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Welcome to the November/December issue of The League of Agricultural & Equine Centers News!



November/Decemeber 2020 Newsletter



Our members touring the Tryon International Equestrian Center during the January 2020 League

Symposium.

Photo Credit: Brooke Goddard/LEG Up News

Welcome to the November/December issue of The League News

The holiday season has arrived and 2020 is coming to a close. Where has the year gone? Right now, we would normally be gearing up for our annual Footing Academy and Symposium. However, as most of you have already heard, we made the decision to postpone our in-person events due to the Covid-19 pandemic. We appreciate your patience and understanding.

As members of The League, we are thankful for our health as well as our network of peers. Especially during these unprecedented times, we have all seen how valuable it is to be able to lean on other members for advice and support.

Our annual League Footing Academy and League Symposium were scheduled for mid-January 2021. Stay tuned for news and information [here](#) on our website. We are looking forward to seeing you at some point next year in Salt Lake City, Utah.

In January 2020, many of us traveled to Asheville, N.C. for the League Footing Academy and the 2020 League Symposium. We had a great time getting to know each other better, networking, and learning about various topics through expert panels and roundtable discussions.

As always, thank you to our board members and sponsors for their support. We would also like to welcome our newest member: Payson Event Center in Payson, Ariz.

Our new membership database is now up on Wild Apricot. Please make sure to check your email and look for messages from LOAAEC@wildapricot.org. New emails will come from this address. Members should have received a password reset email as well as information about our current poll, news, and updates. If you are not receiving these emails, please let Lynne know. The new database also includes an online forum for our members!

We hope you enjoy reading the League e-Newsletter. Stay tuned for important updates, member profiles, and informational reviews throughout the year. Read on for a member profile on Payson Event Center, a sponsor highlight on Open Stalls, a re-cap from our 2020 League Symposium, and more.

Lynne Dickinson

Executive Administrator

lynnefd2014@gmail.com

New Member Profile: Payson Event Center

An Interview with Lauren Moore and Courtney Spawn



The Payson Pro Rodeo is the World's Oldest Continuous Rodeo

Photos courtesy of the Payson Event Center

Meet Courtney Spawn and Lauren Moore! Courtney is the Director of the Payson Event Center and Lauren is the Event Center Coordinator. The Payson Event Center is a 35-acre facility located in Payson, Ariz.

The Payson Event Center is home to a wide range of events, including the World's Oldest Continuous Rodeo held every August. "We were looking for resources. We are a multiuse event center and we also host a variety of equine events," Courtney explained. "We wanted to go outside our sphere and start networking with people who run similar facilities."

"We host rodeos, team roping, mounted shooting, and some motocross events," Lauren commented. "We even host a mud run. We transform the facility based on the event. It's fun to have a facility that can welcome such a variety of events."

Like Courtney, Lauren is looking forward to connecting with other members of The

League. "I am looking forward to going to both the Footing Academy and Symposium. I saw the information about last year's event and it seemed great. We are excited to attend and see where we can learn and improve."

Lauren brings a wealth of horse related experience and Courtney's background is in public service. "I'm from an equestrian background, having grown up in Oklahoma and gotten on my first horse at age three," Lauren shared. "I've done everything from jumping to vaulting. It's really my passion."

"My familiarity is on the operations and programming side," Courtney expressed. "I love being able to help generate tourism and revenue for our town. I'm really proud to be able to showcase our town and work in public service."

Courtney and Lauren have had a great experience with The League so far. "Everyone has been really great," Lauren noted. "I was on the last phone call and it was amazing to hear about how people across the country have been dealing with their events."

"It's incredible to join an organization that really has a face to it," Courtney added. "I can already tell that being part of The League is not just spending money on a membership. It's something we can get value out of because there is a real interaction between the members and communication from Lynne Dickinson. It's way more than just a membership fee - it is all the resources that come with it and real people to connect with. We are really excited."

To learn more about the Payson Event Center, click [here](#) to visit their website.



The Payson Grand Prix produced by Arizona Off Road Productions



Mongollon Monster Mudda at the Payson Event Center

Mark Your Calendars



The 2021 League Footing Academy

- TBD
- Salt Lake City, UT

Sponsor Showcase

- TBD

The 2021 League Symposium

- TBD
- Salt Lake City, UT

Upcoming Events

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[Click here for a full list of upcoming events](#)

2020 Symposium Re-Cap

Throughout the year we share useful re-caps and takeaways from our 2020 League Symposium. Read on to learn more about the American Horse Council presented by Julie Broadway.

Federal Legislative and Regulatory Update

By: Julie Broadway, American Horse Council



The American Horse Council (AHC) was founded in 1969 as a national association representing all segments of the horse industry. It promotes and protects all horse breeds, disciplines and interests by communicating with Congress, federal agencies, the media, and the industry itself.

