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Jessica Underberg Recognized as Rising Star

LAS VEGAS, NV — November 30, 2011 — Today at the International Association of Fairs and Expositions (IAFE) 121st Annual Convention, Jessica Underberg of the Erie County Fair, Hamburg, N.Y., was honored with the Rising Star Award, according to the IAFE President and CEO Jim Tucker. The convention is taking place Nov. 28-Dec. 1 at the Paris Hotel in Las Vegas, Nev.

The Rising Star Award was created by the IAFE Young Professionals Initiative (YPI) to recognize leadership and industry contributions of IAFE members, age 40 and younger. Nominees are any employee, volunteer, or board member under age 40 of a member fair, show, exposition, or exhibition in good standing with the IAFE. The award was presented by Past National FFA Officer Chase Rose.

Ms. Underberg has been with the Erie County Fair, in Hamburg, N.Y., for 15 years and was named the assistant fair manager in November of 2010. She also serves the fair as the agricultural manager. Her impact on the Agriculture and Competitive Exhibits departments at the fair has been immense, according to Manager Dennis Lang. She has added entire new shows, and some divisions that have not had any entries for years are now thriving.

Ms. Underberg is actively involved with the International Association of Fairs and Expositions (IAFE). She is involved with the Young Professionals Initiative and was one of the original co-chairs of the group. She is also involved with the IAFE Competitive Exhibits Committee and is the current chair of the IAFE Agriculture Committee. She earned Certified Fair Executive status from the IAFE in 2007, and she graduated from the IAFE Institute of Fair Management in 2010. Ms. Underberg has also served on the IAFE Zone 1 Planning Committee for the last four years.

Ms. Underberg is also involved with the New York State Association of Agricultural Fairs. In January 2010, she completed her term as president of the organization - one of the youngest presidents in the 120-year history of the group.

Ms. Underberg's involvement in the fair business has taken her many places, including Scotland last June where she attended the Royal Agricultural Society of the Commonwealth's 24th Commonwealth Agricultural Conference held in Edinburgh in conjunction with the Royal Highland Show, the national show of Scotland. She represented the IAFE Young Professionals Initiative, fairs in the United States, and agriculture.

Ms. Underberg loves being involved in the fair business and is passionate about making our fairs the very best they can be. Lang said of Ms. Underberg, "No one has the same determination, desire, or will; no one is as influential and driven as Jessica Underberg."

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