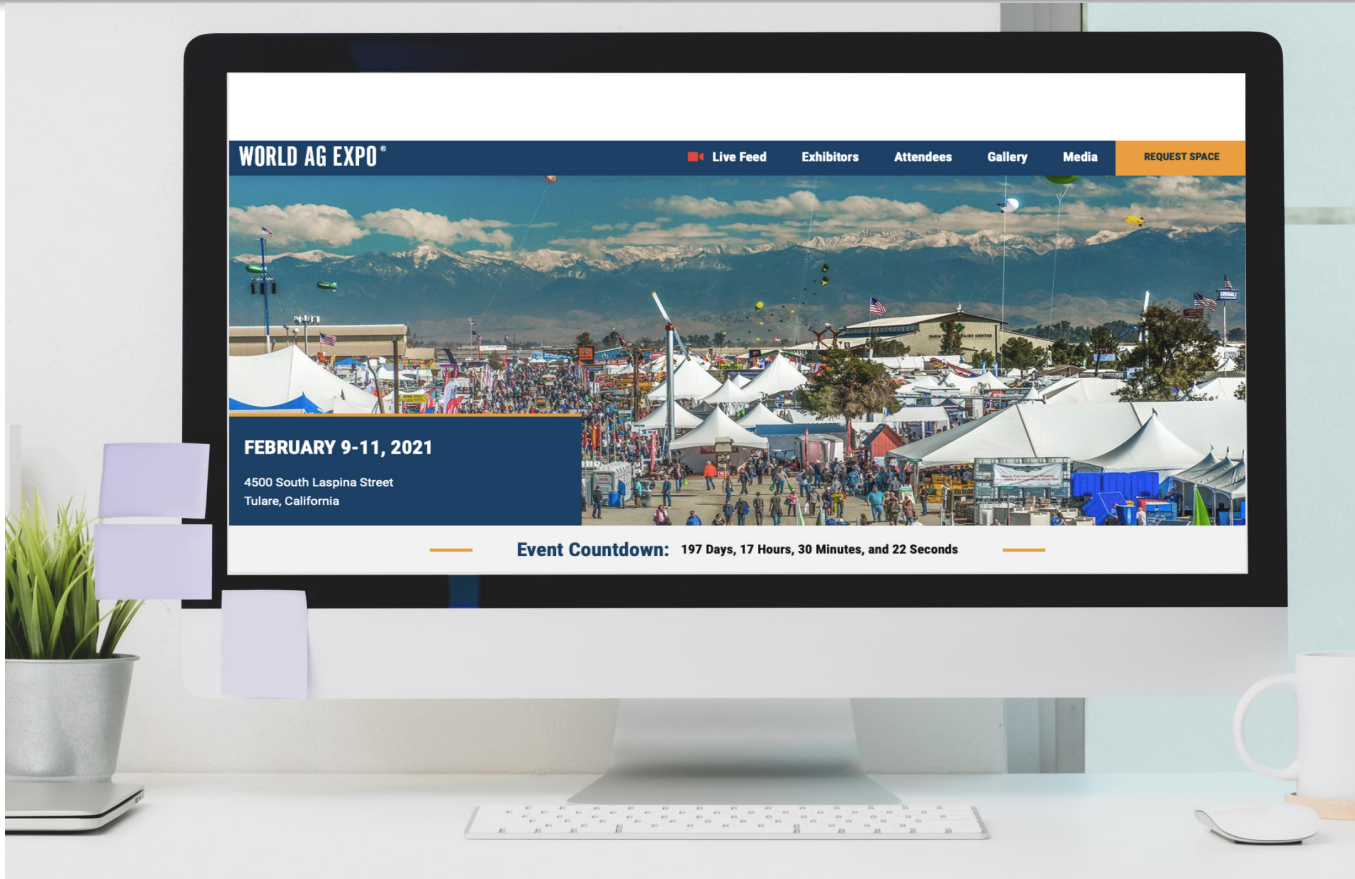


# Orange Jacket Update

International Agri-Center® & World Ag Expo® Volunteer Newsletter

August 2020

## International Agri-Center® Launches New Website



Tulare, CA • Tuesday, August 19, 2020 - The International Agri-Center® is pleased to announce the launch of its newly redesigned website at [www.internationalagricenter.org](http://www.internationalagricenter.org). The website boasts a clean modern design, improved functionality, and quick and easy access to essential information.

The International Agri-Center® collaborated with the website development team at Digital Attic in Clovis, CA to make the website revamp a reality. The primary goal of the redesign process was to create an easy-to-navigate browsing experience with an aesthetically pleasing look for their valued customers.

