

FOR IMMEDIATE RELEASE

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CONTACT: Deb Balliet, CEO, Equine Land Conservation Resource  
(859) 455-8383 or [dballiet@elcr.org](mailto:dballiet@elcr.org)

Editor's Note: photo available upon request

## Groshek Joins Equine Land Conservation Resource as Membership & Marketing Director

*By Yellow Horse Marketing for the Equine Land Conservation Resource*

The Equine Land Conservation Resource (ELCR) is proud to announce Holley Groshek of Lexington, KY has joined the organization as Membership and Marketing Director. This position is responsible for building ELCR's brand identity and visibility within equestrian and conservation audiences, and will seek to grow and steward the membership base of the Bayer/ELCR Conservation Partners Program. Groshek is now part of an expert team of staff and volunteers dedicated to the conservation of land for horse-related activity, a mission which recently earned ELCR the 2012 Equine Industry Vision Award.

Highlights of Groshek's career include her recent work as Director of Administration and Equine Relations for the 2010 FEI World Equestrian Games Foundation where she developed, marketed, and managed the Equine Village Partner program, in addition to eight years spent as Executive Director of the Kentucky World Trade Center. Groshek holds an MBA with concentration in Marketing and International Business from Binghamton University (NY), as well as a B.S. degree in liberal arts (with emphasis in biochemistry). An avid equestrian, Groshek grew up in upstate New York and has more than twenty years of experience riding and competing as an amateur rider. "Working for ELCR holds particular interest for me because I believe that loss of land for equine use is one of the most critical issues facing the horse world," says Groshek. "In this position, I will strive to use my experience and skills to have a measurable impact on not only the organization, but also the equine community at large."

"With her energy and experience, Holley is a great addition to the ELCR team," notes Deb Balliet, CEO of ELCR. "She will have a significant impact on our outreach activity, as well as the continued growth and development of our Conservation Partners Program."

**About the Equine Land Conservation Resource (ELCR):** *The Equine Land Conservation Resource is the only national not-for-profit organization advancing the conservation of land for horse-related activity. ELCR serves as an information and networking resource for land and horse owners, organizations, agencies and all equine enthusiasts on issues related to farm and ranch land conservation, land use planning, farm and ranch land stewardship/best management practices, trail access and sustainability, liability and equine economic impacts. For more information about the ELCR visit our website at [www.elcr.org](http://www.elcr.org) or call (859) 455-8383.*