



FOR IMMEDIATE RELEASE
June 9, 2004

CONTACT: LISA LINDNER
210-225-0612

NEWS RELEASE

Debbie Dreyfus-Schronk, Assistant Executive Director of the San Antonio Livestock Exposition, Inc. has been designated a Certified Fair Executive by the International Association of Fairs and Expositions.

The certification is based upon a rigid scorecard of management skills, education and leadership. The award designation was made May 8th in Calgary, Alberta, Canada during the IAFE Spring Management Conference.

Drawing from over 3,200 organized fairs in the United States and Canada fourteen fair executives qualified for the coveted CFE award in 2004.

Debbie is a native of Louisiana and has been with the San Antonio Livestock Exposition, Inc. since 1994. Previously she served as Executive Assistant with the Houston based American Brahman Breeders Association. She currently resides in San Antonio with her husband of seventeen years, Wendell Schronk.

The announcement of Debbie Dreyfus-Schronk's certification was made by the IAFE from its headquarters in Springfield, Missouri.

##