“After many months of hard work and dedication from our team and digital marketing agency, Digital Attic, we are thrilled to make this announcement and see our new website go live!” said Hayley Marciochi, International Agri-Center® Marketing Coordinator and project lead for the website redesign. “We’ve transformed our previous website into a cutting-edge site with enhanced content, greater mobile device compatibility, and many more features that will make the browsing experience more enjoyable.”

# Orange Jacket Update

International Agri-Center® & World Ag Expo® Volunteer Newsletter

August 2020

The new website incorporates all International Agri-Center® events and resources into one place. Users will experience brand new World Ag Expo®, California Antique Farm Equipment Show®, Facility Rentals, and AgVentures!® sites.

“Digital Attic has attended the World Ag Expo® for many years and it has become one of our favorite events,” said Troy Vasquez, Digital Attic CEO. “It was exciting to have the opportunity to re-build this multi-site project for IAC. We look forward to our continued partnership with the team to track, analyze, and optimize their platform.”

World Ag Expo® exhibitors and attendees from all over the world will find that booking a booth and planning their show is now easier than ever. Clients who wish to book one of the International Agri-Center® facilities for an event, will now have access to request a quote or book a tour online. Students and teachers who want to learn more about agriculture will now have access to many educational resources, including videos, curriculum, and more.

“Digital Attic and our team did an outstanding job updating our online presence,” said Jerry Sinift, International Agri-Center® CEO. “Troy and his team at Digital Attic listened to our needs and developed creative and practical ways to make the vision a reality. The new sites are visually interesting, informative, and more than we could have hoped for.”

To view the new websites, please visit the following addresses:

International Agri-Center® - [www.internationalagricenter.org](http://www.internationalagricenter.org)

World Ag Expo® - [www.worldagexpo.org](http://www.worldagexpo.org)

Facility Rentals - [www.events.internationalagricenter.org](http://www.events.internationalagricenter.org)

AgVentures!® Learning Center - [www.iacagventures.org](http://www.iacagventures.org)

California Antique Farm Equipment Show® - [www.antique-farmshow.org](http://www.antique-farmshow.org)

## AgVentures!® goes virtual

The AgVentures!® on the Go! Van has been on the road creating a series of educational videos for teachers, students, and the public to learn about agriculture. AgVentures!® is going out to farms, ranches, and ag industry businesses to allow ag professionals to share their stories. If anyone would like to join the journey and have AgVentures!® visit your farm, please email [agventures@farmshow.org](mailto:agventures@farmshow.org).



# Orange Jacket Update

International Agri-Center® & World Ag Expo® Volunteer Newsletter

August 2020

## International Agri-Center® News

### FROM THE DESK OF JIM PARSLEY, 2020 WORLD AG EXPO® CHAIRMAN

The year of 2020 will forever be a year of memories. The term 20/20 usually refers to vision and our ability to see well. We went into the year of 2020 with a theme of Focusing on Ag. And with that in mind, the greatest team of volunteers brought the best of agriculture to World Ag Expo® 2020. From the setup to take down, our team of volunteers made everyone shine. We had visitors from foreign countries stopping me and praising your presence at the show. Visitors from all over the state and every walk of life praising the team of orange coated volunteers that were eager to help and serve.



It is with great pride that I have the opportunity to thank you for your time, devotion, and spirit in serving

others, and giving back to our community. COVID-19 prevented me from the opportunity of thanking each and every one of you in person. It prevented us from having a "Thank you Dinner." I was looking forward to enjoying a great meal, a lot of laughs, looking at farm show photos, a few drinks, and most of all, enjoying friends. We have been blessed this year. We may be the only farm show to have a show in the nation for the year of 2020. About 35 charities, who have food booths at our show, were able to fund projects after our show. I pray for you and your families, that you and they are safe.

For those that are in poor health, that you are restored to better. I am thankful for this show. It brings employment, prosperity, and a high sense of civic responsibility. You are the show!

**THANK YOU FOR ALLOWING ME TO BE THE CHAIRMAN OF WORLD AG EXPO® 2020.** You set the pace, I just tried to keep up.

Thank you,  
Jim and Cheryl Parsley



# Orange Jacket Update

International Agri-Center® & World Ag Expo® Volunteer Newsletter

August 2020

## World Ag Expo® News

### Get to Know World Ag Expo® 2021 Chairman, Steve Wilbur!

Steve Wilbur is a life-long resident of Tulare, CA and a graduate of College of the Sequoias, Visalia campus.

Steve is a partner of SBS AG and has farmed for over 45 years. He oversees the production and operation of Alfalfa, Black-eye beans, Corn, Cotton, Pistachios, Almonds, and Wheat, as well as a dairy operation.

Steve's family has been farming on Road 52 since his grandfather settled in the area around 1900. Steve, his father, his brother Bob, his son Blake, and his son-in-law Sean continue to farm in this area.

