

For Immediate Release

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## HOOSIER PARK DIRECTOR AND GENERAL MANAGER VISIT WITH RTIP STUDENTS



**Tucson, AZ** — Jahnea Erpenbach, Marketing Director for Hoosier Park, and Rick Moore, Vice President and General Manager at Hoosier Park, spoke with the Race Track Marketing and Media Relations Class as well as the Hirsch Speaker series. Both presentations focused on marketing and how they successfully merged a racetrack and casino.

They stressed how their parent company, Centaur Gaming, is ahead of the curve in integrating the race track with the casino into one entity especially on the marketing side. Their focus was on highlighting all entertainment aspects of their venue and marketing as one with all of their promotions, events, and club member services. It was important for them to build and maintain strong relationships with their horsemen, and continue to do so by have open communication and frequent meetings with them.

Three pillars of their success have been the facility, the staff, and their marketing programs. They talked about some of the struggles they faced during integration and what they did to work through them.

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### ABOUT THE RACE TRACK INDUSTRY PROGRAM:

[The University of Arizona 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 Global Symposium on Racing & Gaming held every December in Tucson, Arizona.

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