



CONTACT:

Manager@bentoncountyfairar.org

Mobile: 303-517-9438

FOR IMMEDIATE RELEASE

May 28, 2019

**BENTON COUNTY FAIR WELCOMES
NEW BOARD MEMBERS AND OFFICERS**

BENTONVILLE, AR -- The Benton County Fair Board welcomes new directors Anji Peacock, Principal and President, Big Deal Marketing Inc., and Charles Coffelt, Manager Heritage Tractor and retired Walmart Operations Maintenance leader. In addition, Chris Cole a current director will serve as Vice President of the Benton County Fair Board.

Peacock is a John Brown University graduate with a Bachelor's of Science in Business/Organizational Management. She has held leadership roles in banking and the insurance industry. Peacock is a resident of Cave Springs, AR where she resides with her husband, Danny Peacock and 13-year-old son.

Coffelt is a 5th generation Benton County resident graduating from Bentonville High School and receiving a Bachelor's degree in Agriculture Education from the University of Arkansas. Coffelt worked at Walmart for 22 years and recently joined Heritage Tractor in Anderson, MO. Coffelt and his wife JoAnna have been married for 24 years and have three adult children and two grandkids. They continue to farm just outside of Centerton, AR raising various breeds of cattle.

Cole has been involved in professional and production agriculture his entire career. In addition to a lengthy career in ag chem R&D, Cole has been involved in banking, insurance, equipment distribution, and multiple livestock show advisory and management positions.

The Benton County Fair will celebrate its 115th anniversary August 6 -10, 2019. Visit Benton County Fair on Facebook or at www.bentoncountyfairar.org for more information, sponsorship and exhibitor applications.

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ABOUT THE BENTON COUNTY FAIR

BCFA, Inc. is a charitable tax exempt 501(c)3 organization that is dedicated to promoting youth development and respect for cultural diversity.

The mission of the Benton County Fair is to provide the best county fair possible for all residents of Benton County. It provides a gathering place for all communities to showcase their products and skills. It creates educational, social, cultural and economic opportunities to preserve and promote agriculture and traditions across the county.

The Benton County Fair provides the most valuable, educational and entertaining experience that resources will allow. Supporting 4-H, FFA, FCCLA and Youth of Benton County to showcase project work of crafts, baking, canning, gardening and livestock to the general public.

Operations of the fairgrounds facilities are to serve the community by providing multipurpose facilities for both generating public and private events in a responsible manner generating economic and tourism development in this community. In carrying out the purpose of the Benton County Fair, policies and activities will be guided by the rules of the Fair Board.

The Benton County Fair Board also includes: Ashely Hays, president, Charlene Newell, secretary, Carla Martinez, treasurer, Clint Bowen, Tim Craig, Jim Griffin, Chris Graves, Deb Lindsay, Frank Myers, Ken Myers, Jacob Payne, Robert Smith and Dr. Duane Thomas.

PHYSICAL ADDRESS:
7640 SW Regional Airport Rd
Bentonville AR 72712

MAILING ADDRESS:
P.O. Box 251
Bentonville, AR 72712

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