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Debbie Dreyfus-Schronk Named 2014 Chair of IAFE

LAS VEGAS, NV — December 12, 2013 — Debbie Dreyfus-Schronk, assistant executive director & chief operating officer of the San Antonio Livestock Exposition (SALE), San Antonio, Texas, was elected the 2014 chair of the International Association of Fairs and Expositions (IAFE) today during the final business session of the 123rd IAFE Annual Convention. The convention began Dec. 8 and continues through today at the Paris Hotel in Las Vegas, Nev.

A native of Louisiana and graduate of Louisiana State University with a degree in psychology, Ms. Dreyfus-Schronk attributes her love for agriculture and the fair industry to her grandfather, who raised Angus cattle, managed the family farm, and ran a small grocery store in the rural town of Krotz Springs, La., where she grew up.

Prior to serving SALE, Ms. Dreyfus-Schronk was employed by the Houston-based American Brahman Breeders Association (ABBA) where she gained an extensive background in the purebred and commercial cattle industries. During her employment with the ABBA, she was also responsible for planning and implementation of the National Junior Brahman Show. Her experiences with the ABBA were what led to her decision to seek employment with SALE when she and her husband made their move from Houston to San Antonio in 1994.

Ms. Dreyfus-Schronk is a well-respected leader in the fair industry. She has been involved with the IAFE since 1996 and has chaired numerous IAFE committees including the Agriculture, Nominating, and Certification committees. She has served as IAFE Zone 6 director and earned her Certified Fair Executive designation in 2004.

Ms. Dreyfus-Schronk is a member of the South Texas Farm and Ranch Club, the International Entertainment Buyers Association, past president of the North American Livestock Show & Rodeo Managers Association, current vice president of the Texas 4-H Youth & Development Foundation, and a graduate and alumnus of the Leadership Texas Program.

Ms. Dreyfus-Schronk and her husband Wendell Schronk have been married for 26 years. They have two children, Wendy Schronk Foltz and Chris Schronk; and four grandsons, Mason and Tyler Schronk and Landon and Carter Foltz, who range in age from 5 to 11.

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