

professional profile

FRED REINERT, Guest Services and Admissions Operational Manager

Born: 1957, Louisville, Ky.

Education: Attended the University of Maryland

Family: Wife Elizabeth, daughter Andrea

Years in the Business: Eight

Career Highlights: I had a very enjoyable and rewarding career with the Central Intelligence Agency in telecommunications management and training both overseas and in Washington, D.C., prior to retirement. I started work at Keeneland as an usher during the 2007 fall meet and actually only took the job for something to do. However, I found the Thoroughbred industry to be fascinating and sought to learn as much as possible. In addition to my primary position, I've worked in sales, tours, and special events. There are so many facets to the industry and I've enjoyed exploring as many of them as possible.

Hobbies: I have many hobbies but my primary focus is volunteer work in health care. This has been a passion of mine since I was 18. I recently completed a five-year stint with Hospice of the Bluegrass and I'm currently working at the Kentucky Blood Center and St. Joseph Hospital.

What you enjoy about working at

Keeneland: I thoroughly enjoy the sights, sounds, and pageantry of the race meets and sales. I also very much enjoy working with the Keeneland staff — both full-time and part-timers. Although most of our part-timers are only here seasonally, the full-time staff always treats them as full partners, which I think is rare these days. I especially enjoy the retirees' recollections of their primary employment in years past. We have former lawyers, bankers, farmers, educators, homemakers, PhDs, and captains of industry working here as seasonal employees, and the average fan and probably most of the staff have no idea. It was a privilege and an honor to work with some of the most professional men and women during my first career and I consider the Keeneland staff to be of the same character and professionalism. Keeneland is a wonderful company and environment in which to work.

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