



STACY RIANDA **Deputy Manager II • The Big Fresno Fair**

Stacy Rianda attended California Polytechnic University, San Luis Obispo for two years before transferring to California State University, Fresno, where she graduated in 1992 with a Bachelor of Science in Ag Business. While attending California State University, Fresno, Stacy was employed on campus at the Center for Ag Business/Ag Personnel Management Association. However, even prior to graduation, Stacy was actively involved in the fair industry. In 1987, she began working for fairs in the livestock department and immediately fell in love with the industry and the people.

Stacy has been a member of Fig Garden Rotary for 18 years and has held the position of Interact Chair for the District and Past President (2012/2013). She was a member of California Women for Agriculture from 2000 – 2005, where she held the positions of Membership Chair and Vice President. Stacy served on the Board of Fresno Area Crime Stoppers and the Pop Laval Foundation Board. Stacy was also a member of Leadership Fresno Class 19. Professionally, Stacy served on the Western Fairs Association Board from 2008 – 2014 where she sat on the Finance Committee and also served on the California Fairs Alliance Board where she currently chairs the Business Development Committee. In 2017, Stacy graduated from the International Association of Fairs and Expositions Institute of Fair Management at the 2017 Convention in Las Vegas, alongside her counterpart Lauri King received her Certified Fair Executive status in 2019.

While working at a trade show at the Fresno Fairgrounds in 2000, she began talking with then CEO, Scott Anderson, about his search for a new Deputy Manager. He encouraged her to send him her resume, and the rest is history. This year will mark Stacy's 20th year with The Big Fresno Fair.

As the Deputy Manager of The Big Fresno Fair, what Stacy enjoys most is, "doing a little bit of everything". Stacy would describe herself as happy, outgoing and fun. She hopes that others would describe her as being fair and as someone who stands up for what is right.

The first year that the Pavilion was finished was one of Stacy's most meaningful memories while working at The Big Fresno Fair. She remembers standing on one of the grassy hills in the Pavilion around 10 p.m. one evening, looking at all of the families sitting on the grass enjoying the entertainment while their children laughed and rolled down the grassy hills. There was a time when you couldn't find families at the Fair past 10:00 pm! The changes that the Fair has made with regard to capital improvements and security have made all the difference. It made her smile to herself and say, "This is what it is all about. This is why we do what we do".

Stacy's goal and vision for the future of The Big Fresno Fair is for it to continue to be an asset to the community, serving the needs in any way possible. And to continue to lead the Fair industry in innovation and approach – a continuation of the Fair's legacy as a four-time Merrill Award winner, which is the industry's top award that is given for innovation and vision.