



THE UNIVERSITY OF ARIZONA
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Race Track Industry Program

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Week Three of the Hirsch Speaker Series Focuses on the Quarter Horse Industry



Tucson, AZ —Janet VanBebber, Chief Racing Officer for the American Quarter Horse Association (AQHA), joined Race Track Industry Program students via Zoom on Wednesday, February 10.

Keeping with the theme of this semester's Hirsch Speaker Series, VanBebber gave an overview of the American Quarter Horse Association, including its governance, mission and scope of authority. She also shared AQHA's efforts to further the breed and the issues facing the Quarter Horse industry.

While discussing the AQHA's marketing efforts, VanBebber said "we've focused a lot of attention on our social media platforms and they are starting to provide results."

"I really enjoyed Janet VanBebber's presentation," said student Kamryn Koutras. "She was very engaging, incredibly personable and an all-around fantastic speaker. I especially enjoyed how she presented AQHA's mission statement, highlighting that they wish to 'maintain the integrity of the breed and the welfare of the horses.' This especially stuck with me because treating horses with respect and utmost care has always meant so much to me as a horsewoman."

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Race Track Industry Program — The University of Arizona Race Track Industry Program offers a Bachelor's degree with an emphasis on the pari-mutuel racing industry and hosts the annual Global Symposium on Racing held every December in Tucson, Arizona.

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