

2019 League September Newsletter



Asheville, North Carolina

The destination of the 2020 Winter Footing Academy and League Symposium.

Welcome to the September issue of The League News! We hope you had a fantastic summer. It's time to 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, Demo Palooza (Jan. 19) at WNC Agricultural Center, and the League Symposium (Jan. 19-22) at the Crowne Plaza Asheville.

There's less than a month left to apply for our [scholarship program](#) along with nominations for our [special awards](#)! 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. 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. Read on for a facility profile about the WNC Ag Center, a highlight on our sponsor Populous, and much more.

Welcome New Members

We are happy to welcome the following new member to The League:

<https://langershows.sharepoint.com/sites/LangerGroup/Shared Documents/Company Files/LEG Up/League Ag Equest Ctrs/2019/League Sept 19.docx>

- Kristina Smith, Appalachian Regional Exposition Center (APEX), Wytheville, VA

We hope you take full advantage of all your membership has to offer!

Facility Profile: Western North Carolina (WNC) Agricultural Center

An Interview with Matt Buchanan



Matt Buchanan, General Manager of the WNC Ag Center, has been a member of The League since its inception. He is looking forward to welcoming The League to his facility during the January 2020 League Footing Academy and Symposium in North Carolina.

“We’re very excited to have League members visit and give them a taste of Western North Carolina,” he said. “We are not far from Asheville. We think we are one of the best facilities on the East Coast, so we’re excited to show off a little bit. The best thing about our facility, however is our staff.”

Matt has managed the 93-acre facility for the past 32 years while raising two children. “My daughter is now a special needs teacher who is getting a master’s degree in counseling and my son is a senior at North Carolina University at Chapel Hill who hopes to become a sports psychologist,” Matt explained. “I’ve been part of The League since the beginning with founder David Mott. It’s been great to watch The League grow and expand nationwide.”

Every September, the WNC Ag Center hosts its largest event—the North Carolina Mountain State Fair. “It’s a ten-day fair that we organize ourselves,” he said. “Our facility hosts many other events during the year, including horse shows, livestock shows, motorsport competitions, and trade shows as well as community meetings and weddings. We have over 650 stalls and another 160 temporary stalls available.”

<https://langershows.sharepoint.com/sites/LangerGroup/Shared Documents/Company Files/LEG Up/League Ag Equest Ctrs/2019/League Sept 19.docx>

In January, the WNC Ag Center will be hosting Demo Palooza on the Sunday afternoon between the Footing Academy and The League Symposium. “We will have vendors available to talk to League members,” he said. “There will be various types of equipment and everyone can see demonstrations in the McGough Arena. It will be a fun event and we are looking forward to it.”

Matt has been in the facility management industry for a long time and he gets a lot of value out of The League. “I still learn and glean knowledge from all of The League events,” Matt said. “Whether people have been in the business for a long time or just a short time, there is always something to learn from others. It’s nice to know that I can pick up the phone and get advice from a fellow League member. It also helps me stay current with important topics from technology to safety and everything in between.”



The NC Mountain State Fair celebrates the people, agriculture, art and tradition.

Upcoming League Footing Academy and Symposium Dates

Winter 2020 League Footing Academy

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

Demo Palooza

- Jan 19, 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.*

Upcoming Forum Dates

- **October 9, 2019:** Hay and Bedding
- **November 20, 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 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

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

Attracting Clientele

by Angie Teel and Michael Farr of SMG Tulsa Cox Business Center



Michael Farr, Director of Sales and Marketing, and Angie Teel, Assistant General Manager of the SMG Tulsa Cox Business Center, joined us at the 2019 League Symposium to lead a session on how to attract clientele.

