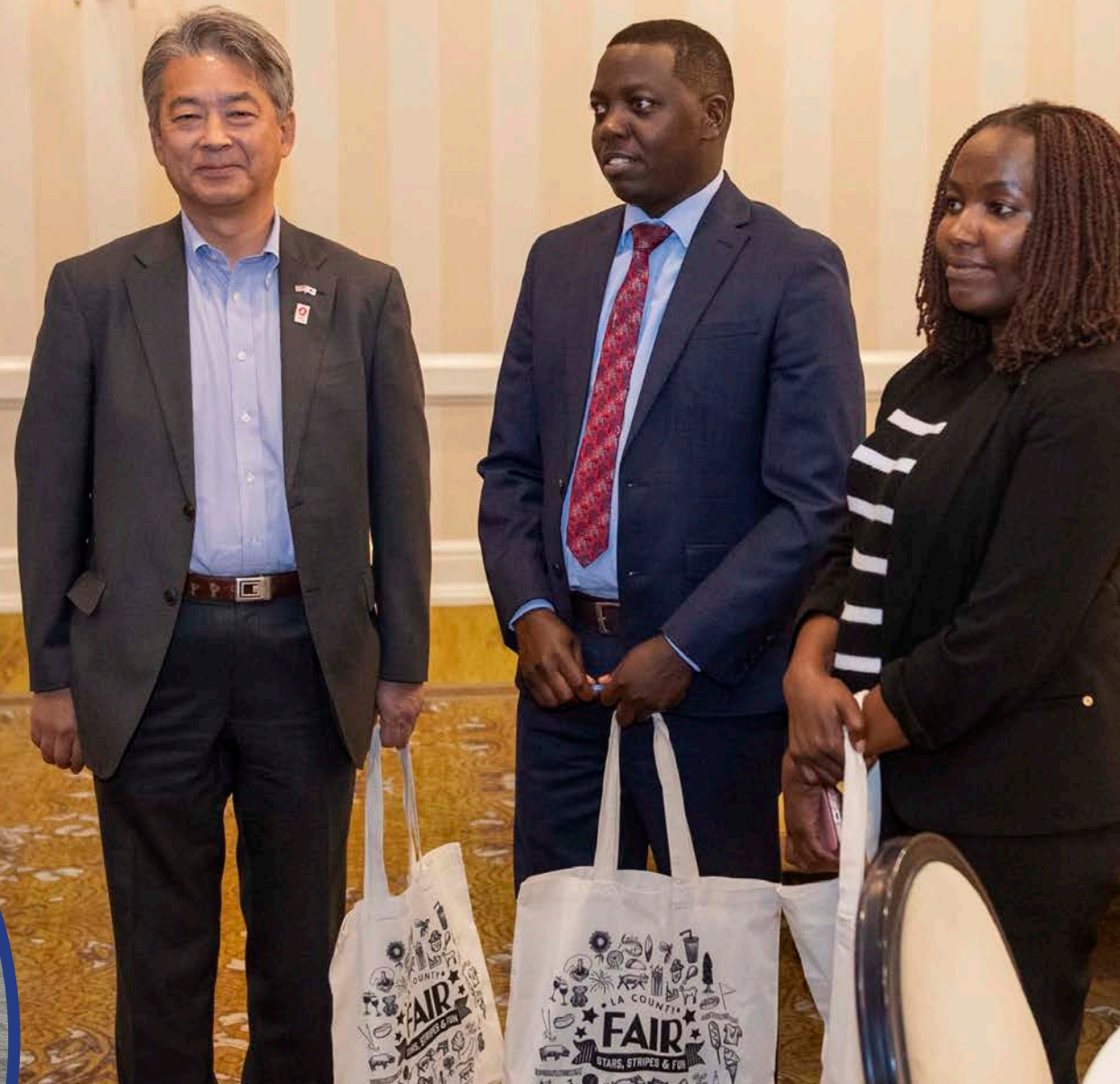
**13.08
MILLION
IMPRESSIONS
OVERALL**



GOING GLOBAL

THE LOS ANGELES CONSULAR CORPS, representing 97 nations through its distinguished Consuls General and Honorary Consuls, brought global flair to the LA County Fair during a vibrant cultural and business exchange. On May 24, 27 consuls and diplomats, along with their guests, embarked on a dynamic tour of the Fair and its iconic Fairplex campus, following a morning of insightful meetings at the Sheraton Fairplex Hotel and Conference Center.

