

# G.W. Hail

## Vice-President & Assistant General Manager



G.W. Hail was promoted to Lone Star Park at Grand Prairie's Vice-President and Assistant General Manager in February 2007 after serving as Vice-President of Marketing & Sales since September 1999. He joined Lone Star Park in August 1996 as Director of Marketing.

The native of Tulsa, Okla. oversees all facets of marketing and sales at Lone Star Park, including admissions, advertising, communications, media relations, customer service, fan education, group sales, promotions, strategic planning and research, sponsorship sales, video and the track's Web site ([lonestarpark.com](http://lonestarpark.com)).

Hail, who has extensive experience in the areas of recreation and leisure, sports marketing and consumer products and services, led the marketing efforts for the most successful grand opening of a racetrack in modern history.

The Grand Prairie racetrack handled an average of almost \$2.4 million daily during the inaugural 1997 meeting, which ranked No. 1 among all U.S. racetracks built since 1970. As an encore, Lone Star Park became the first racetrack in modern history to increase attendance in its second year of operation - from 712,673 customers during the 1997 Thoroughbred season to 715,995 in '98. For the past decade, Lone Star Park has averaged one million customers annually, making it the second-most visited sports and entertainment facility in the Dallas-Fort Worth area.

Those successes helped Lone Star Park become the youngest racetrack ever to host the Breeders' Cup World Thoroughbred Championships in 2004. A throng of 53,717 attended the international event, and it was the fastest sellout in Breeders' Cup history due to a detailed plan recommended by Hail.

In 2006, Hail spearheaded the debut of a new customer rewards program called "*Star Player Rewards*" where customers can receive \$1 general admission and earn points for discounts and special offers based on wagering, food and beverage and Gift Shop purchases.

Prior to his stint at Lone Star, he was employed by Ackerman McQueen Advertising Agency for nine years. There, he served as Senior Vice-President and Management Supervisor for the Premiere Parks account, managing and directing the day-to-day responsibilities for an \$8 million regional amusement park business that generated annual attendance of more than four million and ranked among the Top 10 amusement operators in the U.S.

Before overseeing Premiere Parks, Hail served as Management Supervisor for the Brunswick Bowling & Billiards account in Muskegon, Mich. from 1991-95, managing and directing the day-to-day account responsibilities of a \$6 million recreation and leisure business. Hail generated record-setting income for three consecutive years and was heavily involved in the development and execution of communication plans for the North America, South America, Europe, Korea, China and Taiwan markets representing total sales of \$350 million.

Hail's experience in sports marketing, and in particular horseracing, began in 1990 when he served as Account Supervisor for DeBartolo Racing's Thistledown Racetrack in Cleveland, Ohio. There, he provided on-site management and assisted officials with all marketing and promotional efforts for the racetrack.

Hail began his career with Ackerman McQueen in 1987 as an Account Executive with primary responsibility for two national and four local consumer accounts: Food & Wines from France; U.S. & Canadian Wine Divisions (New York, Chicago, Dallas, Los Angeles, Montreal, Toronto and Vancouver); Droste Chocolate (New Jersey); U.S. Olympic Festival '89; Wilson Foods; Oklahoma Resorts; and J.C. Potter Sausage. Prior to joining Ackerman McQueen, Hail served for two years as the Advertising Director for Harold's, a nine-store, \$22 million retail chain with operations in the Southwest.

A graduate from the University of Oklahoma with a Bachelor of Arts degree in Journalism (Advertising), Hail is a member of the Mayor's Advisory Committee on Tourism for the Grand Prairie Convention and Visitors Bureau. He serves on the Board of Directors for the Lone Star Park Charitable Foundation for Grand Prairie; the Southern Methodist University Athletic Forum, which nominates recipients for the annual Doak Walker Award that recognizes the nation's top collegiate running back as well as the Doak Walker Legends Award; and the Advisory Board for the Kessler School in Dallas.

He resides in Dallas with his wife Mindy and daughter Lucy.