



WISCONSIN STATE FAIR PARK BOARD OF DIRECTORS

2023

Introduction

AGENCY DESCRIPTION

The Wisconsin State Fair Park Board of Directors includes seven members appointed by the Governor, with the advice and consent of the Senate. It also includes four state legislators, the Secretary of the Department of Tourism and the Secretary of the Department of Agriculture, Trade and Consumer Protection. The Board is directed to oversee the Fair Park, set policy and appoint a Chief Executive Officer to manage and supervise the 200 acres for the annual 11-day State Fair, Harvest Fair, and multiple regional and local events on a year-round basis.



State Fair Park is a year-round entertainment venue that hosts activities, events, meetings and more. Home to the Exposition Center, Tommy G. Thompson Youth Center, Milwaukee Mile Speedway, Wisconsin Products Pavilion and many other facilities, hundreds of events are held at the Fair Park each year, including the annual Wisconsin State Fair, presented by U.S. Cellular. The Fair welcomes an average of one million guests each year, and other events held at the Fair Park bring in another one million visitors annually.

MISSION STATEMENTS

Wisconsin State Fair Park:

Provide a leading year-round venue for agricultural, exhibition, sports, entertainment, cultural and educational uses to provide positive economic impact to the state of Wisconsin and social benefits to its residents and visitors, ultimately moving the state FORWARD.

Wisconsin State Fair:

Celebrate the rich history and promising future of the State of Wisconsin by promoting agriculture and other industries paramount to state's success, through education, participation, and competition. Provide a fun, family-friendly, affordable, and safe event for visitors of all ages and ethnicities, creating memories and traditions to be carried on for generations.

2023 WISCONSIN STATE FAIR

The 2023 Wisconsin State Fair, presented by UScellular, will take place Thursday, Aug. 3 – Sunday, Aug. 13. The fair offers a unique experience to all who attend and is an exceptional value featuring diverse entertainment, thrilling rides and games in SpinCity, the state's largest agricultural showcase, family-friendly activities and events, contests, shopping and culinary delights.

For the most up-to-date information please visit [WiStateFair.com](https://www.wistatefair.com) or */WiStateFair* on [Facebook](https://www.facebook.com/WiStateFair), [Twitter](https://twitter.com/WiStateFair) and [Instagram](https://www.instagram.com/WiStateFair).



Wisconsin State Fair Park Management

Shari Black serves as Executive Director and CEO of Wisconsin State Fair Park. Her career began at the Waukesha County Fair, where she served as Executive Director for 15 years. She transitioned to State Fair Park in 2016, first serving as Senior Director of Event Services.

In 2019 Shari assumed the role of Chief Programming Officer, managing rides, attractions, agriculture, competitive exhibits, entertainment, and vendor services. Growing up in Waukesha, Wis., she proudly exhibited livestock at both the Waukesha County Fair and Wisconsin State Fair.

Shari has a bachelor's degree from Carroll University. She is a past president of the Wisconsin Association of Fairs and has chaired several committees for the International Association of Fairs and Expositions (IAFE). She holds a Certified Fair Executive (CFE) designation through the IAFE and sits on the board of the Outdoor Amusement Business Association (OABA) and the Advisory Committee of the National Independent Concessionaires Association (NICA).



Chris Kowieski serves as Chief Operating Officer, overseeing the Operations Division, which includes Facilities, Event Services and Transportation/Gates/Parking. He joined the State Fair Park staff 27 years ago in the facilities department. After working as a high school Social Studies teacher and serving in Operation Iraqi Freedom, he returned in 2011.

Mitch Winter serves as Chief Financial Officer. He joined the State Fair Park team in 2019 after serving as CFO at Milwaukee-based Advertising Agency Laughlin Constable as well as ASQ. Mitch oversees the Finance team as well as Admissions.

Samantha Dennis, Chief Organizational Development Officer, oversees Human Resources, Payroll, Benefits, and Information Technology (IT). She joined State Fair Park full-time in 2016 after running an event planning company out on the East Coast and throughout Wisconsin.

Jen Puente serves as Chief Marketing Officer, overseeing the Marketing Division. She has worked at State Fair Park for nearly 20 years in various sponsorship and marketing roles, including Director of Marketing & Partnerships. She now oversees Advertising, Sponsorship, Creative Services, Guest Relations and Group Sales.

Kristi Chuckel, Chief Administrative Officer, manages government and board relations while also overseeing the Vendor Services Department. She develops crisis communication plans and serves as PIO for the State Fair Park Police. Kristi began her tenure at State Fair Park in 2009 in Marketing and Public Relations, transitioning to Public Affairs for several years prior to her current position.

Ken Pileggi has served as Chief of Police for State Fair Park since spring of 2022. He has 40 years of law enforcement experience, most recently serving as Chief of Police for the city of Jefferson. Chief Pileggi has extensive experience in management, training, and grant administration.



Wisconsin State Fair Park Board

PUBLIC/BUSINESS REPRESENTATIVES

FIRST APPOINTED/END CURRENT TERM

1.	John Yingling, Chair	Wisconsin Resident	02/25/2011 – 05/01/2025
2.	Jayne Buttke, Vice Chair	General Business Representative	06/14/2017 – 05/01/2026
3.	Kelly Grebe, Secretary	General Business Representative	03/16/2018 – 05/01/2025
4.	Susan Crane	General Business Representative	12/06/2004 – 05/01/2023
5.	Dan Devine	West Allis Resident, Mayor	01/20/2009 – 05/01/2024
6.	Kallie Jo Kastenson	Agriculture Representative	06/01/2022 – 05/01/2027
7.	Paul Ziehler	Technology Representative	06/25/2019 – 05/01/2024

LEGISLATORS

FIRST APPOINTED/END CURRENT TERM

8.	Tim Carpenter	Senate – Democrat	02/22/2013 – 12/31/2026
9.	Howard Marklein	Senate – Republican	01/03/2023 – 12/31/2026
10.	Christine Sinicki	Assembly – Democrat	01/03/2023 – 12/31/2024
11.	Jessie Rodriguez	Assembly – Republican	01/03/2023 – 12/31/2024

STATE AGENCY OFFICIALS

FIRST APPOINTED/END CURRENT TERM

12.	Randy Romanski	Secretary, DATCP	11/08/2019 – Indefinite
13.	Anne Sayers	Secretary, Department of Tourism	2/13/2020 – Indefinite

