



## 2024 League Symposium Presenters

### SESSION 1

#### The Equine Equation - Outputs & Inputs

**Julie Boardway, President - American Horse Council & Foundation**



JULIE M. BROADWAY was named President of the American Horse Council in 2016. She has over 30 years of leadership experience in both for-profit and non-profit sectors. Prior to joining the American Horse Council, Mr. Broadway was the executive director of the American Morgan Horse Association & Educational-Charitable Trust. Julie earned her BS degrees from the University of North Carolina in Chapel Hill and her MBA from the Weems Graduate School at Meredith College in Raleigh, North Carolina. She is also a graduate of the Duke University Advanced Nonprofit Leadership Program and a Certified Association Executive (CAE) from the American Society of Association Executives (ASAE). Ms. Broadway is past board president for the Professional Association of Therapeutic Horsemanship and now serves on their Credentialing Council, a member of the ASAE National Capitol Advisory Council, and has played an active role with the U.S. Equestrian Federation over the past several years. She is a life-long horse enthusiast ranging from recreational rider, breeder, horse show manager, and show competitor.

### SESSION 2

#### What's Your Risk and What to do if EHV-1 Hits?

**Katie Flynn, DVM & Senior Staff Veterinarian-Equine Health & Biosecurity - United States Equestrian Federation (USEF)**



Dr. Katie Flynn was raised on a Standardbred racehorse farm in South Grafton, Massachusetts. She received her undergraduate degree in Animal Science from the University of Massachusetts. In 2001, she received her veterinary degree from the University of Glasgow, Scotland. In 2002, Dr. Flynn began a regulatory career with the California Department of Food and Agriculture (CDFA) Animal Health Branch (AHB) where she held several positions including a field veterinarian, livestock health program veterinarian and equine staff veterinarian. While at CDFA, Dr. Flynn participated in numerous equine disease responses including equine herpesvirus-1, equine infectious anemia, equine influenza, equine piroplasmiasis and contagious equine metritis.

In 2020, Dr. Flynn left California to continue her regulatory career as the Kentucky State Veterinarian. In March 2023, Dr. Flynn followed her equine infectious disease interest and accepted the senior staff veterinarian position for equine health and biosecurity with the United States Equestrian Federation. Dr. Flynn now focuses her efforts on protecting and promoting the health of the equine athletes in the United States and abroad. Dr. Flynn is an international subject-matter expert on equine biosecurity authoring the Biosecurity Toolkit which has been distributed to all 50 states and 12 countries.

### SESSION 3

## Facility Managers Panel Discussion: What makes someone the right person to be an agricultural and equine center facility manager?

### Joe La Follette (League Board Member) - Manager of Boulder County Fairgrounds



Joe La Follette is the Manager of the Boulder County Fairgrounds in Longmont, Colorado. He has been with Boulder County for over 28 years. Joe developed and implemented the Livestock Evacuation Process and Biosecurity program for his facility. He holds various certifications in the EMS field, from Command to Multi-agency Coordination. Joe earned his CMEC (Center Manager of Equine Centers) certification through the League of Agricultural and Equine Centers and Middle Tennessee University in 2017. During his tenure with the Boulder County Fairgrounds, Joe has transformed the facility into a respected, sought-after location for a myriad of equine and agricultural events. Joe is the Chair of The League of Agricultural and Equine Centers, Chair of the Footing Committee, and clinician for the Footing Academies with the League. Joe has been with the League since 2012.

### Jennifer Bexley (League Board Member) - Director of Georgia International Horse Park



Jennifer Bexley has been the Director of the Georgia International Horse Park (GIHP) located in Conyers, Georgia, since 2003. In her position as GIHP Director, Ms. Bexley oversees the general operations of this 1,400-acre world-class facility. The GIHP officially opened in 1995 and was built to host the 1996 Olympic Equestrian Events, the first ever Mountain Biking Competition and the final two events of the Modern Pentathlon. The facility includes six barns, 690 stalls, a Grand Prix Stadium, a covered arena, 10 outdoor arenas, a 30,000 square foot Exhibition Center, meeting facilities and special events fields. Prior to her position at the Georgia International Horse Park, Ms. Bexley was director of Public Affairs and Marketing for the City of Conyers. Before joining the City of Conyers, she served as executive director of the (Georgia) State Board of Workers' Compensation. Prior to becoming executive director, she served as public affairs director and legislative lobbyist for that same agency.

