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East Texas State Fair Announces New Leadership

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Tyler, TX | New leadership has been chosen to head the East Texas State Fair. The Board of Directors is delighted to announce Cody Rosenbalm as the new President & CEO of the organization and Michael Stoltz as the new Chairman of the Board.

Rosenbalm is an East Texas native, who served as the Director of Marketing at the Fair for seven years before spending the past two years as Corporate Partnerships Manager at the Houston Livestock Show and Rodeo. Cody brings a diverse set of experiences ranging from live event management to real estate development - all of which will prove valuable to the Fair in the coming years.



"For over 100 years The East Texas State Fair has been an important part of the history, culture, and economy of the Tyler area," said Rosenbalm. "It is a privilege to lead this organization and continue to support the mission of agriculture and youth education while providing a family-friendly event for the community."

Rosenbalm takes the reigns at a critical time for the organization as the Fair tackles relocating to a new property. The organization owns 240 acres in West Tyler which is slated for development of a new year-round events park. However, the immediate task is establishing the annual Fair at the new location.

Chairman Michael Stoltz said, "We believe the organization has tremendous opportunities ahead and Cody has the vision, experience, and enthusiasm to lead us there. The community truly loves the Fair and has continued to show strong support. As we move forward with relocation and development, we are excited to see what the future holds."

Stoltz has served on the Board of Directors since 2018 and will now serve a three-year term as Chairman.

The 108th annual East Texas State Fair is scheduled for September 20-29, 2024.

The East Texas State Fair is organized to create commerce, celebrate heritage, and promote agriculture and education through activities and functions of the East Texas State Fair and Academic

Rodeo. The Fair is committed to providing quality, family-friendly entertainment, while creating social, educational, and cultural experiences. For more information visit etstatefair.com.

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The full list of East Texas State Fair's Board of Directors is available here:

<https://www.etstatefair.com/p/about/board-of-directors>