

# Orange Jacket Update

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

December 2020

## World Ag Expo® Goes Online!



Tulare, CA – For the first time in show history, the 2021 World Ag Expo® will be an online event February 9-11. Officials at the International Agri-Center® announced the cancellation of the live event on September 14, and spent the next month carefully weighing the implications of a digital show.

“A digital show is not a replacement for a live event like World Ag Expo,” said Jerry Sinift, International Agri-Center® CEO. “But the ag industry has never stopped working, and neither will we. Ag is essential and so is our job as a trade show to bring buyers and sellers together. We’re just going to do it a little bit differently in 2021.”

World Ag Expo® will work with Map Your Show, an industry leader in event and conference management software. The Map Your Show team has executed more than 120 digital trade shows since March.

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While most digital trade shows have limited their online show to their traditional dates, the World Ag Expo® team is taking a year-long approach.

“Instead of just a one-week show, we will be supporting our exhibitors and the online site throughout 2021,” said Jennifer Fawkes, International Agri-Center® Marketing Manager. “Each exhibitor has a micro-site within the show to share information and hold live chats, along with many other options. These can be changed during the year. As organizers, we will have online seminars, the Top-10 New Products Contest, and more new content being released throughout the year.”

World Ag Expo® Online will kick off February 9-11, 2021 – the original show dates. Live events and seminars will be scheduled 9:00 a.m. – 4:00 p.m. PST each day, but content will be available on-demand at no charge to attendees around the clock.

Seminars will be presented online by exhibitors, California State University – Fresno, Irrigation Association, Center for International Trade Development, and many more. The schedule will be finalized in January and will be available for attendees to begin planning their viewing schedule.

One feature World Ag Expo® will carry over from the live show is the Exhibitor Guide.

“Many of our attendees like to have a catalogue of the show to keep after World Ag Expo is over,” said Wally Roeben, International Agri-Center® Show Manager. “It’s a great resource and we’re excited to make it available nationwide.”

New Holland dealers across the United States will have copies of the 2021 World Ag Expo® Online Exhibitor Guide available for pick-up beginning January 25, 2021. Additional copies will be mailed to past show attendees. To make sure you are on the mailing list, please complete the form at <https://bit.ly/WAE21Mail>.

Exhibitors are adding content to their microsites now through February 5, 2021. Attendees can preview the platform at <https://bit.ly/WAE21Online>. To have free access to all content, users can register for their My Show Planner to save their must-visit exhibitor list, set reminders for events, download content, email exhibitors, and more.

To stay up-to-date on World Ag Expo® information year-round, join the email list at <https://bit.ly/WAEupdates>.

## 2021 World Ag Expo® Top-10 New Product Winners Announced

Our picks for the Top-10 New Products of 2021 are out! See them now at <https://www.worldagexpo.com/attendees/top-10-new-products/>.

Thank you to Bank of America for your continued support of innovation in agriculture!



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## International Agri-Center® Updates

### Christmas Brunch with Santa: Sunday, December 13 Cancelled

Due to the COVID-19 Regional Stay Home Order, the Drive-Thru Brunch with Santa has been canceled.

We understand this has become a family holiday tradition for many of you. While we are disappointed to cancel this event, we want to keep our community healthy and safe this holiday season.

The event has not been rescheduled, but we will keep a record of your ticket reservation and contact you if another event is able to happen.



### Condolences to the Wiedeman Family

We send our condolences to the family of Mary Wiedeman, who passed away on November 23, 2020. Mary was a longtime volunteer at World Ag Expo® for 44 years. Mary also volunteered for the California Antique Farm Equipment Show® for 17 years. A celebration of her life was held on Monday, December 7, at Miller's Tulare Funeral Home. Our thoughts and prayers are with the Wiedeman family during this time of grief.

### Condolences to the Flores Family

We send our condolences to the family of Kathleen Flores, who passed away on December 6, 2020. Kathleen previously worked as a bookkeeper for the International Agri-Center®. Kathleen's family is planning a celebration of life to be held in March, 2021. Our thoughts and prayers are with the Flores family during this time of grief.

### Condolences to the Boyer Family

We send our condolences to the family of Marjorie Boyer, who passed away on December 7, 2020 at the age of 98. Marjorie was a volunteer at World Ag Expo® for many years. A celebration of her life was held on Monday, December 14, at the Tulare Cemetery. Our thoughts and prayers are with the Boyer 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).



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## International Agri-Center® Updates



**International AGRI-CENTER**

**THE BIG TULARE**

**SWAP-O-RAMA**  
CLASSIC CAR PARTS & MOTORCYCLE SWAP MEET

WELCOME TO TULARE

CALL (559) 688-1030 TO RESERVE YOUR SPACE

Reserving your space is easy! Contact us Monday thru Friday, 9am till 5pm (559) 688-1030. We accept PayPal, Visa, MC, AMEX, Check, Money Order, & Cash. All pre-registration must be completed by 4pm Thursday before the swap meet!  
INTERNATIONALAGRICENTER.ORG 4500 S. LASPIÑA TULARE, CALIFORNIA

LARGE SWAP SPACES | PAVED CAR CORRAL | COMMERCIAL VENDORS | GASOLINE ALLEY | AUTOMOBILIA

### TURN THOSE OLD PARTS INTO CASH!

<b>SWAP SPACE</b> 20'X40' \$50 PRE-REGISTERED  Friday Move-In 9am-9pm Saturday 6am-7:30am  SPACE \$60 ON FRIDAY MOVE-IN & SATURDAY  2 WRIST BANDS  CAMP IN YOUR SPACE FRIDAY NIGHT	<b>CAR CORRAL</b> PARKING SPACE \$30 PRE-REGISTERED  Friday Move-In 9am-9pm Saturday 6am-7:30am  SPACE \$40 ON FRIDAY MOVE-IN & SATURDAY  2 WRIST BANDS MUST FIT IN SPACE TRAILER PARKING ADJACENT TO CAR CORRAL	<b>RV PARKING</b> \$30 PRE-REGISTERED  Friday Move-In 9am-9pm \$40 ON FRIDAY MOVE-IN  DRY CAMPING ONLY!  2 WRIST BANDS \$10 FOR ADDITIONAL WRIST BANDS RV PARKING ADJACENT TO SWAP AREA	<b>COMMERCIAL</b> SPACES PLEASE CALL THE INTERNATIONAL AGRI-CENTER TO RESERVE YOUR SPACE  Friday Move-In 9am-9pm Saturday 6am-7:30am  4 WRIST BANDS \$10 FOR ADDITIONAL WRIST BANDS
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\$10.00 ADMISSION FOR ADULTS, 12 YEARS & UNDER FREE! GATES OPEN SATURDAY AT 7:30 AM

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