

Dale Coleman**Vice President - Sales and Marketing, General Manager - Conventions and Expositions****Joined Fair Association: 1990**

Dale Coleman was named vice president of sales in March 1997 and vice president of sales, marketing and creative programming in 2002. He is responsible for developing objectives, policies and programs for marketing activities for the organization and oversees all areas of year-round sales, sponsorship sales, commercial sales, marketing, advertising, promotions, public relations, creative development and entertainment. He previously worked as manager of special production projects for General Dynamics Corp. in Pomona where he was honored with General Dynamics Extraordinary Achievement Award in 1984 and 1987. He formerly served on the board of directors of International Association of Exhibition Managers, now Int'l Association of Expos & Events, southwestern states chapter. He is a member of the National Association of Consumer Shows and International Assn. of Assembly Managers and was a former board member La Verne Chamber of Commerce. He also volunteers as a La Verne Little League coach. Coleman is a graduate of Public Facility Management School at Oglebay, West Virginia and a graduate of University of La Verne with a B.A. in social science. He has 21 years experience in the Fair industry.