This unique gathering transformed the Fair into a crossroads of international dialogue, showcasing its 500-acre campus as a hub for cultural diversity and business innovation. From exploring the Fair's lively attractions to envisioning future partnerships, the event highlighted Fairplex's potential as a gateway for global collaboration. For the visiting dignitaries, the day was an unforgettable introduction to one of America's most celebrated county fairs and its far-reaching possibilities.





FACING CHALLENGES, CELEBRATING WINS

A YEAR WITHOUT CHALLENGES is a year without growth opportunities. Fairplex was not immune to the struggles of business in 2024, but each hurdle was an occasion for introspection and, most importantly, learning.

The Los Angeles International Competitions – wine, spirits, extra virgin olive oil and dairy – continued to see post-pandemic challenges with entry numbers, as have many competitions since 2019. Producers of products in each respective competition battle with budgets, with the result being hesitancy to spend on periphery things like competitions. And many are seeing a reduction in production, or, more woefully, the shuttering of their business. The Los Angeles International Competitions remain a boon for those who do enter, as winning a medal is great for marketing. The competitions' teams are working hard

to see entry numbers increase in 2025 – when the wine competition celebrates its 90th anniversary.

LIGHTS OUT moved to a new location, creating easy access for guests to enjoy our Halloween event and Oktoberfest with a Boos & Brews combo ticket while Oktoberfest moved to four weekends and continued to be a popular place to celebrate everything Bavarian. July's KABOOM! Fourth of July show and November's Day of the Dead's En Memoria were colorful celebrations representing the diverse cultures of America. The year ended with nearly 90,000 guests coming out to celebrate the December holidays at Imaginarium – Holiday Magic light show

GETTING OUR HANDS DIRTY

NOVEMBER'S FALL IN THE FARM was the best yet with record attendance and engaging programming, including the inaugural Pomona Classic Livestock Show in partnership with Cal Poly Pomona. With everything from worm composting to sewing to learning how to grow and brew tea, Fall In The Farm lived up to its purpose statement: to convene guests from the surrounding region in celebration of urban agriculture, wellness, and community.

Presentations abounded with the Master Gardeners and Master Food Preservers and the Dairy Council of California giving presentations throughout the day on topics such as “Make Your Own Turkey Brine” and “Creating Rich Compost at Home with a Worm Bin.” Live entertainment included performing art groups from the dA Museum and the Galan Cultural Center with puppet shows, mariachi and folklorico dancers. Presentations from the UCR Department for Entomology and Heal the Bay also provided additional education interactions for guests.

Our event footprint grew as we welcomed new partners to Fall In The Farm: the National Forest Foundation, the Angeles National Forest's Field Rangers, the California Department of Food and Agriculture's Animal Response Emergency Support, Breathe Southern California and the Wildlands Conservancy's Oak Glen Preserve.

Longtime partners also increased their level of participation with Pomona Valley Hospital Medical Center offering flu vaccines and education related to nutrition, exercise and hygiene. The Inland Valley Humane Society hosted its first pet adoption event at Fall In The Farm, as volunteers brought out a group of loving dogs looking for their forever homes.

The Pomona Classic saw 31 student exhibitors show 140 goats, sheep and cattle, a great start to this new competition.

“...in celebration of urban agriculture, wellness, & community.”



REGIONAL ECONOMIC ENGINE

IN A QUICK TURNAROUND AFTER THE LA COUNTY FAIR, Fairplex hosted the inaugural No Values music festival in June, a punk show that saw 40,000 fans converge on grounds. Produced by concert giant Goldenvoice, the show was a huge boost to the region's economics through ticket sales, taxes, food and beverage, hospitality and more. Fairplex is looking to host more festivals, in conjunction with our zoning, in the future.

