

Orange Jacket Update

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

July 2021

World Ag Expo® Update



2022 World Ag Expo® On-Track for February

World Ag Expo® will return live to the International Agri-Center® showgrounds in Tulare, CA for the 2022 show. The COVID pandemic forced a transition to a digital format for the 2021 show year.

“We are excited to be back on track,” said Jerry Sinift, International Agri-Center® CEO. “The 2020 show was fantastic but was followed by COVID uncertainty. Our team did an amazing job creating a solid digital show for 2021 and now we’re all happy to be planning a live event for 2022.”

Exhibitors have been renewing their spaces in droves since March with 68% of booth spaces already sold. Another 10% of spaces are pending as returning exhibitors are requesting expansion of existing space and new exhibitors are signing up for the first time. Major manufacturers including John Deere,

Orange Jacket Update

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

July 2021

AGCO, Case IH, New Holland, Kubota, and Kioti have all committed to the February event.

“We’re getting a lot of positive feedback from exhibitors,” said Lisa McCrea, Exhibitor Services Leader. “They are eager to be here with us in 2022 and are looking forward to a great show!”

The return of the live event is also an economic boon for the Central Valley and California. In 2020, World Ag Expo® generated \$52.3 million in economic output, supported 568 jobs, and contributed \$20.3 million in labor income in California. Tulare County saw the most benefit where spending totaled \$30.9 million, supported 384 jobs, and contributed \$12.6 million in labor income. [1]

The 2021 World Ag Expo® Online continues to attract visitors and has new content available to users each month. June is featuring 31 dairy and livestock seminars with more than 100 exhibitors available in the same categories. July will focus on Irrigation; the full 2021 editorial calendar can be viewed at <https://bit.ly/WAEOnlineEditorialCalendar>. Attendees can visit the online show for free and just need to set up a free My Show Planner account to view seminars. To get started visit <https://bit.ly/WAE21Online>.

The 2022 World Ag Expo® is scheduled February 8-10 at the International Agri-Center® in Tulare, CA. Ag businesses interested in becoming an exhibitor can request space at <https://bit.ly/WAE22GetSpace>.

###

[1] 2020 World Ag Expo® Economic Impact Study by Beacon Economics, https://www.worldagexpo.com/wp-content/uploads/sites/2/2021/06/WorldAG_Expo_ImpactStudy.pdf



Orange Jacket Update

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

July 2021

World Ag Expo® News

July is Water & Irrigation Month!

This month we're highlighting Exhibitors in the Water & Irrigation sector. Our World Ag Expo® Online Exhibitors have a product, service, or expert information to help you!

July Product Categories:

- Engines, Motors, Pumps
- Irrigation Equipment
- Pumps, Compressors
- Tanks, Containers, Storage
- Water, Well Services

Check out these product categories today at <https://bit.ly/WAE21Online>.

See all of the Product Categories <http://bit.ly/WAE21ProductCategories> or search the Product Gallery <https://bit.ly/WAE21ProductGallery>.

We want to hear from you!

This newsletter is about volunteers and IAC activities. We want you to share any news you have with the 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 Hayley Marciochi with any volunteer news at 559.688.1030 or hayley@farmshow.org.



World Ag Expo® Presents Valley Children's Healthcare with Check

The International Agri-Center®, World Ag Expo® and the Central Valley Toyota Dealers presented a check in the amount of \$68,400 to the Guilds of Valley Children's Healthcare on Friday, June 9.

The World Ag Expo® Toyota Tundra Giveaway check represented the total funds raised by the Guilds who participated in World Ag Expo's® Toyota Tundra Giveaway by selling chances to win a new 2021 Tundra. The proceeds from the giveaway directly benefit Valley Children's.



Orange Jacket Update

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

July 2021

IAC News

Calling all Volunteers!

Send us a photo of you in your orange jackets along with your name, committee, and the reason you're excited for the 2022 show. We will share it on social media to get attendees and exhibitors ready for 2022!

Send your photo and information to marketing@farmshow.org to be featured.



Staff Updates

AgVentures!® staff update

Ag Education Manager Kerissa Chapman, has left the International Agri-Center® after 12 years. We will miss Kerissa and wish her the best as the new Marketing Manager at E.M. Tharp!

We will be hiring an Ag Education coordinator in the near future.

Facility Rentals staff update

Facility Rentals Manager Morganne Clark has left the International Agri-Center® after three years. We wish Morganne the best in her future endeavors!

We'd like to congratulate staff member Adrianna McCoy for being promoted to Facility Rentals Manager!

Condolences to the Alves Family

We send our condolences to the family of John Alves, who passed away on June 25, 2021. John volunteered in the West Office at World Ag Expo® for many years.

A celebration of his life was held on Friday, July 2, 2021, at Salser & Dillard Chapel. Our thoughts and prayers are with the Alves family during this time of grief.



Orange Jacket Update

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

July 2021

JULY BIRTHDAY'S

Dolores Alarcon
Dustin Allen
Elliot Allen
Neil Anderson
Brittany Atchison
Doug Barnhart
Kyle Basti
Mike Batten
Esther Bermejo
Rick Borges
Barbara Brannon
Dave Broyles
Brian Calemмо
Cindy Calemмо
Jorge J. Calva
Dan Castro
Bethany Christenson
Don Cordeniz
Giovanni Cortez
Garrett Costa
Everett Crook
Mark De Lima
Lucille Demetriff
Ken Dodson
Richard Dunkin
Rhea Ann Enas
Tom Finn
Eric Fjeldsted
Kathy Fletcher
Kimberly Flora
Ray Frاسquillo
Peggy Sue Gilreath
Sally Hansen
Carol Hendon
Sheila Hernandez
Cody Hipp

Tricia Hire
Harold Hoefling
Dillon Hott
Don Hott
Renee Ivey-Tucker
Ken Jennings
Marsha Jeter
Joe Jones
Michelle Jump
Robert Keeley
Russell Keeley
Keith Kizziar
Cedric Kleinhans
Sue Koontz
Randy Kuntz
Tom Lampe
Marc Limas
Earl Limon
Noreen Livingston
Ray Machado
Jim Marcom
Ron Marks
Jose Marquez
Diane Mathis
Ed Mayo
Betsy McFarland
Frank Mello
David Mendonca
Mark Merzoian
Elaine Mings
Craig Monteiro
Andrea Moore
Larry K. Moore
Tim Murphy
Kyle Nelson
Hayley Nimitz

Michael Nimitz
Joseph Ouassil
Jeff Overacker
Charla Patterson
David Pelton
Rosemary Perez
Dan Peters
Darcy Phillips
George Pierce
Jim Pyle
John Quinonez Jr.
Vince Quinonez
Alezandra Ramirez
Patty Rocha
Danny Salcedo
Blondina Scherr
Jodi Searcy
Linda Seargeant
Joseph Serpa
Debbie Shaw
Kathy Smith
Joe Sorce
Barbara Springer
Andrew Stanley
Mark Swall
Charlie Taylor
Haylee Travis
Bobby Uchita
Christina Vieira
Gerry Ward
Dorothy Warren
Sherwin Westra
Bill Wheatley
Jennifer White
Josh Woodand
Kim Wright
Brenda Yanez