Steve is actively involved in community and agriculture service and holds, or has held positions with the following organizations:

- International Agri-Center®, Board Member:

Steve first volunteered in 1982. His father-in-law, Harold Greaver, who had been a long-time volunteer, asked him to help at the new location of the farm show. Steve spent that first day jumping on the running boards of trucks with a show guide directing drivers to booths and spaces.

He worked at East Office for several years, but then took some time away to tend to work duties. He returned as a volunteer when he was nominated to the International Agri-Center® Board of Directors. When his cousin Don Brown came down with pneumonia in February 2012, Steve took over parking lot space marking.

- Mid-Valley Cotton Growers, Inc., Board President
- California Cotton Ginners and Growers Association, Board Member
- California Cotton Alliance, Board Member
- Cotton Council International, Advisor
- Tulare First Baptist Church, Past Board Member

Steve enjoys traveling and spending time with his wife Roni, their children, and grandchildren.



# Orange Jacket Update

International Agri-Center® & World Ag Expo® Volunteer Newsletter

August 2020

## World Ag Expo® News

### Introducing 2022 World Ag Expo® Chairman, George Pierce!

#### Q: What year did you start volunteering?

**A:** I have only missed one show (2008) since the show started in 1968. I was in FFA at Tulare Union High School and got to help with the first show at the Fairgrounds.



In April 2016 I became a board member of the International Agri-Center® and have been serving on the board and presently I am the Vice President of the board. I have helped where I can such as marking spaces prior to the show. I truly look forward to when I retire and will have the opportunity to volunteer more and certainly will be available to help whenever I am needed!

#### Q: How have you been involved with agriculture throughout your life?

**A:** My family moved to Tipton in 1959 from Oklahoma; I was nine years old. We lived on my uncle's farm west of Tipton. I grew up on that farm. I participated in FFA at Tulare Union High School and served as an officer three of my four years in high school.

I had various projects such as four acres of cotton on the high school farm that I farmed for two years. I raised Yorkshire hogs as a breeding project and had several sows and one boar that I used for commercial breeding.

I attended Cal Poly – San Luis Obispo and graduated with a Bachelor of Science degree in Mechanized Agriculture. I was hired by Sperry New Holland right out of Cal Poly. They were known for building the best hay and

I then went to manage A & D Equipment, a large Massey Ferguson dealer with three stores. I managed their Stockton store for one year until A & D Equipment became financially challenged and they closed their Merced and Stockton locations, and eventually closed their main store in Turlock.

I went to Pioneer Equipment and managed their Bakersfield International Harvester dealership for two years until the Case International Harvester merger and my store was eliminated. I then became Manager of North Kern Machinery in Delano, a John Deere dealership that I managed for 23 years.

In 2009, I became Manager of Garton Tractor, a New Holland dealership Tulare and have worked there the past 12 years. All I have ever known is the farm equipment

#### Q: Tell us about your family.

**A:** I married my wife Dee on August 8, 1970. We have one son and twin daughters. Overall, we have 11 grandchildren!

# Orange Jacket Update

International Agri-Center® & World Ag Expo® Volunteer Newsletter

August 2020



INTERNATIONAL AGRICENTER® PRESENTS:

## AgVentures!<sup>®</sup> GOLF TOURNAMENT

FRIDAY | OCTOBER 16 | 2020

HOLE-IN-ONE CONTEST SPONSORS | HYDRATION SPONSORS \$2,000 | GIFT SPONSORS \$2,000  
PUTTING SPONSOR \$1,500 | AGGIE SPONSORS \$1,000 | TEAM SPONSORS \$600  
AG SPONSORS \$250 | CASH DONATIONS & RAFFLE ITEMS WELCOMED

**TULARE GOLF COURSE**  
REGISTRATION: 7:30 A.M.  
SHOTGUN START: 8:30 A.M.  
\$150 PER GOLFER  
FOUR-PERSON SCRAMBLE

AgVentures!<sup>®</sup> Learning Center & Tractor Museum  
features interactive, hands-on exhibits educating children about where their food and  
clothes comes from. Ag education events and programs are also hosted throughout  
the year.

International  
AGRI-CENTER

559.688.1030 | 4500 S. LASPINA ST. | TULARE, CA 93274 | [WWW.IACAGVENTURES.ORG/EVENTS](http://WWW.IACAGVENTURES.ORG/EVENTS)

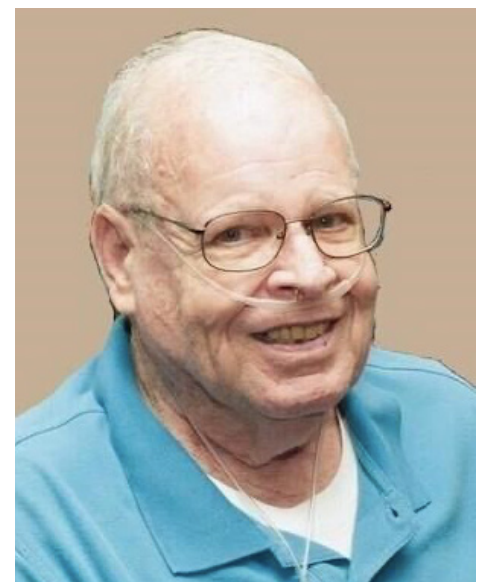
## AgVentures!<sup>®</sup> Golf Tournament

Like to Golf? Want to support the AgVentures!<sup>®</sup> Learning Center & Ag Education Programs? Join us on Friday, October 16, for a day of golfing and fun at the Tulare Golf Course!

