



FOR IMMEDIATE RELEASE

FOR MORE INFORMATION CONTACT:
Patrice Harris, Dir. of PR & Communications
414.750.1415 mobile
Patrice.Harris@wisconsin.gov

WISCONSIN STATE FAIR PARK BOARD ANNOUNCES NEW EXECUTIVE DIRECTOR

West Allis, Wis. - January 13, 2010 - The Wisconsin State Fair Park Board of Directors, led by Board Chair Susan Crane, today announced that it has concluded its search and interview process for an Executive Director for Wisconsin State Fair Park.

The process, which started with over 70 applicants from across the nation, has included several rounds of interviews, with candidates being interviewed by members of the Fair Park Board and members of the business community. "From the beginning of this process, the Board said it would take its time to ensure that a thorough search was done to find the candidate that best met all of our criteria, of which we had many," stated Fair Park Board Chair Susan Crane.

After a six-month process, the board has selected Richard Frenette, who is currently the executive director of the Utah State Fair. Prior to joining the Utah State Fair in 2004, Frenette was the executive director from 1993 until 2003 of the Ohio Expo Center and State Fair in Columbus and the finance director of the Minnesota State Fair from 1986 until making the move to Ohio. His career in the fairs and expositions industry started in Wisconsin at the Northern Wisconsin State Fair in Chippewa Falls in the 80s.

In addition to his wealth of fairs and expositions experience, he holds a B.S. in Mathematics and Computer Science from the University of Wisconsin - Eau Claire and a Masters of Business Administration - Finance Concentration from the University of St. Thomas in Minnesota.

"The Fair Park Board felt that Mr. Frenette's more than twenty years in top management and leadership roles in the fairs and expositions industry combined with his knowledge of the public sector, sponsorships, finance, strategic planning, agriculture and marketing and promotions, made him the right candidate for the job," said Crane. "His active involvement and certifications within the industry convinced us he was the right person for this position."

"I am very excited to return to my home state to lead the Wisconsin State Fair Park," stated Frenette. "I look forward to continuing the growth of State Fair and maintaining its status as one of the premier fairs in the country."

Frenette will join the staff of Wisconsin State Fair Park in February of 2010.

###