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Welcome to the September issue of The League of Agricultural & Equine Centers News!



September 2020 Newsletter



Visiting Tryon International Equestrian Center during the 2020 League Symposium

Photo Credit: Brooke Goddard/LEG Up News

Welcome to the September issue of The League News

It's hard to believe that fall is here! Our annual League Footing Academy (Jan. 15-16, 2021) and League Symposium (Jan. 17-20, 2021) are just four months away. Mark your

calendars for January 2021 and make plans to visit Salt Lake City, UT. The registration forms and tentative schedule are available here on our website.

As facility managers, we are grateful for our extensive network of peers and industry leaders. Now as most of us have re-opened our facilities, with COVID-19 protocols in place, it is especially valuable to be able to lean on other League members for advice and support.

In January, many of us traveled to Asheville, North Carolina 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.

Thank you again to all our wonderful board members and sponsors for their hard work and support. We would like to welcome our newest sponsor, Rodeo Logistics.

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 Amy Dickerson, a sponsor highlight on Tarter Farm and Ranch, a re-cap from our 2020 League Symposium, and more.

Lynne Dickinson

Executive Administrator

lynnefd2014@gmail.com

Member Profile: Amy Dickerson

Lancaster Event Center - Lincoln, Neb.



Meet Amy Dickerson! Amy is the Managing Director of Lancaster Event Center in Lincoln, Neb. She boasts a background in corporate marketing and event management, working at HP and Stanley Black & Decker. She also received her MBA from the University of California, Berkley.

"I grew up in Nebraska, completed my undergraduate degree at the University of Nebraska-Lincoln, and then moved to California," Amy explained. "Eventually, I wanted to come back home to be closer to my parents as they got older and to raise my family here. When I saw an opening for this position at Lancaster Event Center in the newspaper, I applied and got the job. It was great to move back to the Midwest and be able to apply knowledge from my corporate background to running a facility. I've also traveled quite a bit, which has helped me run a multi-use facility because I can relate to a wide variety of people."

As a member of The League, Amy appreciates being able to collaborate with peers in her industry. "As managers of equine and agricultural centers, very few people 'get' what we do," she said. "We are not that common across the county, so it's helpful for us to have a way to stay connected, share ideas, and even just support each other. Through the pandemic, The League has been a great source of support. We had some Zoom calls to talk about issues. Even though we didn't figure out all the answers to our problems, it felt like I had support. There is so much value to be able to share Best Practices with your peers."

The Lancaster Event Centers caters to a variety of events, and they have made adjustments to be able to host certain events in light of COVID-19. "We were closed for several months and then we re-opened at the end of June with a drive-in concert," Amy commented. "We now have horse shows happening again with lots of extra

cleaning and disinfecting. We are taking advantage of the large, open-air spaces. Currently, we are running events with limited capacity, but our facility is about 160 acres with the space to hold over 2,000 horses.”

Amy is grateful to be part of The League and appreciates having a place to turn to with questions. “Even in the middle of a pandemic, Lynne Dickinson has been so innovative,” Amy added. “Lynne created an online forum where we can all ask questions and it’s great to be able to easily speak with each other.”

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



The Lancaster Event Center



The facility hosts the University of Nebraska-Lincoln Rodeo.



Central Plains Reining Horse Association slides into the Lancaster Event Center.

Mark Your Calendars



The 2021 League Footing Academy

- Jan 15-16, 2021
- Salt Lake City, UT

Sponsor Showcase

- Sunday, Jan. 16, 2021
- Time TBD

The 2021 League Symposium

- Jan 17-20, 2021
- Salt Lake City, UT

[Click here to download registration forms and schedule](#)

Upcoming Events

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

2020 Symposium Re-Caps

Stay tuned throughout the year for useful re-caps and takeaways from our 2020 League Symposium. Read on to learn more about safety compliance with Tad Atkinson of the North Carolina Department of Agriculture.

Simple Safety

By: Tad Atkinson, North Carolina Department of Agriculture



Tad Atkinson of the North Carolina Department of Agriculture shared his expertise regarding facility safety and explained easy ways to be compliant.

He highlighted how basic training, periodic checks, and equipment maintenance, such as making sure that your fire extinguishers are working, are simple ways to stay safe. Tad also recommends checking the functionality of safety features on your utility vehicles, including back up alarms and hazard lights.

Tad cautioned about the issue of parking lot safety. "Many events use areas for parking, such as dirt lots or grass fields that are not intended as traditional parking lots," he commented. "You want to make sure that you have proper lighting, pedestrian walkways, and attendants to assist with parking and crossing."

Another factor to consider is compliance with the Americans with Disabilities Act (ADA). "It's important to know how many handicapped parking spots you are required to have and how many of those spots need to be van accessible," he noted. "If you were down at knee-level, could you see the bathroom sign at your facility? You want to make sure that signage is visible at all levels, especially for people in wheelchairs."

He also warned about exit obstructions in buildings and tents. "You need an exit light and fire extinguisher at every exit. You want to make sure that there is clear access to the exits and that displays are not blocking the doors."

Lastly, Tad touched on the topic of staff engagement: "It's essential to have your staff engaged in safety and to have an emergency action plan."

Thank you to Tad 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: Tarter Farm & Ranch Equipment

An Interview with Kayla Maddox



Tarter Farm and Ranch Equipment is an American-based, family-owned company that provides quality products to farmers and ranchers, and has been a longtime supporter of The League.

The team at Tarter is passionate about what they do and the products they represent. "The company started back in 1945 and I have been working here for about eleven years now," explained Kayla Maddox, Marketing Manager. "I work directly under LuAnn Tarter whose family started the company. We feel strongly about the products we make, and we live the life of what we are selling. I have livestock at home, and it is an important part of my life. I would never want to release a product that was a waste of money or unsafe."

Tarter Farm and Ranch manufactures all different types of products for a wide range of consumers. "We have over 900 SKU numbers," Kayla noted. "From a gate for your farm to equipment for crowding cattle, we have it all. Even if you have a small garden, we can provide you with the right equipment."

Kayla believes that being a sponsor of The League has provided excellent value. "We have gotten a lot of business out of going to The League Symposium," she shared. "We like sending our representatives to the event every year because they take away not only business but great information. We like to stay current and be in the know. Going to the Symposium also helps us get our name out there and connect with managers of large facilities who need products in mass numbers."

"I am hoping to attend the 2021 League Symposium myself," she added. "An event like The League Symposium opens so many doors and opportunities for new business."

To check out Tarter Farm and Ranch Equipment and their wide range of products, visit their website [here](#).



LuAnn Tarter, Mark Oppold, Kayla Maddox and Bo Middleton with the RFD TV crew.



Kayla Maddox with her mare DD and her donkey, Monroe.



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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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