

Michael H. Bradley
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Bradley operates MHB Productions, a management consulting business and is an active keynote speaker addressing a wide range of subjects including Visionary Fair Programming, fundraising, leadership, youth development, agriculture awareness and education as well as issues related to fairs and festivals throughout North America. He has traveled to Hong Kong, South Korea and mainland China on behalf of several Universities and the IAFE to develop training programs for exposition professionals in Asia.

Michael served as the Chief Executive Officer of the California Mid State Fair and Paso Robles Event Center from 2016- 2020. The annual fair attracts more than 425,000 guests in 12 days and features World Class Entertainment, livestock shows, rodeo, horse shows, agricultural programming, 4-H and FFA events, fine arts, exhibits, commerce and technology features, extensive food and beverage sales, carnival operations and diverse community activities which recognize the important contributions of the region. Bradley added more than \$5.1 million in capital improvements to the property during his tenure and doubled sponsorship revenues.

Bradley was the Executive Director for the Arizona National Livestock Show, Inc. from 2013-2016. This Private Non- Profit organization directly supports youth programs, scholarships, agriculture and western heritage on a national level. Bradley successfully provided executive direction for the aggressive, unprecedented growth of the organization, its programs and the resulting measurable, strategic economic progress. His vision and innovative leadership for the annual Livestock Show and Horse Show established a unique platform for public outreach, youth development, stakeholder partnerships and leadership opportunities. The organization's annual events attract exhibitors and participants from more than 30 U.S. states and Canada.

Bradley was the Division Manager at the California Farm Bureau Federation from 2008-2013. The California Farm Bureau is the Golden State's largest and most influential Farm Organization boasting more than 74,000 members statewide during his tenure. While he was with the Bureau, he established the Farm Bureau Collegiate Membership program, grew the sponsorship program to record levels and revitalized the organization's annual membership convention. In addition, he was the founding CEO of the California Bountiful Foundation dedicated to funding agricultural research, education and public outreach.

Bradley was employed with the California Exposition and State Fair from 1980-2008. He was responsible for directing and managing programs at the annual fair and other public events that attracted more than one million guests annually. He was instrumental in creating community partnerships and implementing the State Fair's Master Plan. During his professional career including service as an Appointee of Governor Pete Wilson, he developed an international reputation for creating the nation's most

innovative livestock competitions, extensive exhibit programming, agricultural showcase features and for advancing the promotion of California Industries, technology programming, major food and wine events and world class, museum quality expositions.

Michael is a fourth generation Californian and received his collegiate education while attending California Polytechnic State University, San Luis Obispo, California, where he majored in Agricultural Science and Education.

Bradley is a recipient of the Western Fairs Association (WFA) Blue Ribbon Award and was as recognized by the California Foundation for Agriculture in the Classroom with the Outstanding Public Service Award. The Livestock Market Digest has identified Bradley as being one of the 25 individuals, businesses and organizations who are making a difference for the American Livestock Industry. This Digest recognition came as a result of Bradley's leadership in creating and developing the world's first DNA Testing Program to be used at a livestock exposition and his development of the nationally recognized Champion Challenge Competition.

He is the inaugural recipient and namesake of "The Bradley Award" for Lifetime Achievement by the Friends of the California State Fair. In 2013 he was honored with the Agricultural Progress Award for Innovation presented by the Board of Directors of the California Exposition and State Fair.

Bradley is a current board member and Past Chairman for the California FFA Foundation. He has served as a Board Member of the Western Fairs Association and Travel Paso (a Destination Marketing Organization). He currently is an active Board member of the San Luis Obispo County YMCA and the Central Coast Economic Forecast Committee. He is a 29-year member of the Advisory Committee for the Animal Science Department at California Polytechnic State University, San Luis Obispo and a founding Board Member of the Kautz Ironstone Concours Foundation. Bradley also serves as a member of the California Department of Food and Agriculture Fairs Advisory Committee.

Bradley served as Vice President of the Board of Directors for the California and Arizona 4-H Foundations and was Treasure for the Arizona Fairs Association Political Action Committee. Michael served as founding Chairman of the WFA Agriculture and Education Committee, as well as past chairman of the International Association of Fairs and Expositions (IAFE) Agriculture Committee. He was Chair of the Task Force for the 2004 National Market Hog Symposium. Bradley is a past Secretary/Treasurer of the North American Livestock Show and Rodeo Managers Association (NALSRMA) and has served for more than 16 years as a 4-H Leader. He was a member of Governor Arnold Schwarzenegger's Agricultural Advisory Committee of the California Commission for Economic Development. Bradley served a member of the University of Arizona Veterinary Consulting Board was a Board Member for the Arizona FFA Foundation and the San Luis Obispo Chamber of Commerce.

Michael and his wife Kimberly have three sons.

