

RTIP NEWS

CONTACT: Doug Reed
520 621-5660
dreed@ag.arizona.edu

March 22, 2011

FOR IMMEDIATE RELEASE:

KEMI Coordinator Shares Marketing Strategy with RTIP Students

Leslie Janecka, the coordinator for the Kentucky Equine Management Internship (KEMI) program, stopped by the *Race Track Marketing & Media Relations* class during the western leg of her recruitment tour to introduce students to the hands-on opportunities of the program and share her marketing insight.

Founded in 2000, KEMI is a non-profit organization that runs two 22-week internships per year. The spring session runs from January to June and allows interns to take part in the breeding and foaling aspects of the industry. The fall session runs from July to December and provides students with a foundation in sales prep and race training for yearlings.

"Last session out of twenty-five interns, two went back to school and the remaining twenty-three all got jobs directly out of the program." Janecka explains.

This type of success relates not only to the experiences students gain on the farm, but also with the KEMI marketing efforts. Janecka participates in a whirlwind tour visiting high school and college campuses in each one of the continental 48 states. Social media marketing has also been implemented through the use of Facebook.

The University of Arizona's Race Track Industry Program offers both a Bachelors and Masters degree program with an emphasis on the pari-mutuel racing industry and hosts the annual Symposium on Racing & Gaming held every December in Tucson, Arizona.

For more information, visit the RTIP Web site at www.ua-rtip.org