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Rick Frenette Inducted into IAFE Hall of Fame

SPRINGFIELD, MO. — December 6, 2016 — During the recent International Association of Fairs and Expositions (IAFE) 126th Annual Convention, Rick Frenette of Fair Advantage was honored as this year’s inductee into the IAFE Hall of Fame. The IAFE Convention took place Nov. 27-30, at the Paris Hotel in Las Vegas, Nev. The highest honor bestowed by the IAFE, the Hall of Fame Award is presented annually in recognition of an individual’s distinguished achievement in, or contribution to, the fair industry.

Frenette, a native of Chippewa Falls, Wis., was born into the fair industry. His father was co-owner of his hometown fair and operated several concession stands. Frenette got his start behind the counter of a food stand as soon as he could go to work.

After helping manage operation of the Northern Wisconsin State Fair in Chippewa Falls, Frenette went on to serve the Minnesota State Fair in St. Paul as finance director in 1986. In 1993, he was named executive director and CEO of the Ohio Expo Center and State Fair in Columbus. Following his time there, Frenette went on to serve as executive director of the Utah State Fairpark in Salt Lake City in 2004. He returned to Wisconsin in 2010 and lead the Wisconsin State Fair Park in West Allis as executive director until May of 2016. Frenette recently began a new business venture, Fair Advantage, providing strategic solutions for fairs and events.

Holding a degree in mathematics and computer science, a Masters in Business Administration with a concentration in finance, and decades of fair industry experience to his credit, Frenette is known for his ability to balance finances without compromising the customer experience, as well as his talent for engaging and empowering his staff to accomplish the fair’s mission, vision, and goals.

Frenette is a strong supporter and active participant in the activities and programs of the IAFE. He earned his Certified Fair Executive designation in 1988. He served as IAFE Zone 3 director from 1996-1998, treasurer from 2003-2005, second vice chair in 2006, first vice chair in 2007, board chair in 2008, and past chair from 2009-2010. In 2008, he served on committees to determine best practices between the IAFE and the Outdoor Amusement Business Association and the National Independent Concessionaires Association. He has been a member of the Mid-West Fairs Association, the Ohio Fair Managers Association, the Utah Association of Fairs and Festivals, and the Wisconsin Association of Fairs. He earned the Wisconsin Association of Fairs Friend of the Fair Award in 2016 and the University of Wisconsin-Eau Clare Alumni Association President’s Award in 2012.
Frenette and his wife of 23 years Lynette have two adult children, Josh and Shannon. He and his family enjoy visiting other county and state fairs and cheering for the University of Wisconsin and Green Bay Packer football teams.

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ABOUT THE IAFE: The International Association of Fairs and Expositions (IAFE), based in Springfield, Mo., is a voluntary, nonprofit corporation, serving state, provincial, regional, and county agricultural fairs, shows, exhibitions, and expositions. Its associate members include state and provincial associations of fairs, non-agricultural expositions and festivals, associations, corporations, and individuals engaged in providing products and services to its members, all of whom are interested in the improvement of fairs, shows, expositions, and allied fields.

ABOUT FAIR ADVANTAGE: Backed by Frenette’s 30+ years of experience, Fair Advantage offers consulting services in administration, operations, finance, marketing, ticketing and more. For additional information visit Fair-Advantage.com. Frenette can be contacted at (801) 647-5202, pfrenette@yahoo.com or 14286 Everson Ave. N., Hugo, MN 55038.