



FOR IMMEDIATE RELEASE

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IAFE Names Membership Development Coordinator

The International Association of Fairs & Expositions (IAFE) announced in August that Anna Wilson has joined the staff in a newly created position of membership development coordinator. Resulting from the Association's 2022 Strategic Plan to grow membership, Wilson's primary role will be to engage new members for the Association and ensure their awareness and use of member benefits and services.

Wilson hails from Garnavillo, Iowa, which is in Northeast Iowa and in Clayton County. Anna has been a part of the fair industry since she was young. She started in the kiddie calf shows, growing up through 4-H/FFA exhibiting dairy cattle, poultry, and rabbits. After high school, Anna joined the Clayton County Fair Board where she has been a board member since. She started as the Clayton County Fair Queen coordinator and then a few years ago, was elected as the Clayton County Fair secretary. The fair has always been an important part of Anna's life. She continues to give back her knowledge to young 4-H/FFA members as they are exhibiting her dairy cattle.

A graduate of University of Wisconsin-Platteville with a Bachelor of Science in Animal Science, she has been a sales specialist for New Generation Genetics in Midwestern and Western states, and also served four years as the assistant manager of the Red and White Dairy Cattle Association where she was responsible for memberships, advertising sales, coordination of trade show exhibits and meetings, as well as being the editor of Red Bloodlines magazine.

Anna and her husband, David, along with their son Lewis and Anna's parents, Mark and Rondee Troester, own and operate Rose-Maar Dairy where they milk 95 cows. In Anna's spare time, she enjoys baking, visiting with friends, being outdoors with her son, and attending local events.

Anna is very excited to join the IAFE team and family. She cannot wait to meet new people, learn more about the fair and expo industry, and gain new knowledge that will help develop the IAFE.

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The International Association of Fairs and Expositions (IAFE), based in Springfield, Mo., is a voluntary, nonprofit corporation, serving state, provincial, regional, and county agricultural fairs, shows, exhibitions, and expositions. Its associate members include state and provincial associations of fairs, non-agricultural expositions and festivals, associations, corporations, and individuals engaged in providing products and services to its members, all of whom are interested in the improvement of fairs, shows, expositions, and allied fields.