

2019 League November Newsletter



Biltmore Estate in Asheville, North Carolina
An optional site visit during the 2020 League Symposium.

Welcome to the November issue of The League News! It's time to book your travel to Asheville, North Carolina. We are looking forward to seeing you at the 2020 League Footing Academy (Jan. 17-18) at the WNC Agricultural Center and the 2020 League Symposium (Jan. 19-22) at the Crowne Plaza Asheville.

Our new highlighted event, Demo Palooza, will kick off on Sunday, January 19 at the WNC Ag Center from 1:00 p.m. to 4:00 p.m. You will be able to see demonstrations of various products and equipment, get hands-on experience testing them out, and have the chance to ask lots of questions. If you attend the League Footing Academy, you'll want to stay over until Sunday. If you're coming to the Symposium, be sure to plan your travel accordingly so you arrive in time for Demo Palooza.

Congratulations to our scholarship winners who will be heading to the 2020 League Footing Academy and Symposium! This year's winners are Mendy Frampton, Kingman Expo Center, Kingman, KS, Dustyn Cole, Curry County Event Center, Clovis, NM, and Shae Lux, Sweetwater Events Complex, Rock Springs, WY. The League Scholarship Program is proud to recognize those 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 Footing Academy.

The League also offers special awards to recognize excellent facilities and individuals. Our Facility of the Year Award is based on operational excellence as well as professional development, safety and security, and service to one's community. Our Hall of Fame Award recognizes an individual who has rendered invaluable service to the equine facility management industry. The special awards winners will be revealed during the Symposium. Stay tuned to find out who our winners will be!

We hope you enjoy reading the bi-monthly League e-Newsletter. Stand by for important updates, fun board member profiles, and informational reviews throughout the year. Read about our newest event, Demo Palooza, at the WNC Ag Center, a highlight on our sponsor Symbiont, information about the 2020 Symposium, and much more.

Welcome New Members

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

- KC Messick, Curry County Events Center, Clovis, NM
- David Burton, Jackson County Agricultural Facility, Jefferson, GA
- Molly Oakman, Tryon International Equestrian Center, Mill Spring, NC
- Allied Member – Charles D. Smith, Architecture & Planning, LLC, Knoxville, TN

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

New Event: Demo Palooza at WNC Ag Center

An Interview with Joe LaFollette



Joe LaFollette is the manager of the Boulder County Fairgrounds and a longtime member of The League. “Ever since I joined The League in 2012, my experience has been outstanding,” Joe said. “I use the information I learn from The League to stay current in the industry. It’s also helped me improve the footing at my facility, which has in turn attracted more equestrian events.”

Along with fellow board members, Joe has been one of the visionaries behind the all-new Demo Palooza. “We are always looking for more ways for our sponsors to be able to connect with members,” he explained. “It can be a challenge to find ways where sponsors can best showcase their products.”

Joe understands the importance of finding ways to create value for sponsors. “Initially, the idea was that we would have different arena groomers showcase their equipment. It branched out to the idea that maybe all sponsors could have an opportunity to showcase their products. We decided that the Sunday after the Footing Academy and before the Symposium would be the perfect time for people to walk around and learn more about the products offered by our sponsors.”

The unique aspect of Demo Palooza is how it will allow members to have a hands-on experience. “It’s one thing to read a brochure or watch a video, but it’s special to see a tangible piece of equipment that you can touch and feel in action,” he added. “We hope this opportunity will give sponsors another way to connect with the members and give members the chance to ask questions about their products. It’s like at a car dealership – sometimes the buyer needs to feel the car and take it for a spin. I’m excited to be a part of the first Demo Palooza and I look forward to seeing how this will expand in future years.”

Upcoming League Footing Academy and Symposium Dates

Winter 2020 League Footing Academy 101

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

The League Footing Academy 101 will precede the Symposium on Friday and Saturday, January 17-18. WNC Ag Center will host the Footing Academy and transportation will be provided from the Crowne Plaza.

