



Change, While Difficult, is Necessary for Success

Association of Rodeo Committees
2013 Global Rodeo Conference
September 28-27, 2013
Omaha, Nebraska

Friday, September 27, 2013

Chinook Helicopter Landing in Rooftop Rodeo Arena



Challenges



Introductions

- J'Ann Wright, Director
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- Howell F. Wright, President & CEO
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Estes Park Western Heritage, Inc.

Supporters of :

- The Rooftop Rodeo,
- Western Heritage Youth Scholarship Fund, and
- The Rooftop Rodeo Royalty Program



P.O. Box 1852, Estes Park, CO 80517

www.rooftoprodeo.com

www.estesparkwesternheritage.org

Why Change !

- To solve a problem.
- To move from good to better.

Change

Change Formula:

- Focus x Drive x Time and Resources = Change

Cycle of Change:

- Current State-Where You Are
- Transition
- Desired State-Where you Want to Be

SWOT:

- Strengths
 - Destination community
- Weaknesses
 - Moving from downtown to the arena
- Opportunities
 - Work closer with Town marketing organization
- Threats
 - Increased demand on our facilities



Change Road Map:

- Create the Vision
- Set SMART Goals
- Raise Awareness
- Build the Team
- Develop and Action Plan
- Measure Results
- Sustain the Change



What a Vision Should Look Like

- A statement of the organization you want to be.
- When will it happen?
- How people get involved.
- Make the vision inspiring.

EPWH Draft Vision

- Estes Park Western Heritage, Inc. will be known for its participation in prestigious Western events and for its philanthropic generosity.

A Better Vision

- Working together as a team we will, by 2015, improve our facilities, and raise our added money so that competitors and fans will see us as the BEST medium size PRCA rodeo in the United States.

SMART:

- Set **S**pecific Goals
- Make them **M**easurable
- **A**ction Oriented and **A**greed On
- **R**ealistic
- **T**ime Bound



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Raise Awareness Through Communication with all Stakeholders: Community, Town, Committee and Sponsors

- Clear, Compelling Vision
- Importance of the Change
- Goals and Objectives
- What's Happening
- Results of the Change



Build the Team



- The team should start with the idea originator, project leaders, and change agents.
- Include on your team some of the individuals who will actually be doing the work.

The Five Incorporators

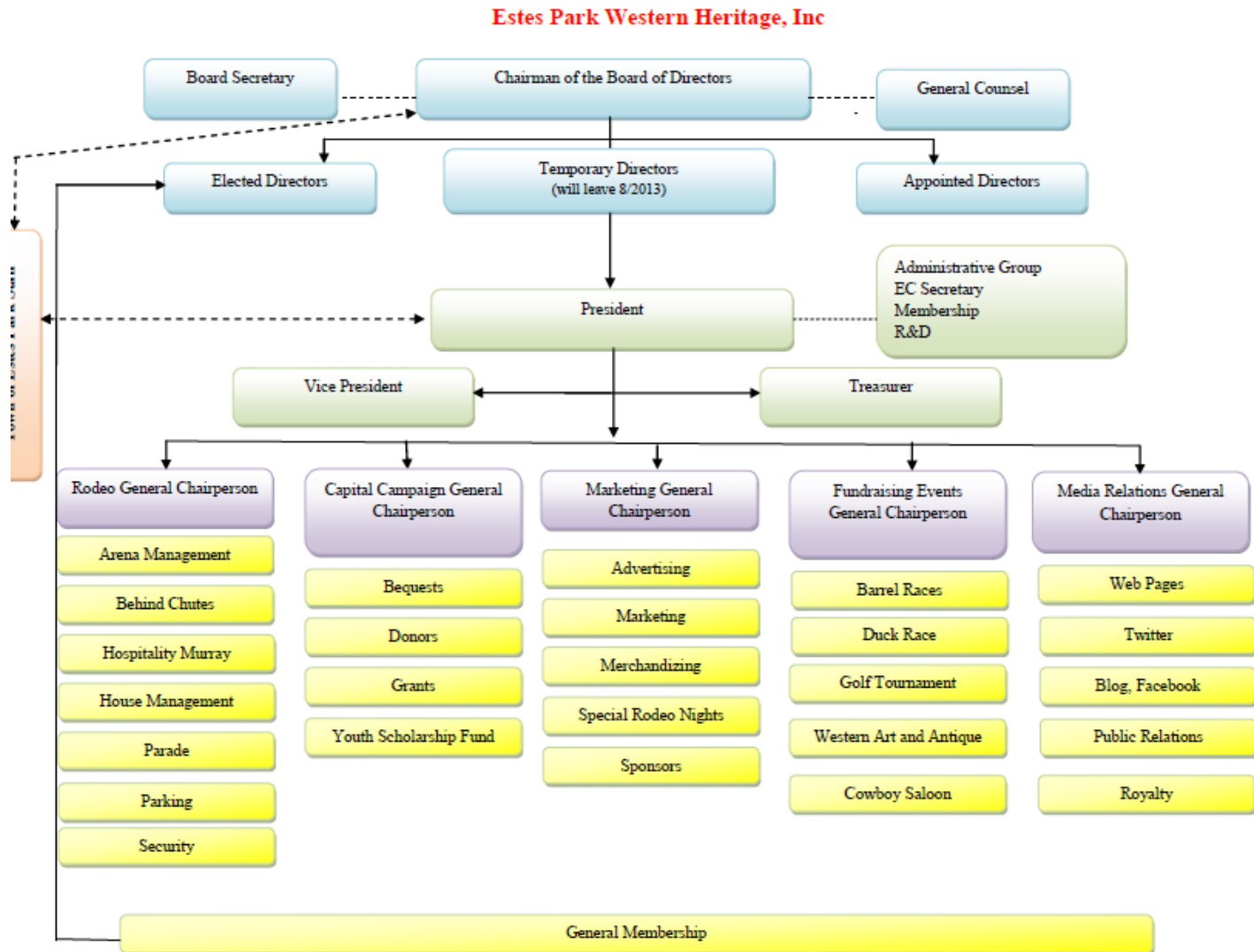


The Board of Directors

- Developing clear expectations of board members' responsibilities



Organizational Structure



Lets Skip On

- Develop and Action Plan
- Measure Results

Sustain the Change

- Plan for long term survival. Consider :
 - Systematic By-law review
 - Strategic planning
 - Recruit dynamic members
 - Develop and nurture relationships
(community, sponsors, rodeo committees)
 - Develop and maintain a culture of evaluation and improvement

People Just Hate Change



Questions