<https://langershows.sharepoint.com/sites/LangerGroup/Shared Documents/Company Files/LEG Up/League Ag Equest Ctrs/2019/League Sept 19.docx>

Angie and Michael offered a variety of tips when promoting your facility to new and existing clients:

- Ask yourself what you're doing right and what you're doing wrong.
- Anticipate the needs of the consumers.
- Build loyalty through surveys for clients, attendees, exhibitors, and employees.
- Be passionate and collaborate.
- Elevate experiences – consider the temperature, cleanliness, and having bathrooms that are easy to find.
- Use innovative and creative solutions to help events succeed.

Sponsor Highlight: Populous

An Interview with Todd Gralla



Todd Gralla of Populous was pleased to be a speaker earlier this year at The League Symposium in Tulsa, OK. “The League has allowed us the opportunity to build relationships and learn,” he explained. “The forums and roundtable sessions are really valuable.”

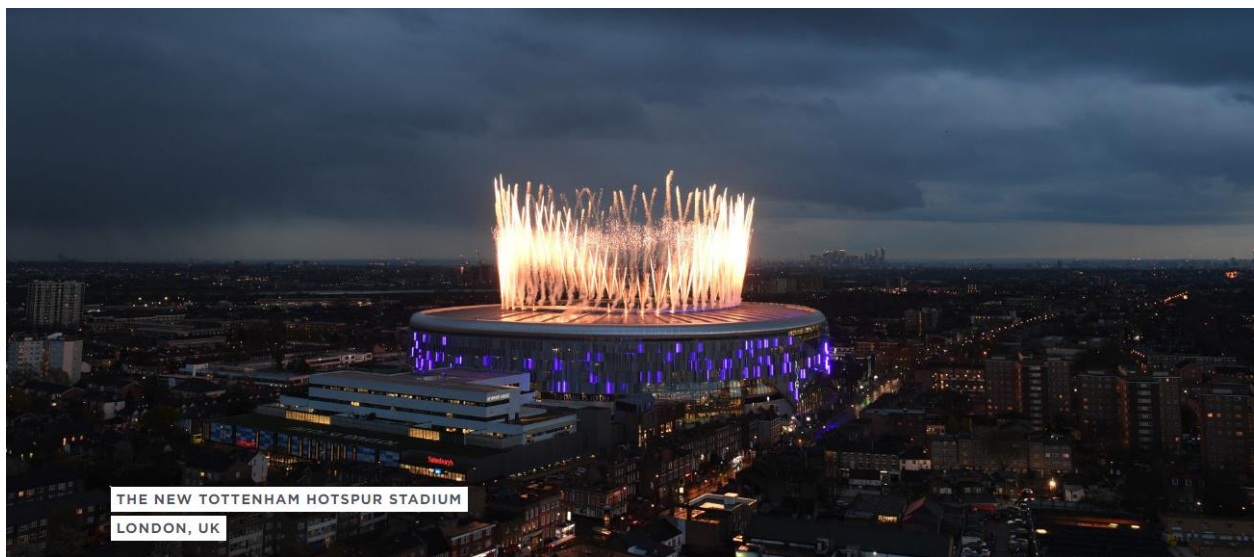
While Todd mainly focuses on livestock and equestrian centers and expo facilities, Populous has designed a variety of large venues and stadiums around the world. “One of our main offices is based in London and we have designed many Premier League Stadiums throughout the United Kingdom,” he said. “We recently built the new Tottenham Hotspur Arena in London, which can hold up to 90,000 people.”

Todd has been in the architecture business for many years and grew up learning under his father. “My dad was an architect who did a lot of equestrian work,” Todd explained. “He was a consultant for Populous and we decided to join them in 2009.”

As a sponsor of The League, Populous has connected with both existing and prospective clients. “There are a few League members who were existing clients and there are also new clients we have met through being a sponsor of The League.”

Todd appreciates being able to attend The League Symposiums. “The nice thing about the League is the ability to connect with clients one-on-one,” he said. “I can spend meaningful time talking to people. I also enjoy getting new ideas and inspiration from touring the facilities.”

To learn more about Populous, click [here](#).



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