Not a Golfer? We have plenty of other ways you can support us! We also have sponsorship opportunities and are looking for raffle donations. Registration begins at 7:30 a.m. and the tournament kicks off with a shotgun start at 8:30 a.m.

## Passing of Ronald “Bacchus” Clark

We send our condolences to the family of Ronald Clark who passed away on August 7, 2020. Ronald served on the Special Event Committee for many years at World Ag Expo<sup>®</sup>. A celebration of his life was held on August 18 at Salser & Dillard Funeral Chapel. Our thoughts and prayers are with the Clark family during this time of grief.



## We want to hear from you!

This newsletter is about volunteers and IAC activities. We want to share any news you have that you'd like to share with the volunteer community. If you have a new baby or grandbaby, wedding anniversary, retirement, loss of a loved one, or someone we can keep in our prayers, please let us know so we can include it in our newsletter!

Please contact Theresa Luci with any volunteer news at 559.688.1030 or [theresa@farmshow.org](mailto:theresa@farmshow.org)

# Orange Jacket Update

International Agri-Center® & World Ag Expo® Volunteer Newsletter

August 2020

## AUGUST BIRTHDAYS

Judi Singer	Vic Devries	Bridget Kidder	Dean Tolbert	Irma Decker
Diedra Alves	Chris Lyon	Gayeann Mascarenas	Jim Williams	Greg Dessel
Lisa Carvalho	Peter Rojas	Becky Molles	Steve Guyette	Elizabeth Fletcher
Bill Ferguson	Donna Schauland	Erin Morgan	Cameron Whitworth	Cynthia Nesmith
Joe Romanini	Paul Simon	Clayton Searcy	Craig Williams	Michael Pena
Jack (Yahpy) Vander Feer	Lynn Svensk	Don Smith	Steve Southworth	Frank Rodriguez
Marina Barra	Barbara Young	Loretta Macedo	Diane Ellison	Lori Swall
Terry Mergan	John Alves	Dustin Swall	Janice Moore	Cyndi Ybarra
Estela Ortega	April Beck	Lisa Anthony	Michael Quinonez	Felomena Barcellos
Pete Rietkerk	Dayton Kitterman	Paula Burt	Tony Santos	Sharon Bradley
Yolanda Abundis	Garrett Morris	Heather Christenson	Gene Somawang	Anne Jucutan
John Caudle	Darlene Thompson	Richard Jucutan	Lucas Alves	Margaret Pires
Brent Daniel	Bob Bates	Agapito Gapo Limon	Linda Dawyot	Laura Dennis
Vicki Gilson	Anthony Simoes	Robert Tomasevich	Leslie Ann Eller	Chris Gutierrez
Jose Ramirez	Wyatt Gomez	Ana Enriquez	Cherie Hohlbauch	John Leland
Sandra Stover	Leroy Owings	Jerry Hope	Andre Khal	Brandon Walker
Merdjana Abdelmalek	Eddie De Los Reyes	Claudia Huff	Elizabeth Rosney	Nicole Clark
Ken Bridges	Margo Kight	Julie Leighty	Brian Ivie	Lee Ribeiro
Robert L. De Los Santos	Fil Martin	Michael Miller	Jim Razor	Leonel Ribeiro
Donnie Pacheco	Kay Quick	Hipolito Tavarez	Toni Rogers	Terry Searcy
Mickey Seaman	Paige Boesch	Scott Taylor	Antaneah Ruiz	
James Witherspoon	Mimi Box	Denyse Weaver	Jan Alexander	
Tom Annear	Cecilia Hernandez	Bob Bishop	Nancy Crase	
Fereleen Schultz	Sherry Luiz	Traci Gomez	Sierra Hillyard	
Mike Shaffer	Lorene Simon	Marvin Hansen	Kevin Hofstee	
Cecil Ellison	Angelique Vieira	Carolyne McGre- gor-Long	David Machado	
Diane Michigian	Whitney Scarbrough	Tracy Reynolds	Stacie Moreno	
Chance Smith	Linda Coito	Javier Rojas	Miguel Alvarez	
Steve Wilbur	Peggy Petersen		Joe Calvillo	