



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

**Alicia Shoultz, CFE, Ohio State Fair, Honored With Rising Star Award**

Salt Lake City, UT – The International Association of Fairs and Expositions (IAFE) proudly honors Alicia Shoultz, CFE, Ohio State Fair, with the Rising Star Award. This distinguished recognition was announced on Tuesday, November 28, 2023, at the IAFE Convention and Trade Show held in Salt Lake City, Utah.

"Alicia has been an integral part of the IAFE and the fair industry by leading IAFE Committees, previously serving as a member of the Young Professionals Steering Committee, as a Zone Director on the IAFE's governing Board of Directors, and currently serves as the 2024 Convention Program committee chair," Marla Calico, CFE, President and CEO of the IAFE, said. "We are proud to honor Alicia with the much-deserved Rising Star Award."

Sponsored by Wade Shows, Inc., this award recognizes a young person that demonstrates leadership in the IAFE.

Shoultz has seen the Ohio State Fair through changes and challenges since her internship in 2005, including the constant evolution of social media, starting a podcast, introducing infant care and nursing stations, and navigating a crisis in the national spotlight. In September 2019, she was promoted to Assistant General Manager. During the pandemic, Shoultz was even temporarily reassigned to the Ohio Department of Health, where she served as press secretary and managed COVID communications.

Most recently, Shoultz has been seeing the Ohio Expo Center through a master planning process and implementation of the first phase of the plan. Demolition started earlier this month, and they will open two new buildings in time for the 2026 Ohio State Fair.

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.

###

---