

# CANDIDATE STATEMENTS

Danny Sereyko  
dannysereyko@yahoo.com

Wasilla, Ak

***1. State why you wish to serve on the Board of Directors***

Our unique state fair brings the most out of all Alaskans. It's diversity and positive environment reflect the values of the family fun which is portrayed through numerous activities and vision of the board of directors. Serving as a board member with a large family background, the love of Alaska and open-minded attitude will always be on par with my peers and superiors. The best way to portray my devotion to the State and its citizens would be to serve on this board while fulfilling a selfless task of organizing and directing the most unique time of year.

***2. Summarize employment experience; include work with budgets and supervisory duties.***

-Served as a board member of Alaska's largest water and waste water entity, covering all areas of service from Eklutna to Girdwood. This includes but is not limited to supervising field operations as a level 4 operator (holding water distribution and waste water collection certifications through the ADEC) to ensure public health and safety.  
-Prepare long range financial plans and assemble an annual budget of over \$43M for the AWWU waste water and over \$42M for the AWWU water utility.

***3. List any volunteer activities, including board experience.***

-Gateway Community Council Secretary, 2016-Present  
-Ranch Phase 7A HOA President, 2016-Present  
-Anchorage Water and Waste Water Board of Directors, Member 2011-2015  
-Anchorage Water and Waste Water Board of Directors, Vice Chair 2015-2017

***4. How have you participated in the Fair in the past? Includes fairgoer, vendor, volunteer, exhibitor, employee, events, programs, and activities.***

I have been a consistent annual fairgoer for over 30 years. This is usually 3-4 days during the fair all the while bringing my wife and 10 kids to enjoy numerous activities and programs.

***5. Summarize what you value most about the Fair. State your specific areas of interest.***

The fair brings family and friends together in a way that most evens cannot. A specific area of interest would definitely be the great food vendors and awesome music concerts.

***6. What is your vision for the Fair, and do you have specific goals?***

The success of the Fair is directly related to the fun and safety of the family. We are able to attract quality fairgoers and vendors due to things like a smoke-free environment, efficient security and communication, and physically safe rides and attractions. A specific goal would be to continue these Alaskan traditions as well as proactively plan new future attractions that bring more fairgoers. This would be accomplished by making people feel that they are getting more for their money while knowing that new fun awaits every year.

**1. State why you wish to serve on the Board of Directors**

As a resident of Palmer and active member of the Business Community, I wish to serve Alaska State Fair, Inc. to ensure the success and viability of this treasured community asset.

**2. Summarize employment experience; include work with budgets and supervisory duties.**

My career of the past 30 years has been in commercial and mortgage lending. During that time I have had positions of management, supervising a staff of 15. In my tenure as a commercial loan officer I performed financial analysis of businesses with revenues of up to \$5MM and managed the ongoing relationship for all credit and account holdings of those businesses in my portfolio. Additionally, I have past board experience with oversight in non-profit organizations having revenues of \$2MM to \$15MM.

**3. List any volunteerr activities, including board experience.**

Involvement in community activities and serving via board positions for the past 25 years.

- Board of Directors, Chamber of Commerce – Sisters, Oregon
- Board of Directors, Better Business Bureau of AK, OR, and SW WA
- Board of Directors, Montana Food Bank Network
- Board of Directors, Food Bank of Alaska
- Board of Directors, Nat'l Association of Professional Mortgage Women
- Member, Rotary, Club Secretary and Paul Harris Fellow

-Founder/Director, Alaska Businesswomen's Network-with chapters in Anchorage, Mat-Su, Fairbanks, SE, and Kenai  
As the Alaska Businesswomen's Network, I have created an annual event called Lipgloss & Leadership Business Summit to highlight the talents of our local entrepreneurs. This is a combination of a series of inspirational, educational, motivational talks and a vendor showcase, attended by approximately 300. Details are in the Blog at <http://level5-lipgloss-and-leadership.com/>

**4. How have you participated in the Fair in the past?**

My family has lived in Palmer since 2002 and we have enjoyed attending this annual event. Currently, we live in Mountain Ranch off Crowther and we consider the Fair to be a part of our neighborhood. Additionally I have been a vendor at the Alaska State Fair and attended numerous events hosted on the Alaska State Fair property.

