



THE UNIVERSITY OF ARIZONA  
COLLEGE OF AGRICULTURE & LIFE SCIENCES

## Race Track Industry Program

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**For Immediate Release**

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# Industry Relations, TV Production and Recruitment: TVG Visits the RTIP



**Tucson, AZ** — On Wednesday, March 28<sup>th</sup>, the Race Track Industry Program hosted three members of the TVG/Betfair US team. Kim Bijou, Jeff Lowich, and Rebecca Somerville visited Tucson to speak in classes and recruit for TVG.

Jeff Lowich, director of Industry relations for TVG/Betfair is a lifelong race fan. Lowich got his start at Monmouth Park in New Jersey and joined the TVG team in 2010. He spoke in the Race Track Organization, Structure, and Financial Management course about TVG's ADW and betting exchange platforms. Lowich discussed, among other things, the growth of TVG's ADW platform, and how they have successfully increased churn through the use of wagering promotions.

Rebecca Somerville is a senior TV producer at TVG and it was no coincidence that her presentation to the Joe Hirsch Speaker Series class was entitled the "Ins and Outs of Television Production." Somerville, a graduate of the RTIP, has held many roles in the racing industry including the operations manager at Pegasus Training Center, on-air talent at HRTV and TVG, and assistant trainer for Richard Mandella. Somerville led students through the myriad of factors that go into creating TVG's daily programming. From deciding which races will be shown live, to the strategically placed cameras around the tracks that are being covered, Somerville packed a vast amount of information into her lecture.



After the classes concluded, students were invited to a luncheon with the TVG team, where they were able to speak with Kim Bijou. Bijou is a talent acquisition and HR business partner at TVG, and accompanied Jeff and Rebecca to scout the Race Track Industry Program for talent, and speak with students about possible internships and current open positions within the company.

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**Race Track Industry Program** — The University of Arizona Race Track Industry Program offers a Bachelor's degree with an emphasis on the pari-mutuel racing industry and hosts the annual Global Symposium on Racing held every December in Tucson, Arizona.

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