

For Immediate Release

September 13, 2012

CANTERBURY PARK REP DISCUSSES BUSINESS STRATEGY WITH STUDENTS



Tucson, AZ — The Race Track Industry Program welcomed its first guest speaker of the semester on Thursday, September 13. Andrew Offerman, RTIP alumni and current Live Racing and Social Media Coordinator at Canterbury Park, gave the Racing Business, Strategies, and Global Perspectives class his thoughts and advice on the strategic analysis project the students are developing.

A similar project focused on Canterbury Park last year, so Offerman was able to give valuable insight into not only the project, but how its principles can be applied in real-world situations. He discussed Canterbury Park's past and current strategies, and he also educated the class on some of the details of a 10-year marketing

contract that the track signed earlier this year. The cooperative marketing agreement with the tribal casino located just a few miles from Canterbury is one of the first of its kind, providing the track with money for both marketing and purses in exchange for a joint marketing campaign.

With the changing face of the racing industry, this unique approach to working with tribal casinos is one that some students may find themselves using in their future careers. Offerman encouraged students to be diligent and fully analyze all options available to them when making business decisions.

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 Symposium on Racing & Gaming held every December in Tucson, Arizona.

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

