

PRESS RELEASE

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FOR IMMEDIATE RELEASE

Ventura County Fairgrounds & Event Center Welcomes New CEO

Ventura, California - The 31st District Agricultural Association Board of Directors has named Heidi Ortiz as Chief Executive Officer of the Ventura County Fairgrounds & Event Center.

Ortiz has an extensive history with the Fairgrounds, having worked as an Executive Assistant to the CEO for 14 years and, most recently, as Deputy Manager. She also served as a Junior Fair Board advisor for five years.

"I am both humbled and excited for this opportunity. I'm surrounded by an amazing team that will assist me in serving the Fairgrounds' needs and the community's interests," said Ortiz. "The Fairgrounds has been my home away from home for almost 15 years; it's a place I truly treasure as both an employee and as a community member."

As CEO, Ortiz will steer the Fairgrounds into its promising future, provide leadership to staff, strengthen relationships between the Fairgrounds and the community, and work in tandem with the Board of Directors and their vision.

"Working with Heidi as a Director since 2012, I have seen the hard work, dedication, and integrity Heidi brings to our Fairgrounds," said Board President Dan Long. "Her vast knowledge of every aspect of the grounds, both during the Fair and year-round events, has shown that she is the best qualified person for this position."

The Board of Directors took the opportunity to name Ortiz as the permanent CEO in the October 22 Board Meeting.

Ortiz is a graduate of Cal Poly San Luis Obispo where she earned her Bachelors in Animal Science. She excelled in academics and athletics, having played four years of collegiate soccer; a two-year team captain. When she's not at the Fairgrounds, Ortiz enjoys spending time with her husband, daughter, and son.

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About the Ventura County Fairgrounds & Event Center:

There's no place like it! The Ventura County Fairgrounds & Event Center is a 62-acre multi-use event venue just steps from the beach. With 135,000 square feet of versatile indoor and outdoor event space, a motorsports racetrack, horse stalls, equestrian arena, palm tree-lined Main Street, and exhibit buildings available for rent, the Fairgrounds serves as the community's central gathering place. Learn more about the Ventura County Fairgrounds & Event Center at www.VCFair.org.

**Ventura County Fairgrounds & Event Center
10 W Harbor Blvd., Ventura, CA 93001**