Ms. Bexley is a certified public accountant with vast experience in marketing and is knowledgeable of the equestrian industry. She was raised in Rockdale County on her family's horse farm. She is a 1986 graduate of Emory University where she earned a bachelor's degree in business administration.

Ms. Bexley has been a member of the League of Agriculture Equine and Centers since 2003. She was appointed to the Board in 2014, served as its chairperson from 2015 to 2022 and now serves as its Treasurer. She earned her Certified Manager of Equine Centers designation through that organization in 2014 and recertified in 2017, 2020 and 2023. She is currently a member of the American Horse Council, the Georgia Government Finance Officers Association, and a 2003 graduate of Leadership Rockdale.

### Cammiie Pearson (League Board Member) - Brackenridge Recreation Complex Manager



Cammiie Pearson is the Recreation Manager for the Brackenridge Main Event Center (MEC) in Edna, Texas. Ms. Pearson, a 1987 graduate of the University of Houston-Victoria with a BSBA, joined the organization in 2007 during the early stages of the MEC construction. Initially part of the Accounting Department, she played a crucial role in purchasing throughout the construction phase. By June 2008, Ms. Pearson rose to the role of MEC Director, overseeing its indoor arena as a component of a larger grant project. In February 2011, she earned a promotion to Recreation Manager, tasked with providing guidance to the newly established Recreation Division. Juggling both the day-to-day MEC operations and the broader Recreation Division, Ms. Pearson continued in this dual role until June 2013 when she appointed Dustin Muncrief to handle daily MEC operations. This transition allowed her to concentrate on the strategic planning and overall operations of the Brackenridge Recreation Complex.

Ms. Pearson's affiliation with the League began when she hired Bob Kiser as a consultant. Prompted by him, she delved into attending the Symposium and Footing Academy in January 2009, strategically timed before the Main Event Center's launch. The insights gained and connections made during this period proved invaluable as the new facility opened. Ms. Pearson has actively participated in several Symposiums, highlighting the League's unique culture of knowledge-sharing among industry peers, even competitors. "There aren't many industries

where its members (who sometimes are our own competition) are so willing to share their knowledge and information. I always say that I and ultimately our facility could not have been as successful without my association with the League and its membership.”

In 2016, she achieved the distinction of earning her CMEC, a source of great pride. Joining the League's Board of Directors that same year by filling an unexpired term, Ms. Pearson is enthusiastic about expanding her industry knowledge and understanding board operations. Her goal is to share experiences with newcomers, encouraging them to tap into the League's network for guidance. Expressing eagerness to serve the League as a Board Member, Ms. Pearson aims to continue her learning journey and take on broader responsibilities in the dynamic industry.

## **SESSION 5**

### **Public and Private Partnerships**

#### **Matt Carter, General Manager – Fort Worth Stock Show and Rodeo**



Matt Carter was appointed general manager by the organization's executive committee. In assuming the executive management position for the 127-year-old organization, Carter now directs its day-to-day operations. Although joining the Stock Show's fulltime staff as senior executive vice president in 2021, he previously served as a volunteer beginning as a livestock show superintendent in 2009 and was later elected to the organization's board of directors and executive committee.

## **SESSION 7**

### **Association Management Panel Discussion: Selecting a Facility for Association Events and Building Relationships with Equestrian Associations**

#### **Jay Winborn, Executive Director - National Cutting Horse Association (NCHA)**



Jay Winborn is a dynamic and accomplished leader in the equestrian industry, currently serving as the Executive Director of the National Cutting Horse Association (NCHA).

Under his visionary leadership, the NCHA is a prolific producer of over 1600 shows annually, showcasing the best of cutting horse competitions. In addition, the NCHA occupies Will Rogers Memorial Center for more than 100 days each year, a testament to the NCHA's prominence in the equestrian community.

One of Winborn's notable achievements is his expertise in financial turnaround and fostering exponential growth within associations. His strategic initiatives and innovative approaches have revitalized the financial health of organizations under his guidance. Through effective management and forward-thinking strategies, Winborn has propelled the NCHA and NRCHA to new heights, ensuring their sustainability and success in a competitive landscape.

As an industry innovator, Jay Winborn has brought fresh perspectives and creative solutions to the equestrian world. His ability to navigate challenges and adapt to changing dynamics has earned him a reputation as a forward-looking leader. Winborn's dedication to advancing the sport of cutting as well as all equestrian activities, coupled with his business acumen, has left an indelible mark on the broader equestrian community.

