

## **September 2018 Newsletter**

Welcome to the September issue of the League News! We are starting to gear up for the 2019 League Symposium, which will be held in January at the Expo Square in Tulsa, Ok. Read on to learn more about upcoming events, important deadlines for our scholarship program, plus a member profile on Brandi Herndon and a feature on MD Barnmaster.

### **Welcome New Members**

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

Sheridan College Agri Park, Zane Garstad, Sheridan, WY

Double F Arena, David Falconer, Hinckley, MN

### **League Footing Academy and Symposium**

#### **League Footing Academy**

Winter 2019: Jan 18 - Jan 19  
Expo Square, 4145 E. 21st Street Tulsa, OK

#### **The League Symposium 2019**

Jan 20 - Jan 23  
Expo Square, 4145 E. 21st Street Tulsa, OK

The League Footing Academy will precede the Symposium on Friday and Saturday, January 18-19. Expo Square will host the Footing Academy and transportation will be provided from the DoubleTree-Warren Place.

The League Symposium is expanding to 3 full days! Mark your calendar now! The Symposium will kick off in Tulsa, Oklahoma on Sunday evening, January 20 with our Welcome Reception and Sponsor Recognition. We are adjusting the times for our educational sessions and tours to give you more opportunities to network and see the sights. You spoke and we listened. We will begin Monday morning, January 21, and go through the entire day on Wednesday, January 23, wrapping up at 5 p.m. Plan to be with us all day Wednesday as we bring you more topics relevant to our industry. Depending on your travel arrangements, you can depart Wednesday night or Thursday morning.

Topics for the symposium will include:

- ADA Requirements
- Attracting Clientele to Your Facility
- Auditing
- Contracts
- Economic Impact Study
- Get Involved with Your CVB
- Hiring & Firing Do's and Don'ts
- Labor – Challenges and Realities
- Live Streaming
- Music Rights Management
- Naming Rights/Public & Private Partnerships
- Professional Development
- Renovations Standards
- Security Training
- Show Managers
- Software Programs
- Traffic Control

Below is a list of fees for each event:

- The League Footing Academy           \$465 per person
- Symposium                                 \$500 per person (discounts for multiple attendees from same venue)
- Footing Academy & Symposium       \$915 per person (discounted price for both events)
- Spouse Package                             \$290 per person

The room rate at the DoubleTree-Warren Place is \$104 per night which includes breakfast. The registration form will be available on line shortly along with tentative topics for the Symposium.

### **2018 League Symposium Recaps**

The 2018 League Footing Academy was held January 12-13 followed by the League Symposium January 14-17, both taking place in California. As always, it was a great event that was fun as well as educational. For the Symposium, we used a new layout for the classroom sessions and sponsor/vendor area, and this was very well received.

Below is a recap from one of our 2018 League Symposium Sessions. However, this doesn't approach the value of actually attending, so make plans to join us in 2019!

### **Concession Food & Beverage**

*Presented by Rey O'Day of Wings of Fame Productions*

Rey O'Day from Wings of Fame Productions explained how owning and operating a concession stand yourself gives you more control over the customer experience, but hiring an external catering company takes the burden of risk off the facility. When planning concession services are some important factors to consider:

- Keep everything as affordable as possible for the consumer by knowing which foods are most cost effective.
- Food safety needs to be the highest priority. Make sure everything is stored at the correct temperatures and employees wash their hands.
- Make sure trash is disposed of properly and recyclables are well-labeled.
- Lastly, don't forget to smile and make eye contact with customers.

### **FINANCIAL ASSISTANCE NOW AVAILABLE FOR LEAGUE EVENTS**

The League has developed a Scholarship Program to assist facilities by providing full registration plus financial support for personnel to attend a League Footing Academy or Annual Symposium. The Scholarship Program is yet another benefit of League membership. It has been created to encourage League members to take advantage of the outstanding educational opportunities available at these events.

Details about this new program and an application can be downloaded at <http://www.laec.info/p/about/352>. The application deadline is September 15, so interested facilities should act without delay. If you have questions about the new Scholarship Program, please contact The League office at [info@laec.info](mailto:info@laec.info) or 859-887-0033.

### **Board Member Profile: Brandi Herndon**

#### *Expo Square*



Brandi Herndon has been a member of the League for over a decade and she's also the Agri-Business Manager at Expo Square in Tulsa, Ok., where the League will be hosting its 2019 Annual Symposium.

"In January, we are going to host the League Symposium," she said. "It will be our first time hosting the event and we are very excited to showcase our recently renovated 240-acre facility. We are proud to be one of the largest complexes in the country, hosting a wide variety of horse and livestock events, such as the United States Arabian National Show and World Pinto Show. Including our new barn and flexible set-ups, we have the capacity to accommodate upward of

3,000 stalls. We also host other events and consumer shows, including the Tulsa RV and Boat Show and even many high school graduations.”

Brandi, who has been working at Expo Square for about 16 years, feels quite a passion for agriculture and livestock. “I grew up showing cattle and horses,” she explained. “I have always been passionate about the livestock industry. It has just turned into a career for me. When I was younger I showed livestock at the state and local levels. Then I went to Oklahoma State where I majored in Agribusiness. Upon graduation, there was an opening at Expo Square in the livestock fair department to process entries, and the rest is history.” Today, Brandi raises cattle with her husband, Bart, and two young daughters.

Being a member of the League has helped Brandi forge many valuable connections.

“Networking and relationships are so important in this industry,” Brandi said. “I remember even at one of the first Symposiums I attended, I made connections with people from the Oklahoma State Fair Park. Now, if I’m facing a problem or have a question about facility management, I can pick up the phone and call other people I’ve met through the League.”

“When you network with League members, they become your friends,” she added. “Each year, we send some of our staff members to League events and they come back with a wealth of knowledge. We’ve created great relationships. We are looking forward to hosting the symposium and having people see our facility!”

### **Upcoming Forum Dates**

#### **The League Forum**

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 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. The times will be 2:00 eastern, 1:00 central, 12:00 mountain, 11:00 pacific and 10:00 Alaskan time.

Be sure to mark your calendars and contact the League office if you wish to be on a call.

### **Upcoming Forum Dates**

Wednesday, October 3, 2018 – TBD

### **Feature Article: MD Barnmaster**

Finding the right barn for your facility can be challenging. However, MD Barnmaster prides itself on designing custom barns and equestrian facilities, tailored to everyone's needs.

"We build barns both large and small for everything from fairgrounds to racetracks to backyard barns," Terry Deaton, Director of Sales and Marketing, explained. "Our company just joined the League last year, and it has been exciting to meet a wide-variety of folks from all over who operate and manage facilities throughout the country."

MD Barnmaster is based in California, but they serve a wide-range of customers throughout the world. "We thought being involved with the League would be a great way to introduce ourselves to major players across the country," he explained. "Our company has been in business for 34 years and we are based in in Ontario, Calif. We ship barns all over the world, even to places as far as Germany or Italy."

Most recently, MD Barnmaster built all the stalls for the 2018 FEI World Equestrian Games held at Tryon International Equestrian Center in North Carolina. "Our barns are unique because of their longevity and sturdiness," Terry said. "One of our barn walls typically weights about 480 pounds. We use a material that is fireproof, washable, and kick proof. We even offer a lifetime kick-through warranty that if somehow a horse kicks through the barn, we will repair it."

Terry and MD Barnmaster are pleased to be part of the League. "There are so many opportunities to meet new people," Terry commented. "It's great being able to listen to the speakers, gain new ideas, and learn new philosophies."