**5. Summarize what you value most about the Fair. State your specific areas of interest,**

Growing up in the third generation of a family owned business has made me keenly aware of the value of our small businesses in the community and the life lessons learned by children exposed to private enterprise at an early age. My work, philanthropy, and service has been centered in serving those who are the foundation of our community: small businesses. I am a passionate supporter of all things business and love that the Alaska State Fair affords our young ones with an experience both as a fair employee and as an exhibitor future entrepreneur. The Alaska State Fair represents community, history, tradition, and serves as a major industry for Palmer and the Mat-Su. The business of the Alaska State Fair is vital to our economy and as a supporter of participating businesses, I hope to contribute to the financial success of this entity and to see if prosper for future generations.

**6. What is your vision for the Fair, and do you have specific goals?**

I would not presume to set a specific goal at this time since I am not yet familiar with the details of Alaska State Fair, Inc. My vision is for the Alaska State Fair to grow and prosper, to be a must-see destination for Alaska's visitors and for all Alaskans to find value in attending and supporting year after year.

**1. State why you wish to serve on the Board of Directors**

I have been a part of the Fair family for 13 years and want to help the Alaska State Fair and other fairs in our state thrive, not just survive. We are a cornerstone in American history and we need to continue to be there for generations to come.

**2. Summarize employment experience; include work with budgets and supervisory duties.**

I was the Executive Director for the Kenai Peninsula Fair for 13 years. I have a degree in Business Management w/an emphasis in non-profit. I've served on several boards and helped develop annual budgets for the fair, and various other non-profits from \$50,000 to \$2,000,000.

**3. List any volunteer activities, including board experience.**

- Board of Directors for the Alaska High School Rodeo.
- Coordinator for the small schools basketball tournament, fund raising coordinator for my sons basketball team
- 4-H
- JML
- Soldotna Rotary
- Ninilchik Emergency Services
- American Legion Auxiliary Unit 18
- Ninilchik school parent volunteer fund fundraisers

**4. How have you participated in the Fair in the past? Includes fairgoer, vendor, volunteer, exhibitor, employee, events, programs, and activities.**

Fairgoer, volunteer, employee, entertainer (Kenai Peninsula Racing Pigs)

**5. Summarize what you value most about the Fair. State your specific areas of interest.**

The fair opens doors for youth in our state to experience things that they will never see any where else. I want to keep those experiences relevant with the changing times and affordable for our youth. I believe the fair raises amazing kids and we need to keep them engaged with the fair.

**6. What is your vision for the Fair, and do you have specific goals?**

I want to see the fair flourish. I understand the balance between happy vendors, happy fairgoers and happy employees. The fair has a unique opportunity and responsibility to connect the state in a way that no other organization can. While the fair is our main priority, we have an amazing facility that can and should be utilized year round. It's our job to help make that happen.

**1. State why you wish to serve on the Board of Directors.**

I am a lifelong Palmer resident looking to fulfill a community responsibility.

**2. Summarize employment experience: include work with budgets and supervisory duties.**

Over 23 years in telecommunications, sales experience, marketing, product management, and supervisory experience. For the past 6, I have maintained a budget and provided budget sheets on a monthly basis.

**3. List any volunteer activities, including board experience.**

-Palmer Economic Development Board Member	Feb 2017 – Current
-Colony Days Volunteer	2008 – 2011
-Colony Christmas Events Volunteer	2009 – 2011

**4. How have you participated in the Fair in the past? Includes fairgoer, vendor, volunteer, exhibitor, employee, events, programs, and activities.**

Fairgoer with family and friends for 20 plus years. recycling volunteer, MTA booth 2000 – 2016 to include Kids Day events, Texting Contest, and Tech Showcase

**5. Summarize what you value most about the Fair. State your specific areas of interest.**

A place to gather with friends and family. I love the history of the fair and the importance of farming, agriculture, and how our town started. The community involvement and being proud to live in a tight-knit town.

