

For Immediate Release

April 9, 2014

MEADOWLANDS MARKETING DIRECTOR LECTURES AT THE RTIP



Tucson, AZ — Rachel Ryan, Marketing Director for the Meadowlands, spoke in the Race Track Marketing and Media Relations class as well as was the guest lecturer in the Hirsch Speaker Series. Ms. Ryan is the first guest lecturer speaking from a marketing perspective and brought a fresh new view point to the classes.

In the Race Track Marketing and Media Relations class, she spoke about building relationships with outside media outlets and how that influences decisions you make. She also touched on scheduling different events and how to move forward if they are not as successful as you planned and innovating for the future.

During the Hirsch Speaker Series, she talked about her overall duties in marketing and the different qualities that it takes to make that job a success. She touched on obstacles she faced and, the importance of adaptability and willingness to learn and grow to overcome them. She also talked the high paced and energetic environment racing is and the positive results you can get out of your job by putting in the work and time.

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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