Demo Palooza

- January 19, 2020, 1:00 p.m. – 4:00 p.m.
- [WNC Agricultural Center](#)

The 2020 League Symposium

- January 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 Mill Spring, NC.*

The Symposium will kick off in Asheville, NC on Sunday evening, January 19 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.

We will begin Monday morning, January 20 with keynote speaker, Jennifer Pharr Davis. Jennifer is a long-distance hiker, author, and speaker who set a speed record on the Appalachian Trail. On Tuesday afternoon, we are offering an open networking opportunity where you can get together with your colleagues to explore the area on your own. We are also offering an optional side trip to the Biltmore Estate, a 175,000 square foot mansion built by the Vanderbilt Family in the late 1800s. The cost is \$65 to visit the Biltmore.

We will go through the entire day on Wednesday, January 22 and will wrap up by 5:00 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. We are looking forward to seeing you in Asheville!

We will be covering a variety of topics including:

Facility Safety

Mental Health in the Workplace

Master Planning Your Facility

Retrofitting Your Lighting

Active Shooter Awareness

Customer Service Skills

Emergency Preparedness

Equipment Purchasing

Getting Your Board and Community Involved

Shavings Sales Strategy

Social Media Trends & Marketing

Naming Rights

Using Your Facility as a Shelter for Emergencies

<Button: Click here to register>

<Button: Click here to download tentative schedule and topics>

<Button: Click here to reserve your hotel>

Registration Fees:

Footing Academy 101 - \$465 per person

Symposium - \$500 per person

Footing Academy + Symposium - \$915 per person

Spouse Package - \$290 per person

Crowne Plaza Room Rates - \$111.50 + tax per night, includes breakfast

Upcoming Forum Dates

- **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

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

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

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

Viewpoints from Show Managers & Promoters

by Darrell L. Bilke of the Pinto Association, Cheryl Cody of Pro Management, and Steve Soules of the American Shorthorn Association



Darrell, Cheryl, and Steve joined us at the 2019 League Symposium to lead a session about viewpoints from the perspectives of show managers and promoters.

They offered a variety of tips for attracting show managers to your facility:

- Look at hotels and restaurants within driving distance from event and analyze their quality.
- Keep in mind that people travel to horse shows because they want to do other activities in the nearby area.
- Many of the horse show customers are young ladies, so plan activities for mom and dad.
- If you get the reputation that you have bad dirt in one arena, no one will show up at future events.
- Have covered storage for your dirt.
- Be sure you have security in the trailer parking lot and around the barn.
- Keep clean restrooms—all the time.
- To attract reining shows, be prepared they want access in the arenas all night long.
- Have a variety of vendors and food service. People like to have choices.

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

Sponsor Highlight: Symbiont Ag Wash

An Interview with James Holloway



James Holloway of Symbiont had a fantastic experience earlier this year at The League Symposium in Tulsa, OK and is looking forward to attending the 2020 League Symposium and Demo Palooza. “This is my sixth year as a sponsor of The League,” James said. “In my opinion, the Symposium is great. It allows sponsors to be able to connect and have social time with the members.”

Symbiont is a family business for James whose uncle first invented the product. “My family grows tomatoes in Florida, and we have cutting horses as well,” he shared. “We wanted to create a clean and safe product that we could use to get rid of bacteria and fungus on our animals and hard surfaces.”

Today, Symbiont is used by commercial animal facilities, arenas, zoos, veterinary clinics, fairgrounds, and more as an alternative to harmful chemicals. “Using Symbiont is a simple and safe biosecurity step that provides peace of mind for your animals and participants for your facility,” he explained. “You can wash food in it. It’s non-toxic and safe for humans or animals. Some people keep a supply of the product in case they need it, while others use it frequently as a preventative measure.”

As a sponsor and board member, James is looking forward to showcasing his family’s product at the Demo Palooza. “The board came up the Demo Palooza as a new way for members to see the products,” he added. “We hope it will allow for more conversations between members and sponsors as people can see, touch, and feel the products.”

To learn more about Symbiont, click [here](#) to watch a video.



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