**6. What is your vision for the Fair, and do you have specific goals?**

To ensure continued diversity, local involvement, keeping the hometown feel. I would like to be given the opportunity to help with goals once I am given the proper information to make an informed decision.

**1. State why you wish to serve on the Board of Directors.**

As a 4<sup>th</sup> generation Alaskan resident, I have a great appreciation of long-standing traditions within our community. I've had the benefit of many fond memories from my experiences at the fair. Now as a father of three young children, I am motivated to ensure that this important Alaskan tradition continues well into the future.

**2. Summarize employment experience; include work with budgets and supervisory duties.**

I have 19 years of operations management experience. From humble beginnings in a family-owned commercial fishing operation to management of large-scale marine shipping operations at the Port of Anchorage (Horizon Lines of Alaska, North Pacific Seafoods, and SSA Marine). I have considerable experience managing both small and large-scale operations in high impact industries. My experience has afforded the opportunity to both set and manage budgets in the multi-million dollar range within private organizations and large, publicly-traded corporation.

**3. List any volunteer activities, including board experience.**

-Past Executive Board Member	Alaska Salmon Alliance (ASA)
-Past Board Member	Cook Inlet Aquaculture Association
-Past Executive Board Member	Kenai Peninsula Fisherman's Association
-Member	Anchorage Board of Realtors
-Member	National Association of Realtors
-Member	Institute of Supply Chain Management

**4. How have you participated in the Fair in the past? Includes fairgoer, vendor, volunteer, exhibitor, employee, events, programs, and activities.**

I have been an avid fairgoer for as long as I can remember.

**5. Summarize what you value most about the Fair. State your specific areas of interest.**

The fair is a very unique venue in that it brings together communities from all across the state and people from every single demographic. There is an incredible amount of value that this organization provides both to the cultural and business community.

**6. What is your vision for the Fair, and do you have specific goals?**

My primary goal for the fair is growth. There are ample opportunities to expand the reach of the fair within large demographics (Millenials, for example) in order to significantly increase attendance and, ultimately, revenue generation. This vision is not simply limited to "fair-time". The fairgrounds as a year-round venue seem to be quite underutilized. The prospects of expansion in this area is very exciting to me.

**1. State why you wish to serve on the Board of Directors.**

I have attended the fair my entire life. And I want nothing more than to our fair exceed expectations every year.

**2. Summarize employment experience; include work with budget and supervisory duties.**

Campfire AK – leadership/planning Marketing Director - Budgeting  
Lead Medical Assistant – Supervisory, Spent 150 % less than predecessor  
Owner – Admin. Knowledge

**3. List any volunteer activities, including board experience.**

Head Coach Ulo West Eagles Football

**4. How have you participated in the Fair in the past? Includes fairgoer, vendor, volunteer, exhibitor, employee, events, programs, and activities.**

I hosted an AK Neurology Booth on “Healthy Living Day”.

**5. Summarize what you value most about the Fair. State your specific areas of interest.**

I value the community coming together to have fun. I appreciate the AK State Fair Mission to bring top notch entertainment to the State.

**6. What is your vision for the Fair, and do you have specific goals?**

To help transform it to a fair juggernaut and well known destination, improve access and target late summer tourism.

**1. State why you wish to serve on the Board of Directors.**

Serving on the Alaska State Fair Board would be interesting, challenging, and rewarding. The Alaska State Fair requires dedicated, experienced people to conduct the behind the scenes work to make the event run smoothly. I would like to be a part of that team. I have served on several boards throughout the years, and I believe my experience would benefit the organization,

**2. Summarize employment experience, include work with budgets and supervisory duties.**

Chief Administrative Officer, 2014-2015 Iliisaġvik College, Barrow, Alaska Supervised all non-academic departments : Marketing, Maintenance and Operations, Information Services, Travel and Purchasing for Alaska's only tribal college. Oversaw operating budget of \$6 million (accounts receivable/accounts payable) in addition to campus-wide purchasing and travel—approximately \$85,000/month.

