

# 2019 League July Newsletter



2019 Scholarship Winner – Michelle White received a scholarship from The League, allowing her to travel to the 2019 League Symposium in Tulsa, OK.

*Welcome to the July issue of The League News!* We hope you're having a great summer. Thank you to the [Dripping Springs Ranch Park and Event Center](#) for hosting the Summer 2019 Footing Academy 101 in May in Dripping Springs, TX. There were nearly 30 participants who learned lots about footing over the course of two days.

Now is the time to mark your calendar and start planning your travel to Asheville, North Carolina for the 2020 Winter Footing Academy and League Symposium. We are looking forward to seeing you at League Footing Academy (Jan. 17-18) at WNC Agricultural Center and the League Symposium (Jan. 19-22) at the Crowne Plaza Asheville.

Applications are open for our [scholarship program](#) along with nominations for our [special awards](#)! Last year The League launched its inaugural scholarship program and Michelle White was grateful to be one of the first recipients. The League **Scholarship Program** recognizes League members or potential members who are interested in expanding their education in the facility management industry, but whose facility may lack the resources to send an applicant to The League's Annual Symposium or The League Footing Academy. The deadline to apply for scholarships is September 15, 2019.

Meanwhile, the **Facility of the Year Award** is based on operational excellence as well as professional development, safety and security, and service to one's community and the **Hall of Fame Award** recognizes an individual who has rendered invaluable service to the equine facility management industry. Last year's winner was the South Point Arena and Equestrian Center. Will it be your facility this year? The deadline to apply for awards is September 30, 2019.

We hope you enjoy reading the bi-monthly League e-Newsletter! Stay tuned for important updates, fun board member profiles, and informational reviews throughout the year.

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Read on for a facility profile about the Iowa Equestrian Center at Kirkwood, a highlight on our sponsor EventPro, and much more.

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## Welcome New Members

We are happy to welcome the following new member to The League. We hope you take full advantage of all your membership has to offer:

- Brian Albright, County of San Diego, Dept. of Parks & Recreation, San Diego, CA
- Mendy Frampton, Kingman Expo Center, Kingman, KS

## Facility Profile: Iowa Equestrian Center at Kirkwood

An Interview with Liz Lindner



Liz Lindner has been a part of the team at the [Iowa Equestrian Center at Kirkwood](#) since 2008 and she took the reins as manager in 2017.

Liz has a passion for all things equestrian, having experience in a variety of disciplines. Today, she still finds time to ride her Hanoverian-Thoroughbred mare in between her time as a facility manager and mom of two. “I grew up participating in 4-H and competing in local shows,” Liz shared. “When I was younger, I did mainly reining and barrel racing. During my college years at North Dakota State University, I was part of their Intercollegiate Horse Show Association team and got introduced to jumping. I love my job because I get to combine my background in events with my equestrian knowledge.”

The Iowa Equestrian Center at Kirkwood prides itself of its unique design, allowing equestrians to compete in a horse show without ever having to step outdoors. “We cater to the comfort of riders and

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horses and the exhibitor experience is our emphasis,” Liz said. “The way our facility is laid out is unique because everything is under one roof – the stall barn, show arena, and seating area. During the cold Iowa winters, exhibitors can stay warm and comfortable.”

While the equestrian center mainly hosts horse shows, they also hold several other events. “We have had cattle shows and we just hosted the National Llama Show,” Liz added. “We have around 250 permanent stalls with the ability to set up overflow barns, which allows us to accommodate a variety of events.”

Running a large facility that hosts many events, Liz has found The League to be a wealth of knowledge and resources. “I’ve learned so much from attending The League Symposiums. My first Symposium was back in 2011 in Lexington,” she recounted. “It has been a great opportunity to network and meet managers from across the nation. All the facilities have similar challenges, so it’s important to be able to pick up the phone or send an email to another facility manager. As members of The League, we can bounce solutions off each other and celebrate our successes together.”



