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FOR IMMEDIATE RELEASE

EXTRACO EVENTS CENTER, HOME OF THE HEART O' TEXAS FAIR & RODEO, ANNOUNCES STRATEGIC STEPS TO REORGANIZE FOR FUTURE GROWTH

Waco, TX (January 25, 2021) – Extraco Events Center, home of the Heart O' Texas Fair & Rodeo, is pleased to announce a strategic reorganization that gives a clear succession plan for the company as well as usher the leadership into a new era with new facilities. This new structure went into effect January 1, 2021.

This new structure organizes the company into five divisions and a new executive team. The five divisions are: Agricultural Events & Competitions, Event Operations & Facility Services, Marketing & Sponsorship, Sports & Entertainment and Volunteer Management. All Division Leaders will report directly to the General Manager and President/CEO.

The new Executive Team consists of President/CEO, General Manager, Vice President – Strategic Planning, and Chief Business Officer. This team will oversee staff management, Board of Directors, financial management, business management, administrative staff, human resources, payroll, Fair, Rodeo, strategic management and future plans.

This is a project that the Executive Committee has worked on for more than two years. “Raising the Standards” has been the theme of the Executive Committee and this is a first significant step to accomplish that goal. The Executive Committee is committed to planning for the future of this company even in the face of an uncertain short term.

“We have been on a multi-year journey to transform our organization,” said President/CEO Wes Allison. “The changes in our organization will give the company the best division of duties, allowing staff to focus on one area instead of being a jack of all trades. Additionally, it will give us the ability to add new events and market the facility while providing continued customer service.”

As part of the restructuring plan, the company has promoted staff and created new positions that will be open for immediate hire.

Dustin Coufal has been promoted from Vice President – Fair Division to General Manager. In this new role, Dustin will oversee the implementation of the new positions. This new role gives a clear succession plan and delineates a chain of command.

JD Ewing has been promoted from Vice President – Operations to Vice President – Strategic Planning. The new position will assist in the transition to the new organizational plan as well as training new staff members. This position will work closely with the President/CEO to ensure the Venue Project continues to progress for the benefit of the Heart O' Texas Fair & Rodeo/Extraco Events Center.

Melinda Moss has been promoted to Chief Business Officer. She will oversee all administrative and business functions of the company.

The new positions in 2021 that will be available for immediate hire are: Event Operations & Facility Services Manager, Agriculture Events & Competitions Manager, and Volunteer Program Manager.

The company and its leadership are confident that this new direction will ensure a vibrant and exciting future for the Heart O' Texas Fair & Rodeo, Extraco Events Center and all its many ventures.

About Extraco Events Center

The Extraco Events Center, home of the Heart O' Texas Fair & Rodeo, is the center of entertainment in Central Texas. The premier multi-use facility hosts over 225 events with an attendance of 420,000 and an economic impact of more than \$47 million annually in McLennan County. For more information about the Extraco Events Center, visit ExtracoEventsCenter.com.

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