ECHO Project Director, 2002 to 2007 North Slope Borough (NSB)Grants Division Barrow, Alaska Worked with the US Department of Education to administer the Education through Cultural and Historical Organizations (ECHO) Grant. ECHO was a multiyear, multimillion-dollar grant program. Responsible for the progress and financial reports for the grant program. Supervised 9 employees and interns.

Grant Writer/Administrator, 2002-2007 North Slope Borough Grants Division At that time, the NSB received approximately 125 grants totaling more than \$100 million annually. As a GA III, I directly oversaw multiple grant programs with total amounts varying between \$25 million to over \$50 million.

Recreation Director/ ANWR Grant Administrator, 1998-2000 City of Kaktovik, Alaska Served as project manager for the Arctic National Wildlife Refuge (ANWR) Education grant. Supervised recreation aides and summer interns. Processed gaming reports and created and monitored annual budget.

English as a Second Language (ESL) Grant Coordinator, 1996-1998 NorthWest Arkansas Community Bentonville, Arkansas Responsible for hiring, training, and supervising 5 ESL instructors and one computer lab assistant. Taught 14 classes per week and monitored the \$300,000 grant budget.

Author, 2012- to present The Wild Rose Press, Rochester, New York Published five novels under various pseudonyms.

**3. List any volunteer activities, including board experience.**

-As a grant administrator for the North Slope Borough, I served on several statewide committees, including the Alaska Native Tribal Health Consortium's Sanitation Advisory Committee, and the Alaska Native Health Board's Rural Alaska Sanitation Coalition. I was an active member of the Alaska Tribal Transportation Workgroup.

-I have served on the Board of Directors for a number of non-profit writing organizations: Oklahoma Writers Federation, Ink (OWFI,) Ozark Writers League (OWL,) and the Northwest Arkansas Writers' Workshop. I held various positions regarding conference organization such as booking speakers, and securing funding for the conferences. I served as the Conference Chair and then President of OWFI, which required coordinating one the largest regional writing conferences in the US.

-For ten years, I was actively involved in the Washington County Fair in Fayetteville, AR. I volunteered in the vendor hall, programs learn valuable life skills such as discipline, dedication, and problem solving. The Fair highlights their achievements exhibited numerous items and served as a judge.

**4. How have you participated in the Fair in the past? Includes fairgoer, vendor, volunteer, exhibitor, employee, events, programs, and activities.**

Living on the North Slope made it difficult to attend the State Fair annually. When possible, I would plan leave in order to attend. Over the years, I have entered a few quilts. I'm very excited about the possibility of getting more involved in the organization.

**5. Summarize what you value most about the Fair. State your specific areas of interest.**

To me, the most important aspect of the Fair is supporting 4-H and the Future Farmers of America. The participants in these and gives them opportunities to participate in programs throughout the US. I, personally, received scholarships from FFA based on my participation in poultry judging, which allowed me to attend college. I want to support 4-H and FFA members in every way possible. As a gardener, I'm very interested in the produce and flower entries and the ASF gardens. I'm also interested in the livestock and poultry entries.

**6. What is your vision for the Fair, and do you have specific goals?**

My vision for the Fair is to continue the outstanding work already being done. Countless hours and countless volunteers go into creating an enjoyable experience for all who attend. The concerts are topnotch, the exhibits are always displayed well and the programs in the Raven Hall are educational and enjoyable.

I would like to see more Native programs at The Gathering Place. I would also like to celebrate the history and culture of Alaska by creating educational programs with participation from the various communities in Alaska such as the Pacific Islanders, Russians, and Asian groups.