	LA COUNTY FAIR ASSOCIATION **	RELATED ENTERPRISES **	CONSOLIDATED LA COUNTY FAIR ASSOCIATION	THE LEARNING CENTERS ***	CHILD DEVELOPMENT CENTER ***
Total Revenues	\$70,853,965	\$1,341,068	\$72,195,033	\$2,209,469	\$5,631,290
Total Expenses	\$63,740,318	\$686,214	\$64,426,532	\$2,494,376	\$5,549,526
Operating Income	\$7,113,647	\$654,854	\$7,768,501	(\$284,907)	\$81,764
Non-operating Activity *	(\$7,231,011)	(\$103,151)	(\$7,334,162)	\$402,396	(\$411,414)
Change in Net Assets	(\$117,364)	\$551,703	\$434,339	\$117,489	\$493,178
*The non-operating activity takes into consideration non-operating revenues and expenses such as depreciation, investment, income and interest expenses.		**Year Ended December 31, 2024 - Unaudited.		***Year Ended June 30, 2024 - Audited.	

COMMUNITY PARTNER

FAIRPLEX IS PROUD to live out its mission as a community benefit organization. In 2024, Fairplex provided space, free of charge, to assist the community in wide-ranging needs. The inaugural Pomona Valley Pride Fest was held in November, produced by the Pomona Valley Pride Center. The event brought the LGBTQIA+ community and their family and friends for a day of entertainment and education.

The Bridge and Line fires in September saw Fairplex aiding local residents displaced by the fires. Stables for 80

displaced horses and one donkey from Marshall canyon/ La Verne and Rancho Cucamonga were supplied. The American Red Cross set up an evacuation site for families and individuals in Expo Hall 5 and the Sheraton Fairplex Hotel worked with CalFire to house three fire-strike teams. Our on-site partner The Derby Room provided free meals to first responders, as well as a space for fire fighters to take a break away from the fires.

FAIR BLOOD DRIVES

1,787
PINTS DONATED

TOY DRIVE WITH CARTER'S FOUNDATION

80
CARNIVAL
TOYS
COLLECTED

COMMUNITY CORNER AT THE LA COUNTY FAIR

52
NONPROFIT
COMMUNITY
ORGANIZATIONS

18
VETERANS
GROUPS

FOOD DRIVE

95,655
CANS DONATED

TEAMWORK IN TIMES OF NEED

The NHRA Finals went off without a hitch in November - until a small-engine plane crash-landed in the parking lot. Due to the quick work of first responders on the ground, the emergency was handled immediately with no major injuries to the plane's occupants and no disruption to the public. The coordinated efforts of Los Angeles County Fire, Pomona Police Department, AMR Ambulance and Fairplex staff were an owner's manual-look at how to work an emergency. The fact that Fairplex works seamlessly with our community partners is a testament to the great relationships built up over the years.



THE LEARNING CENTERS

INTERACTIVE LEARNING

2,035

YEAR-ROUND
FARM FIELD TRIP
PARTICIPANTS

19,000

FAIRKIDS
FIELD TRIP
PARTICIPANTS



STEMWISE

The Learning Centers at Fairplex partnered with Keck Graduate Institute (KGI) to offer STEM workshops for 300 middle school students in the Pomona Unified School District. STEMWise is a free all-day event hosted on KGI's campus. The event features interactive, hands-on activities that make STEM concepts accessible and exciting. Students explore cutting-edge technology and learn about pharmacy, health sciences and other STEM careers that are often less familiar. This partnership, which will continue in 2025, aims to inspire interest in STEM and provide opportunities for students to envision themselves in rewarding science and technology careers.

CTEC SPRING AND FALL SEMESTER ENROLLMENT

In the Spring 2024 semester, 130 high school students were enrolled in three pathways of the Career and Technical Education Center: Automotive Technology, Urban Agriculture and Welding Manufacturing. The Spring semester also marked the introduction of new career readiness workshops, including Conflict Resolution, Effective Communication, Professional Behavior, Job Interviewing Skills and Resume Building. These workshops were designed to prepare students with the essential skills needed for workplace success and beyond.

CTEC also partnered with Azusa Unified School District, enrolling 20 of their students in the Intro to Welding class. Azusa Unified provided transportation twice a week, enabling their students to attend and benefit from the program.

In the Fall 2024 semester, 105 students were enrolled across five pathways: Automotive Technology, Careers in Child Development, Green Utilities, Urban Agriculture and Welding Manufacturing.

For the first time, CTEC held mock interviews at the end of the semester, with 65 students gaining hands-on interview experience. Partners, Fairplex staff and The Learning Centers staff volunteered as interviewers, providing students with valuable feedback to help them refine their skills.

