



WPR A

For Immediate Release
Women's Professional Rodeo Association
www.wpra.com
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Contact: Ann Bleiker - 719-330-4293

WPR A Names Darla Lindt New Chief Operating Officer and Board Executive Secretary

COLORADO SPRINGS, COLORADO – The Women’s Professional Rodeo Association recently named Darla Lindt as the new Chief Operating Officer and Board Executive Secretary, replacing Janet Cropper, who retired on April 15, 2021.

The WPR A Chief Operating Officer (COO) is responsible for all the hands on operational aspects of the WPR A activities and is a critical partner to the WPR A President in terms of growing and ensuring a healthy and viable not for profit membership based business. In addition, the COO leads the office team, headquartered in Colorado Springs, handling the day-to-day operations to be efficient, productive, and effective. As the Board Executive Secretary, in conjunction with the President, will help facilitate special teleconference and in-person board meetings as well as help facilitate other duties of the WPR A Board of Directors including but not limited to what is set forth in the official rulebook.

“The WPR A is excited to have Darla Lindt join our team,” said Heidi Schmidt, WPR A Vice President. “Darla brings to the table a vast knowledge of business from many diverse areas and we cannot wait to see what contributions she is able to make.

“The hiring process, when replacing a trusted and valued employee such as Janet Cropper, was a long and very well thought out one. Again, we are excited to welcome Darla to the WPR A team, and look forward to working with her to help the association flourish.”

Lindt is a resident of Colorado Springs and prior to joining the WPR A was a branch owner of an insurance agency specializing in cyber insurance and farm/ranch policies. She served as the Executive Director at the National Cyber Exchange (NCX), a non-profit member organization. Her other background includes being one of the first employees of a Nutri-System franchise owner, who opened the Colorado Springs market in the late 80s and early 90s, building the business from the ground up. This position led to a Director position with the Jenny Craig Corporation.

"I have such an advantage coming to an association with such strong operations, that is financially sound, has a very hard-working Board of Directors and a stellar staff in the office who operate like a well oiled machine,” said Lindt. “As the association launches from this strong foundation, I believe great things are ahead for the members, sponsors and partnerships of the WPR A”.

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