**1. State why you wish to serve on the Board of Directors.**

-I have been wanting to pursue an opportunity to allow for me to have more community involvement. I am very involved in my work, children and church. I feel that the involvement with the State Fair Board will allow me ore direct local community as well as State involvement. I feel diverse work experience as well as my diverse family make up will benefit the board.

-I am very familiar with Boards, how they function, and the rules involved in the procedure on how meetings are run. My legal training and background will serve the board well as I am used to formal proceedings and am very efficient with my time. I have worked with business leaders, single moms, drug addicts and their families, adopted kids and their parents, injured individuals and their loved ones, in all manner of crises. I have dealt with State agencies as well as various law enforcement agencies, judges, insurance companies and numerous defense counsel (both private and public sector). My philosophy is everyone has a role and if a situation may be resolved without litigation than that is the preferable route to take.

**2. Summarize employment experience, include work with budgets and supervisory duties.**

Professional Experience

Attorney (Managing Partner) Denali Law Group 11-07 to present / Assistant District Attorney, Department of Law, State of Alaska, Mat-Su District 6-06 to 11-07 / Deputy Public Defender, Law Office of the Public Defender, 23<sup>rd</sup> Judicial District, Tennessee / Deputy Public Defender, Law Offices of the Public Defender, San Bernardino County, California 8-01 to 11-04 / U.S. Attorney Externship, Western District of Tennessee 1-00 to 5-00

Education Affiliations

University of Memphis, Cecil C. Humphreys School of Law, Juris Doctor, May 2000 / Semi-Finalist Moot Court Competition, Moot Court Board Member / Member State Bar of California-June 2001(inactive) Tennessee-June 2005 to July 2007 / Member State Bar of Alaska-2007

**3. List any volunteer activities, including board experience.**

2008 – Served on the Matsu Borough Board of Ethics. The Borough was creating and drafting a code of ethics mirrored on City of Wasilla code of ethics.

2008-2011 – Served as a school board member for Amazing Grace Academy, a small private school in Palmer, Alaska. I was an at large board member and eventually took over the duties of school board chairman for 2 years.

2009-2015 – Our firm had the City of Wasilla contract for City attorney. Richard, my law partner, sat on the planning board as well as attended all of the City Counsel meetings. When he was unavailable, I would attend these meetings.

In addition to these formal activities I have been involved involved in my kids sports activities such as volleyball booster club, swimming booster club and numerous church activities.

**4. How have you participated in the Fair in the past? Includes fairgoer, vendor, volunteer, exhibitor, employee, events, programs, and activities.**

Fairgoer

**5. Summarize what you value most about the Fair. State your specific areas of interest.**

I value the sense of community that the Fair has to offer. I grew up on a small town that had one of the largest youth fairs in the State. It was exciting to go every summer and see all of the livestock and tractors and other farm equipment. To enjoy people's efforts who worked so hard so they could enter (animal, vegetable, quilt, flowers) and show others in the community the fruit of their hard work and talent. We would go to music concerts and rodeos as well as tractor pulls. I really enjoy the diversity the Fair has to offer. From Lumberjack shows to Alaska Native Events, concerts and who doesn't love a giant pumpkin. That is what makes our fair unique – the diversity of culture, language and entertainment. I would love to work with various entertainment acts and local businesses and various other vendors to continue to make the fair special. I have a varied law practice as well as a very diverse family and as you can see I value variety and change.

**6. What is your vision for the Fair, and do you have specific goals?**

To continue to make the fair safe and family friendly would be my vision. Because I deal with individuals in crisis it is often easy to see all the negativity around us. I prefer to remain positive and always try to see the good in people. We have a great community and the Fair is a way for us to show off our community to one another as well as to those around the State. Jason Ortiz is a Board member and I was talking to him about getting involved on a board that would be fun, but could really make an impact. He suggested this board and spoke very highly of the position as well as the benefit to the community. People travel from all over the State to come to the Fair I Palmer Alaska and it is something we can take pride in and yet continue to improve upon each year.