

John Tracy

Incumbent

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

It has been my honor to serve on the Board. Our current Board is as diverse as our community of fair goers, and that's a good thing. In the six years that I have been on the Board I've seen tremendous growth in opening our doors to a wider audience and exposing them to the importance of our agricultural heritage and community. I believe that by attracting Alaskans with outstanding entertainment, amazing food choices, and one-of-a-kind exhibits, we can get them into the barn and leave them more educated about our farming community.

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

I spent 23 years as a journalist and News Director at KTUU-TV. In 2008 I became a co-owner of Alaska's oldest advertising agency, Bradley Reid + Associates, now Brilliant Media Strategies. As news director I supervised a department of more than 60 people and managed large operating budgets. As an agency owner, I supervise a staff of more than 20 and manage large budgets for clients across Alaska.

3. List any volunteer activities, including board experience.

Along with being a current Director on the ASF Board, I also sit on the Board of the Alaska Center for the Performing Arts. I'm a past Board member of the Alaska Community Foundation. I'm a frequent volunteer as an MC at community events.

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

As a news director I cultivated a close relationship with the Fair, and made the Fair a centerpiece of our daily coverage on KTUU news. For about 20 years I have performed with my band Chill Factor nearly every year at the Fair. Though I've now hung up my drumsticks, I come out of retirement on occasion, primarily at the Sluicebox, to perform with my band mates. I've also enjoyed MC'ing events at the Fair, as well as the Palmer Parade.

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

What I value about the Fair is that it truly is a melting pot of ideas. The General Managers and staff work hard to make sure that the Fair provides value for every fairgoer. That's not an easy thing to do. I believe the Fair gives us 12 days a year to come together as Alaskans. Our Fair is unlike any other in the country. Our food is better, and more diverse. Our entertainment, both on the main stage, and at stages around the grounds is superior. The Fair gives our kids a chance to shine, rain or shine. My main area of interest is helping to make sure that our message gets out every year, and is consistent. The Fair is constantly evolving and there's something new every year, along with your favorites. We educate and we facilitate the free exchange of ideas. And as much as anything, we just give Alaskans one heck of a good time

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

I've had the pleasure of working with my fellow Board Members on our shared vision of the Fair. I believe we are moving in the right direction. We are profitable and we are financially sound. We are creative when it comes to solving our issues, and we're good neighbors in our community. The Gathering Place is just one example where we recognized an underserved part of our community, and have now embraced the cultural values they bring to our Fair. My vision would include keeping young people involved in the Fair as participants and organizers. In order for the Fair to remain meaningful, it must be relevant to the next generation. I think we're doing that, and we'll continue to do that.