



SONOMA COUNTY FARM BUREAU

Affiliated with California Farm Bureau Federation and American Farm Bureau Federation

MEDIA RELEASE

FOR IMMEDIATE RELEASE

December 22, 2017

Tawny Tesconi Hired as Interim Executive Director of Sonoma County Farm Bureau

Santa Rosa, CA - Tawny Tesconi has been hired as the Interim Executive Director for Sonoma County Farm Bureau.

Tawny is a Sonoma County native with strong ties to the local agriculture industry. As a student, she was active in both 4-H and FFA, living on a small family farm in west county. Today, she lives on the same family farm with her husband.

“The board and I are excited to bring Tawny onto the Farm Bureau team,” said Steve Dutton, president of Sonoma County Farm Bureau. “With Tawny being born and raised in Sonoma County and having extensive experience working in the county, we felt like she would be a great fit. We’re looking forward to her positive leadership directing Farm Bureau for the near future.”

Tawny had a successful 30 year career in fair management and public service, and in December of 2015, she retired as Director of General Services of Sonoma County to start her fair services company Tesconi Event And Management Solutions (TEAMS).

Prior to working as the General Services Director, Tawny was the Sonoma County Fair Manager for eight years. Under her leadership, the Sonoma County Fair underwent an extensive branding process for the event facility, expanded racing and started a Foundation to build the \$3 million Ag Education Center, Richard & Saralee’s Barn.

During her career in the fair industry, Tawny also served as the CEO of the Sonoma-Marin Fair, CEO of the Calaveras County Fair and Assistant Manager at the Solano County Fair.

In 2007, Tawny received the Spirit of Sonoma Award, nominated by Sonoma County Farm Bureau for her commitment and passion for local agriculture. Tawny is a past president of the Western Fairs Association and was inducted into their Hall of Fame in 2012. She is also a past president and current treasurer of the Petaluma Rotary Club.



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Tawny holds a bachelor's degree in Managerial Economics from University of California, Davis. She was a graduate of the 1987 class of the WFA Management Training Program and has her Certified Fair Executive Standing from the International Association of Fairs and Expositions.

“As a longtime Sonoma County agriculturalist, I have always appreciated the work that Sonoma County Farm Bureau does for its members. Farm Bureau is the voice of agriculture in our county and our local farmers are cutting edge on issues such as labor, sustainability and marketing. I am excited to be part of such a highly regarded, dynamic organization and look forward to working with the dedicated board and staff at Sonoma County Farm Bureau.”

About Sonoma County Farm Bureau

Sonoma County Farm Bureau, a non-profit grassroots organization, was founded in 1917 and has been representing the interests of farmers and land owners in Sonoma County for more than 100 years. Sonoma County Farm Bureau is a membership driven organization dedicated to protecting and progressing agriculture in Sonoma County.