FUN-RAISING

The Learning Centers and the Child Development Center (CDC) colored out of the lines in 2024, coming up with some creative ways to fundraise. The LA County Fair, having a built-in audience, was the perfect time to debut new efforts to raise funds for the educational programs at Fairplex. Staff and parents of the CDC teamed up to host a concession stand during the Fair's concert series, with a portion of sales going to the CDC. Generosity on the Rocks, a whiskey-tasting event featuring the medal winners from the Los Angeles International Spirits Competition, drew a good crowd who also enjoyed a concert and small bites, all while raising funds for The Learning Centers' educational programs. Ambassadors at The Farm held plants sales daily during the Fair, bringing in some extra green for our farmed greens. A big thank-you to everyone who staffed and contributed to the events.

IN MEMORIAM

FAIRPLEX LOST THREE MEN IN 2024 WHO MADE SIGNIFICANT IMPACTS IN OUR HISTORY.

This is a small remembrance of many years of caring friendship and professional ties. We are grateful for having known these friends, we appreciate their accomplishments in their communities, and we know that the memories of their lives will be inspirational to us as we continue our journey.



REGGIE WEBB

Reggie joined the Los Angeles County Fair Association in 1990 and was named a Director in 1997. He had a remarkable 34 years as an Association Member, during which time he served on various committees and held pivotal roles, including Vice Chair of the Board. He will be remembered by this organization as a visionary leader whose commitment and passion helped shape Fairplex into the organization it is today.



NEIL O'DWYER

Neil joined the Los Angeles County Fair Association in 1986 as Vice President of Administration before transitioning to Vice President of Racing and became General Manager of the Fairplex's equine entity. During that time, Neil oversaw all equine operations, including live horse racing, racing operations, thoroughbred training and inter-track wagering. He also oversaw government and city relations, the Fairplex RV and trailer parks, and the Child Development Center. Even after retiring from Fairplex, Neil remained active with the Fair and fundraising efforts, most recently in attendance at the 2024 Fair.



ALEX XYDIAS

Alex is the namesake for the Career and Technical Education Center's Alex Xydias and Pete Chapouris Center for Automotive Arts (AXC). He passed away in August at the age of 102. A hot rod legend, Alex was an influential figure in the early days of the sport of auto racing involving hot rods. He opened the first So-Cal Speed Shop in Burbank in 1946. As the holder of several class speed records, he is the recipient of accolades and honors from numerous automotive organizations. Alex was an enthusiastic supporter of AXC, often making the drive from his home in the San Fernando Valley to be present at students' graduations, even attending the 2024 graduation, including making a speech, just a few months before his passing.

LEADERSHIP

2024 OFFICERS

John Landherr

Chair of the Board

Mike Driebe

Vice Chair of the Board

Linda Bosserman, M.D.

Secretary of the Board

Walter Marquez, Ed.D.

Chief Executive Officer

Steve Birdwell

Chief Financial Officer

FAIRPLEX STAFF

Nena Hernandez

Interim Vice President Community Engagement

Marcus Jackson

Interim Vice President Sales & Marketing

Roberto Viramontes

Executive Director, The Learning Centers

Evelyn Garcia

Assistant Secretary to the Board

2024 DIRECTORS

Chair of the Board

John Landherr

President

A-Z Bus Sales Inc.

Vice Chair of the Board

Michael Driebe

Retired, Foundation President

USC Arcadia Hospital Foundation

Secretary of the Board

Linda Bosserman, M.D.

Clinical Assistant Professor & Medical Oncologist

Medical Director of Value Based Care and

Center for International Medicine

City of Hope Medical Group Inc.

Heidi Hanson

Finance & Administrative Manager

Rain Bird International

Gerald Freeny

Past President

Tournament of Roses

Heidi Gallegos

President

Aligned Insight Consulting

Retired, President & CEO

Brea Chamber of Commerce

Peter Hidalgo

Director, Government Affairs

Charter Communications

Gilbert Ivey

Retired, Assistant General Manager

& Chief Administrative Officer

Metropolitan Water District of

Southern California

Devorah Lieberman, Ph.D.

