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FOR IMMEDIATE RELEASE

New Leadership Announced for Sandhills Global Event Center

Lincoln, NE – The Lancaster County Agricultural Society is proud to announce the appointments of Ron Bohaty as Managing Director and Cassandra Roeber as Assistant Managing Director of the Sandhills Global Event Center.

“We are thrilled to welcome Ron and Cassandra to their leadership roles,” said Kendra Ronnau, Lancaster County Agricultural Society Board President. “Their expertise and dedication will not only strengthen the events we host but also position us to bring back significant national events, such as the National High School Finals Rodeo in 2026 and 2027.”

Ron Bohaty brings a wealth of experience in leadership and operations to his new role. Growing up on the small family farm, just outside of Garland Nebraska, Ron worked with his grandparents farming, haying, repairing equipment, and raising cattle/hogs. As the former Road Maintenance Superintendent for Lancaster County, he managed 60-90 employees and worked with the University of Nebraska-Lincoln (UNL) to develop statewide training programs for heavy equipment. He holds an associate’s degree in computer science and networking from Gateway Electronics, along with several certifications, including the NACO Institute of Excellence Award and FEMA/NEMA ICS training. Bohaty has been involved with the Sandhills Global Event Center since 2017. He stepped into a full-time role in February 2024, serving as Operations Director before his promotion to Managing Director in October 2024.

“I’m honored to work with such a devoted group that organizes events attracting local, state, regional, and national audiences,” said Bohaty. “The dedication and expertise of our team make it possible to deliver impactful events that benefit the community and beyond.”

Cassandra Roeber, the new Assistant Managing Director, brings extensive leadership experience and a passion for the Event Center. She previously served as Director of Operations for Raising Cane’s and Panera Bread and currently co-owns Roeber Truck and Equipment, overseeing operations and management. A graduate of the University of Nebraska-Lincoln with a degree in

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Animal Science, Roeber has a deep connection to the Event Center, having participated in and volunteered at 4H and other horse-related events since its opening in 2001.

“The Event Center holds a special place in my heart,” said Roeber. “Having attended and supported events here for years, I’m excited to contribute to its growth and strengthen our community connections.”

The Sandhills Global Event Center (SGEC) hosts over 500 event days annually. SGEC has grown into one of Nebraska’s leading out-of-state event venues by building a national reputation. SGEC is now home to the second-largest indoor agricultural show in the United States, the largest rodeo in the world, and the venue of choice for over 150 days of regional, national, and even international shows and events of all kinds. The Lancaster County Agricultural Society continues to manage the Event Center with the leadership of its uniquely expert staff. We are proud to drive impact with a wide variety of community event uses as well as economic impact, contributing as much as \$70 million in outside-of-county visitor spending annually.

About Sandhills Global Event Center

[Sandhills Global Event Center](#) (formerly Lancaster Event Center Fairgrounds) is a public nonprofit county fairground owned and managed by the Lancaster County Agricultural Society since 2001. SGEC is the home of the annual Lancaster County Super Fair and offers year-round space for up to 500 days of local 4-H/FFA and other youth education and sports activities, as well as local to national nonprofit, business, government, and family events.

About Lancaster County Agricultural Society

[The Lancaster County Ag Society](#) was founded in 1870 as a nonprofit organization under Nebraska state law. Its mission is to promote and support agriculture, youth development, and county citizens through organizing an annual county fair and year-round events at the county fairgrounds. Now in its 153rd year, the organization continues to play a vital role in Lancaster County, overseeing the Sandhills Global Event Center and championing initiatives aligned with agriculture, community service, educational outreach, and workforce development.

Additional assets, including background and images, can be found online at:
<https://bit.ly/40H5UM0>.