#### **Emily Konkel, Executive Director - National Reined Cow Horse Association (NRCHA)**



Emily Konkel is the Executive Director of the National Reined Cow Horse Association (NRCHA) based in Pilot Point, TX. Emily's experience in producing and overseeing equine events began in 2012. Emily has worked as a contractor for many major equine associations such as the American Quarter Horse Association (AQHA), National Snaffle Bit Association (NSBA), Pinto Horse Association (PtHA), Pony of the Americas Club (POAC), as well as various affiliates of these major associations. Emily started as the Show Coordinator in 2018 for the National Reined Cow Horse Association (NRCHA) and has continued her work through different departments of the organization. From 2021-2022 she oversaw the NRCHA's five premier events located throughout the United States which saw a 15-20% growth. Emily holds a Bachelor's degree in Agribusiness Management from Michigan State University.

### **David Dellin, CEO - American Paint Horse Association (APHA)**



David Dellin, CEO of the American Paint Horse Association, has spent a lifetime involved in the equine industry, both personally and professionally. Dellin first joined APHA as director of judges in 2012 and was instrumental in the development of innovative showing- and judge-education resources, including APHA's interactive learning platform horseIQ.com. As APHA's senior director of judges, shows and education, Dellin helped produce top-tier events like the APHA World Championship Show and APHA/WCHA Halter Million, along with countless seminars and other learning experiences. As CEO, Dellin now leads APHA's family of brands, including the non-profit APHA, its wholly owned for-profit Marked For Greatness Properties LLC and the charitable American Paint Horse Foundation. Previously, Dellin was an accomplished professional horse trainer and judge. He served as past president of the National Snaffle Bit Association and is a graduate of Oklahoma State University.

## **SESSION 10**

### **Successful Partnering with your local Convention & Visitors Bureau (CVB)**

#### **Jason Sands, (CSSE), Vice President of Sports and Executive Director of the Sports Commission**



Jason Sands is a seasoned professional in sports management and development, with a career spanning several key roles. As a testament to his commitment to excellence, Jason obtained certification as a Certified Sports Event Executive (CSSE) from the National Association of Sports Commissions in 2011.

Jason pursued his education at Indiana University Bloomington and holds a Bachelor of Science degree in Sports Communications. Beginning in 2004, Jason embarked on his journey as the Director of Sales & Marketing at EVP Tour, laying the foundation for a successful career in the sports industry. In 2005, he transitioned to the role of Director of Sports Development at South Shore Sports, contributing significantly until 2013.

In 2013, Jason assumed the role of Executive Director of the Evansville Sports Corporation for four years. During this time, he secured and managed a variety of sporting events which included: NCAA Division II Men's Basketball Elite Eight and National Championship 2014 & 15, NCAA Division II Men's and Women's Cross Country Midwest Regionals 2014-2016, the 10th Annual U.S. Figure Skating National Theatre on Ice Competition 2017, and the National Softball Association Girls Fast Pitch 'B' World Series. He was a founding member of Sports Indiana and served as its president before departing for Texas in 2017.

In 2017, Jason brought his expertise to the Fort Worth Convention & Visitors Bureau – first as the Sports Marketing Director, and now as the Vice President of Sports at Visit Fort Worth, contributing to the city's sports landscape. Since the launch, Fort Worth Sports Marketing has been recognized nationally for hosting the 2015 and 2016 NCAA Women's Gymnastics Championships. Fort Worth Sports Marketing was instrumental in bringing the 2019, 2020, 2021, 2022 Women's Gymnastics National Championship and 2022 DI Men's Basketball Rounds 1&2 to the new Dickies Arena.

With a robust background and a passion for sports, Jason Sands continues to make significant contributions to the field of sports management.

## **SYMPOSIUM GREETER AND ROUND TABLE MODERATOR**

### **Chelsea Sutton, Founder of ConsultMent Agency**



Chelsea Sutton is a nationally known horse show announcer, public speaker, and founder of The ConsultMent Agency, a marketing firm that provides marketing consulting and management for brands in hospitality, professional services and equine brands.

From startups to multi-million dollar companies, The ConsultMent Agency has managed accounts with 150k followers, gained millions of impressions per year, and impacted revenue growth of over 20% increase year over year.

Her love for business & problem solving brings a strategic business-driven approach to marketing.

Chelsea graduated top of her class in Entrepreneurship and Business Management from Arizona State in 2012. Originally from Buffalo NY, she grew up on a horse farm in North Carolina, and now resides in Arizona with her husband, Travis and daughter, Shiloh. When not at her desk or behind a microphone, you can find her swing dancing, or riding her quarter horse, Willy.