



Empire Farm Days: August 7-9, 2018
Rodman Lott & Son Farms, Seneca Falls, NY
877-697-7837, www.empirefarmdays.com



PHOTO (for high res: empirefarmdays.com): The Empire Farm Days transition team at the 2018 Farm Show Council Meeting, from left: Andrew Wickham, Samantha Schreck, Alexandra Grimm, Melanie Wickham, Jamie Meyer, and Chase Brown. Photo: Empire Farm Days

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Empire State Potato Growers, Empire Farm Days Announce Transition Team

Seneca Falls, NY. The Empire State Potato Growers, Inc. has welcomed a new management team that is working side-by-side with Empire Farm Days Show Manager Melanie Wickham and her team on the 2018 edition of the largest outdoor agricultural trade show in the Northeast. The show will be held August 7-9, 2018 at Rodman Lott and Son Farms in Seneca Falls, NY.

Alexandra Grimm brings 15 years of experience with Potatoes USA and Spud Nation to developing her new role as Empire State Potato Growers Executive Director and Empire Farm Days Show Manager. She has expertise in handling such responsibilities as industry relations, trade show logistics and meeting planning, cost center metrics, and brand management. Grimm has relocated to New York from Colorado.

Jamie Meyer, a native of New York State, will serve as Empire State Potato Growers Assistant Executive Director and Empire Farm Days Exhibitor Coordinator. A graduate of Keuka College, Meyer has coordinated marketing, social media, and public engagement event activities to showcase New York-based potato and potato chip production.

Chase Brown, a New York State native, will take on the role of Empire Farm Days Site Coordinator. Brown has been involved with the event since he was a young man helping his grandfather work the Beef BBQ tent. As a high school student, he worked on the site setup crew and has been directly involved for the past 5 years with site preparation and exhibit setup.

“This new team brings new energy and excitement to Empire Farm Days. They are highly skilled in not only the technical details of running an event of this magnitude, but

they are all personally dedicated to being agricultural advocates and ready to provide the highest quality of customer service to exhibitors and visitors alike,” says outgoing Empire State Potato Growers Executive Director and Empire Farm Days Show Manager Melanie Wickham.

“Alex and Jamie offer a great mix of talents and abilities that will benefit the New York potato industry and the Empire State Potato Growers Association,” said Wickham, who will retire effective December 31, 2018.

The 2018 Empire Farm Days will feature 300 acres of equipment, field demonstrations, test driving, products, exhibits, equine round pen and cattle handling demonstrations with live animals, safety information, and more. For details on the 2018 Empire Farm Days event, visit the website at www.empirefarmdays.com.

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