



**FOR IMMEDIATE RELEASE** – West Springfield, MA

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**EASTERN STATES EXPOSITION WELCOMES JEANNE A. TIPPETT  
AS THE ADMINISTRATIVE ASSISTANT TO MARKETING**

Eastern States Exposition (ESE) is pleased to announce that Jeanne A. Tippet, of Chicopee, Mass., has joined the organization's Marketing Department as the Administrative Assistant to Marketing.

Tippet earned her Bachelor of Science Degree with a major in Business Studies from the University of Massachusetts – University Without Walls in May of 2010. She's currently finishing her master's degree in communications and information management at Bay Path University, slated to be completed in 2024.

Tippet's connection with Eastern States Exposition runs deep, describing her experience as "like coming home." Her affiliation with The Big E began in her early years as a 4-Her and has flourished over more than 35 years, shaping her professional and personal life in profound ways.

Beyond her academic pursuits, Tippet actively engages in community service, serving on various committees including the Hampden County 4-H Youth Fair, Camp Howe in Goshen, Mass, and the Massachusetts Agricultural Fairs Association, among others. Her dedication to these organizations underscores her commitment to enriching her community and fostering growth opportunities for others.

With a diverse professional background spanning higher education, customer service, call center operations, and retail, Tippet's experiences have equipped her with a wealth of skills and expertise. Her previous roles at Elms College, the American Red Cross and PeoplesBank reflect her versatility and dedication to serving others in our community.

In her new role as Administrative Assistant to Marketing, Tippet will be responsible for database management, overseeing the operation of the Front Desk and Information Services, maintaining Marketing Department finances, and more.

*The Big E returns Sept. 13-Sept. 29, 2024. Visit [TheBigE.com](https://www.thebige.com) for a full schedule of events and check out the fairtime excitement on social media.*

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