Retired, President

University of La Verne

Margarita Luna

Senior Program Manager

The California Endowment

Tami Omoto-Frias*

Budget Deputy

Los Angeles County First District

Supervisor Hilda L. Solis

Andrea Moreno*

San Gabriel Valley District Director

Los Angeles County First District

Supervisor Hilda L. Solis

Lupita Sanchez-Cornejo

Director of External & Legislative

Affairs

AT&T Services, Inc.

Kiana Webb

President

Webb Family Enterprises

2024 DIRECTORS EMERITI

Bernie Bernstein

Certified Public Accountant
Yoss, Allen, Bernstein, LLP

Richard Crean

Partner
California Financial Planners

Robert Dukes, J.D.

Retired, Superior Court Judge

Juan Gamboa

Realtor
Coldwell Banker

Susan Hyland

Retired, Owner/CEO
The Claremont Club

Linda Keagle

Owner & Vice President
C & C Organization

Arthur Ludwick

Retired, Chief Financial Officer
and Senior Vice President
Rain Bird Corporation

Stephen Morgan, Ed.D.

Retired, President
University of La Verne
& University of the West

J. Michael Ortiz, Ph.D.

President Emeritus
California State Polytechnic
University, Pomona

Janet Paulson

Retired, Vice President of
Nursing Services
Pomona Valley Hospital
Medical Center

James Piatt, J.D.

Retired, Superior Court Judge

Ciriaco "Cid" Pinedo, Ed.D.

President & CEO
Mexican American
Opportunity Foundation

Larry Rinehart

Retired, President & CEO
PFF Bank & Trust

John Solomon

Chief Sales Officer International
Clase Azul Spirits

Jil Stark

Retired, College Educator

Ronald Vera, J.D.

Attorney at Law
Vera & Barbosa

Reginald Webb

President
Webb Family Enterprises

LEADERSHIP

2024 ASSOCIATION MEMBERS

Ray Adamyk

President
Spectra Company

Rachel Barbosa

Independent Consultant

Mike Beckman

CAS Properties, LLC

Jon Blickenstaff*

Retired, Educator

Ron Bolding

President
Pilgrim Place

Laura Bollinger

Citrus Community College District
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Retired, President and CEO
Hillcrest

Soraya Coley, Ph.D.

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California State Polytechnic
University, Pomona

Reyna Del Haro

Director of Public Affairs and
Brand Communications
Kaiser Permanente

Scott Dilley

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Jimmy Espinoza, J.D.

Managing Member
Inland Investment Partners, LLC

Jeffrey Fairley, DPT

Owner
The Body Center

Martha Garcia

President & CEO
Mt. San Antonio College

Tyler Gentry

Director Business Development
Phoenix Tower International

Glenn Gritzner

Partner
Mercury, LLC

Beverly Guidry

Senior VP, University
Student Affairs
Western University of
Health Sciences

Jimmy Gutierrez, J.D.

Retired, Chino City Attorney

Roger Hanawalt, D.D.S.

Hanawalt Wes Dental

Thomas "Tom" Hsieh

President
Northern Pacific Airlines

Gorden Kao

Director
CCYP Media Group

Don Kendrick

Owner
Don Kendrick Real Estate

Patrick Leier

Retired, Superintendent
Pomona and Lynwood Unified
School Districts

LEADERSHIP

2024 ASSOCIATION MEMBERS (CONTINUED)

Felice Loverso, Ph.D.

Retired, President and CEO
Casa Colina, Inc.

Richard Martinez

Retired, Superintendent
Pomona Unified School District

Robert Mendez

Attorney & Adjunct Professor
Whittier College

Enriquez "Rick" Rodriguez, J.D.

CEO
La Princesita Tortilleria, Inc.

Rodri Rodriguez

President and CEO
Rodri Entertainment Group

Darrel Saucedo

COO
ACS Group

Leah Skinner

Executive Director
La Verne Chamber of Commerce

Alfreda Smith

Human Resources Director
Homeboy Industries

Royce Stutzman*

Chairman
Vicenti, Lloyd & Stutzman

Christine Suh

Special Education Consultant

Joshua Swodeck

Development & Marketing
Spectra

Emmett Terrell

Retired, Deputy Superintendent
of Personnel Services
Pomona Unified School District