The following statistics are from the American Horse Council Foundation's [2017 National Economic Impact Study](#).

Some key industry statistics and economic indicators:

ESTIMATED NUMBER OF HORSES IN THE US

- 7.2 million

ESTIMATED NUMBER OF HORSES BY ACTIVITY

- Recreation- 3,141,449
- Showing- 1,227,986
- Racing- 1,224,482
- Working- 537,261

ESTIMATED NUMBER OF HORSES IN EACH OF THE 50 STATES

1. Texas, approximately 767,100 horses
2. California, approximately 534,500 horses
3. Florida, approximately 387,100 horses

LAND USE BY THE EQUINE INDUSTRY

- 32 million acres of land owned
- 49 million acres of land leased for horse-related uses

Julie Broadway, President of the American Horse Council, shared her expertise and knowledge. "Interest in horses is very strong in our country," she explained. "There are over 38 million households with a horse enthusiast. It's also important to note that nearly 40 percent of the equine participants are under 18, indicating to us that the number of horse enthusiasts will keep growing."

She also explained how equine-related activities relate to the national economy. "While the number of overall horses in the US has declined, the economic impact has grown," she noted. "There are about 1.7 million people employed in the equine industry throughout the United States."

"You can use these numbers to make your case to the government," she urged. "For example, if they want to build a road that will negatively affect your facility, you can explain how important these jobs are to the economy."

Julie also recommends working closely with your respective state horse council. To learn more about AHC, you can click [here](#) to visit their website.

Thank you to Julie for joining us in Asheville at the 2020 League Symposium to talk to our members! We look forward to hearing from more speakers at our 2021 Symposium.

Sponsor Highlight: Open Stalls

An Interview with JD Crouse



MANAGE RESERVATIONS

GET A HIGH-LEVEL OVERVIEW OF ALL UPCOMING RESERVATIONS FOR YOUR VENUE

TRACK WHICH RENTERS HAVE CHECKED IN AND DEPARTED WITH RESERVATION STATUSES

USE CONVENIENT FILTERS TO QUICKLY NARROW DOWN THE LIST OF RESERVATIONS

POWERED BY 

SEND STALL ASSIGNMENTS AND IMPORTANT INFORMATION TO RENTERS WITH BULK SMS MESSAGING

We are pleased to welcome Open Stalls Powered by Rodeo Logistics as one of the newest sponsors of The League. Open Stalls is an online platform that makes it seamless to reserve stalls and RV spots at an event.

The team at Open Stalls is passionate about simplifying the stall rental process. “We want to make it just as easy to rent a stall as it is to rent a hotel room from your cell phone,” explained JD Crouse. “Our founders posed this idea about a year and a half ago, and since then we have had a full-time team of developers work on designing the program.”

JD comes from a marketing background as the Chief Marketing Officer for the World Champions Rodeo Alliance (WCRA) and he is pleased to be working with Open Stalls. "I can speak from a lot of perspectives," he noted. "I've rented a lot of stalls myself and I have also been involved in event management. When I heard about Open Stalls, I got excited and decided to take the bull by the horns."

The Open Stalls Team connected with The League through word of mouth. "We visited with several facility managers, including Bill Allen at the Oklahoma State Fairgrounds and Steve Stallworth at South Point Arena and Equestrian Center," JD recounted. "Everyone highly recommended The League, so we decided to join as a sponsor."

Open Stalls makes it easy for a facility to take online reservations, accept payment and assign stalls and RV spaces. "We provide robust reporting functionalities, and we do all of it at zero cost to the facility. We charge a small fee that is passed onto the exhibitor. We launched the product in May, and we are continuing to expand to facilities both large and small."

"I want to continue learning about what types of frustrations facility managers face while working with different show promoters and stall renters. I also want to help facilities and shows remove headaches when dealing with stall reservations. Then, I can take feedback from the marketplace and work with our developers to integrate it into the Open Stalls program."

To check out Open Stalls, visit their website [here](#).





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About The League of Agricultural and Equine Centers: The League of Agricultural and Equine Centers is a recognized, professional organization that supports and promotes management personnel and maintenance procedures at agricultural and equine facilities. We are a primary resource for industry education, networking and advocacy for our members.

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The monthly League Newsletter is produced by LEG Up News. LEG Up News provides public relations and marketing services to the equestrian sport. LEG Up News features stories about events, riders and associations from the West Coast, as well as coverage of key competitions that have national and international championships. LEG Up News is also available for other PR services, such as newsletters for businesses and associations. For more information or to obtain photos, please contact LEG UP News at brooke@legupnews.com.

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