



International Association of Fairs and Expositions  
Brittney Harper  
Director of Marketing and Communications  
brittneyh@fairsandexpos.com  
800.516.0313

FOR IMMEDIATE RELEASE  
11/28/2023

**Robert Holmes, Spectrum Weather and Specialty Insurance, Inc.,  
Honored With IAFE Associate of the Year Award**

Salt Lake City, UT – The International Association of Fairs and Expositions (IAFE) proudly honors Robert Holmes, Spectrum Weather and Specialty Insurance, Inc., with the 2023 IAFE Associate of the Year award. This distinguished recognition was announced on Tuesday, November 28, 2023, at the IAFE Convention and Trade Show held in Salt Lake City, Utah.

"For the first time, the IAFE presented an Associate of the Year award and Robert was selected from several applicants," Marla Calico, CFE, President and CEO of the IAFE, said. "Robert has been a very active associate member of the IAFE, serving on committees, attending events, and serving as a sponsor."

The IAFE Associate of the Year award is to recognize an outstanding individual IAFE associate member.

From the beginning, the mission of Spectrum has been to be laser-focused on customer service and to create innovative solutions to the issues that plague those with financial exposure to weather. Holmes has led the way regarding the implementation or design of non-standard weather policies, such as stepped rain coverage, cancellation insurance with rain, and most recently, the development of a heat-index insurance policy.

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 interested in improving fairs, shows, expositions, and allied fields. For more information, visit [www.fairsandexpos.com](http://www.fairsandexpos.com), follow the IAFE on Facebook or Instagram, or call 800.516.0313.

###

---