Ed Tessier

Vice President
Arteco Partners

Gary Thomas*

Retired, Facility Director
HCC Industries

Ron Vander Molen

Owner
Vander Molen Fine Art

Mark Warren

Owner
BMR Rentals

Zeb Welborn

President
Chino Valley Chamber of
Commerce

Carroll Wheatley

Senior Partner
Laughlin, Falbo, Levy, Moresi

LEADERSHIP

THE LEARNING CENTERS BOARD OF DIRECTORS

Bernie Bernstein

Kathy Banuelos

Mike Beckman

Brian Bustamante

Jessica Clague DeHart

Chris Dennis

Mike Driebe

Stan Logan

Margarita Luna

David Prenovost

Todd Wagner

CHILD DEVELOPMENT CENTER BOARD OF DIRECTORS

Mike Beckman

Bernie Bernstein

Chuck Cable

Leticia Casillas-Sanchez

Sandy Christensen

Cindy Giaimo-Ballard

Carol Hersch

Avo Kechichian

Trudy Mendez

Tami Miller

LeeAnn Paddock

Hector Rodriguez

Denise Schilling

Chara Swodeck

THE LEARNING CENTERS AND THE CHILD DEVELOPMENT CENTER DONOR ROLL

THANK YOU TO EVERYONE WHO SUPPORTED THE LEARNING CENTERS

PLATINUM RIBBON: \$100,000+

Sarah and Arthur Ludwick

GOLD RIBBON: \$50,000-99,000

California Community Foundation
In-N-Out Burger

RED RIBBON: \$10,000-24,999

Athens Services
California Community Foundation
E. Burdette & Helen H. Boileau Endowment Fund
Heidi and Dan Hanson
Saralee M. Baldwin
Southern California Gas Company

WHITE RIBBON: \$5,000-9,999

Haas & Wilkerson Insurance
Jeanne and Mike Beckman
Jeff Grant
Linda Bosserman and Ted Piatt
Oak View Group
The Webb Family Fund for Parity at Inland
Empire Community Foundation,
"Where Giving Grows"

GREEN RIBBON: \$3,000-4,999

Allison and John Landherr
AT&T
Bill M. Marquez
Heidi Gallegos - Aligned Insight Consulting

Julie and Todd Wagner
Peter Hidalgo - Spectrum Charter
Communications
Sherrill and Gilbert Ivey
Sylvia and Michael Driebe

YELLOW RIBBON: \$1,000-2,999

Allied Universal
Barbara & Bernard A. Bernstein
Bree and Tom Hsieh
Carroll Wheatley
Clinton Greif
Debbie and Ben Wong
Dr. Beverly A. Guidry
Eide Bailly LLP
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Lieueen and Gary L. Thomas
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Mt. San Antonio College
Pat and Mark Warren
Rodri Rodriguez

Southern California Edison
The Pat & Mark Warren Family Foundation
Trudy and Bob Mendez
Tyler Gentry
University of La Verne
Val & Rich Crean -
Crean Family Charitable Fund

ORANGE RIBBON: \$500-999

Anne McIntosh
Betty and Mike Ortiz
Dr. Christine Suh
Elva and Richard Martinez
Erika Viramontes
In Memory of Dina Perugino
Lisa and Bill Snider
Marilyn and Emmett Terrell
Nena Hernandez
Ramona and Juan Gamboa
Scott Dilley- Sanders Towing
Sharon and Tom Warner
Sue and Royce Stutzman
Susan and Ronald Vander Molen
Tami and Mike Mitsumori-Miller
The California Endowment
Vicky and Chuck Cable

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- DirecTV
- Eli Lilly and Company
- Hyatt Vacation Club
- Kaleo Marketing
- M&E Sales
- Mattress Firm
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- Rockstar Events - Beam Suntory
- So Cal Ford Dealers
- Superior Grocers
- T-Mobile
- Winning Ways (Wyndham)

KABOOM!

- Mattress Firm
- Anheuser Busch
- Coca Cola
- T-Mobile
- Pie Hole Marketing
- Convention Electric
- RCS
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OKTOBERFEST

- Anheuser Busch
- Coca Cola
- O'Reilly Auto Parts
- Hyatt Vacation Club
- Marines
- T-Mobile
- BMW
- BeatBox Beverages

LIGHTS OUT

- Anheuser Busch
- Coca Cola
- T-Mobile

EN MEMORIA

- Anheuser Busch
- Coca Cola
- O'Reilly Auto Parts
- T-Mobile
- BeatBox Beverages