



LAURI KING **Deputy Manager II • The Big Fresno Fair**

Lauri King grew up in Templeton, CA, where she and her family resided on the family farm. She was an active member of 4-H and FFA where she showed animals at County Fairs through college. She graduated from California Polytechnic State University, San Luis Obispo with a Bachelor of Science degree in Animal Science also earning a minor in Communications and Agribusiness with an emphasis in Fair Management.

Lauri has been involved the California Women for Agriculture, Farm Bureau and FACT Leadership Program. In 2008, Lauri was part of Leadership Fresno Class 24, which worked as an outlet for community leaders to come together to learn more about the city of Fresno and improving local communities. As a champion within the fair industry itself, Lauri has held a position on the Western Fair's Association Professional Development and Achievement Awards committee, holding the title of Professional Development Chair for three years. In 2015, Lauri became a member of the Western Fair's Association Board. She has also been on the International Association of Fairs and Expositions Young Professionals Board for four years. In 2017, Lauri graduated from the International Association of Fairs and Expositions Institute of Fair Management at the 2017 Convention in Las Vegas, alongside her counterpart Stacy Rianda. She also serves on the California Authority of Racing Fairs Board (two years); Western Fairs Association Board (eight years); and is the IAFE Spring Management Conference Committee Chair. Lauri is not only dedicated to providing leadership for the fair industry and The Big Fresno Fair, but the community. In 2021, she was appointed to the Sierra Unified School Board.

After more than 18 years at The Big Fresno Fair, Lauri continues to lead – managing the Fair's complex budget, overall grounds operation, and contributing to the growth and development of a variety of programs at the Fairgrounds. She has been instrumental in the expansion of interim events at Fairgrounds, enhancing the grounds position as a multi-purpose facility, as well as helping to earn national recognition for the Fair's Health and Safety Program, which has grown to become an industry-wide model for other fairs and expos. Lauri was named to the distinguished list of Business Street's '40 Under 40' Class of 2011. She was also part of the Fair Management Team that has led The Big Fresno Fair to be awarded four Merrill Awards since 2007, the highest honor possible in the Fair industry. Lauri was honored at the 2018 Management Conference of the International Association of Fairs and Expositions (IAFE) held in April, as a recipient of the Certified Fair Executive (CFE) designation. She was one of eight CFE recipients recognized during a ceremony at the IAFE Management Conference in Minneapolis, Minnesota.

Prior to working at The Big Fresno Fair, Lauri worked for five years at the Cal Poly Bonanza Livestock Show and four years at the California Mid-State Fair. The annual fairs have always been the highlight of each year for Lauri. When asked why she chose this area of expertise she said, "I have always loved what fairs stand for: education, agriculture and community. I wanted to be a part of something that teaches the community about the agricultural industry and creates once-in-a-lifetime experiences."



What Lauri loves about her position are the various opportunities to work with many different people and organizations at the Fair. In the fair industry, there's a new adventure each day, which is one of the things Lauri enjoys the most.

Lauri's most meaningful moment working at The Big Fresno Fair, "When I can see a child participating in something that I had a part of and you can see that they are experiencing something for the first time. The reactions on their faces are priceless; that is the reason why I love this business and will continue to work in it."

In addition to her role as Deputy Manager II at The Big Fresno Fair, Lauri is married to her loving husband Andrew and is a proud mother of two sons - Logan (13) and Dalton (12) - and her youngest, daughter Payton (7). These young Fairgoers love attending each year and they all show animals!