**Liz and her horse, Gazette.**



**The Iowa Equestrian Center at Kirkwood allows riders to compete without ever leaving the building.**

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# Upcoming League Footing Academy and Symposium Dates

## Winter 2020 League Footing Academy

- Jan 17-18, 2020
- [WNC Agricultural Center](#)

## The 2020 League Symposium

- Jan 19-22, 2020
- [Crowne Plaza Hotel](#), 1 Resort Dr, Asheville, NC 28806
- *Site tours will include WNC Ag Center in Fletcher, NC and Tryon International Equestrian Center in Tryon, NC.*

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# Upcoming Forum Dates

- **August 7, 2019:** Emergency Preparedness
- **October 2, 2019:** Hay and Bedding
- **December 4, 2019:** Marketing and Social Media

The League Forum is a bi-monthly round table teleconference sponsored by The League. Every other month a topic will be announced. Interested participants are asked to sign up through The League office: [info@laec.info](mailto:info@laec.info) or 859-887-0033. A dial-in number and passcode will be sent the day prior to the call. It is not a toll-free call. Long distance charges will accrue depending on your telephone calling plan. Each call will be moderated by a board member or CMEC graduate. Experts may be included on the call to give their knowledge of the specific topic. Be sure to mark your calendars and contact The League office if you wish to be on a call.

**<button: Click here for a full list of upcoming events>**

# 2019 Symposium Review

<https://langershows.sharepoint.com/sites/LangerGroup/Shared Documents/Company Files/LEG Up/League Ag Equest Ctrs/2019/League July 2019.docx>

Stay tuned throughout the year for useful re-caps and takeaways from our 2019 League Symposium.

## *Getting in Touch with Your CVB*

by Ray Hoyt, Tulsa Convention and Visitors Bureau



Ray Holt, President of the Tulsa Convention and Visitors Bureau (CVB) & Tulsa Sports Commission joined us at the 2019 League Symposium to lead a session on how to connect with your CVB. Ray offered a variety of tips to consider when promoting your facility within the community:

- Visitors are beneficial for the economic impact of the community. For instance, a day visitor may generate \$60 in revenue while an overnight visitor will generate \$200.
- Incentivize people to stay overnight.
- Connect with lodging and restaurants nearby: often restaurants will provide gift cards to bring visitors into their restaurants.
- Let the local community know about events at your facility.
- Invite your CVB to the events – sometimes they will bring coffee, donuts, and hospitality.
- Consider hosting a VIP event, giving locals a behind-the-scenes tour of your facility.
- Collect data from the visitors who come to your facility: where are they from are they staying in a hotel, and how many nights they are staying in town.
- Create strategic relationships with the area – penetrate local associations with information about your events.

## **Sponsor Highlight: EventPro** *An Interview with Shane Gatzke*

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EventPro is a new sponsor of The League this year and Shane Gatzke has been part of EventPro for eight years. Shane was pleased to attend the 2019 League Symposium in Tulsa, OK where he gave an overview on EventPro software and clicked with new customers.

“EventPro is a professional venue management software designed to help you effectively run events—from tracking initial calls all the way through billing and special reports,” Shane explained. “Some of our biggest clients include the Johnson Space Center, Nascar, and Monster Energy Drinks. We have offices in North America, the United Kingdom, and Australia.”

“Several years ago, we got an invitation to join The League from Lon and Cathy,” he said. “We were considering it for a while and I’m glad they finally convinced us. It’s been great for our business. We’ve already gotten new customers we met at The League Symposium.”

EventPro software can be custom tailored to your facility’s individual needs. “It is available in both cloud-based and desktop versions,” Shane added. “The calendar assistant in the program can even plug-in to your website. Plus, the software comes with a complete consultation and training. A representative will come out to help you set up and configure the software.”

Their software not only helps in the day-to-logistics of an event center, but also helps with bigger picture reports and financial analysis for facility managers. “The software can run reports on revenue, percentage of days certain spaces are rented out, and even staffing reports over a period of time,” he

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said. “This helps facility owners and upper management understand how to make their facility more efficient.”

As for Shane’s experience at Symposium, he couldn’t have been more pleased. “I go to a lot of trade shows, but I was especially impressed with the event in Tulsa,” he said. “It was my first time at the Symposium and everyone was extremely hospitable. What stood out to me was that you get a lot of one-on-one time with the prospective client. I was able to make a lot of introductions and met a few people who turned into new customers for me.”

To learn more about EventPro and its products, click [here](#).

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