



Race Track Industry Program

**38th ANNUAL
SYMPOSIUM ON RACING & GAMING**

TUESDAY, DECEMBER 6, 2011

**Unique Computer Applications and
Their Uses in Racing**

SPEAKERS:

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Jeff Ahern, University of Arizona Computer Science Program

Alexis Garske, Student, University of Arizona Race Track Industry Program

Ms. Wendy Davis: Welcome to the first afternoon session of the Symposium on Racing. This afternoon we have a really interesting panel. This is not a long, drawn-out panel, but you're probably gonna get more useful information in this short period of time than you can ever imagine. We've put together a group of ideas and it's basically what you can get online: computer information, kind of the new technologies.

We have our students from the Race Track Industry Program who did a special — it's called a special problems or an independent study project where they looked at QR code, and I would encourage you to go to their booth. If you are unfamiliar with QR codes — if you are sitting in the audience saying huh, I wonder what she's talking about, that's okay because we have all the folks here. We're gonna do a quick tutorial during this panel session, but we know and I know you can hear it and it can make a lot of sense - and you can nod your head and say I got it - and the minute you walk out that door, you don't. That's why we have a help desk and we have the experts, which are the students, to help you get technology savvy.

Then we also have Phyllis Bell with us and she is with — and we've had a lot of fun with this at the office talking about, well, Homeland Security's gonna be at our symposium this year, but she's gonna help you understand the SAVE program and the number of different programs that you can utilize at your race tracks. It's something that I'm gonna listen to and learn all the different opportunities that she will present.

What we're gonna do is start quickly with our QR codes and I think I will not get back up and interrupt the flow. We have two of our representatives from our independent study class. One represents the Race Track Industry Program, the other representing the SISTA group which is basically the computer science folks.

What we did was put these two groups together - and they will certainly explain this to you if you go and visit them at their booth. In a real world situation, the computer science folks knew nothing about racing. The race track students know something about computers, but certainly not to the level that our computer science students understand it. They're getting a degree in computer science.

What we did is put these two groups together and say you know, out in the real world this is how it works. You have to explain to the other what your wants and needs are, and the other group has to listen and try to figure out how to fulfill those needs. This was a wonderful real-life exercise.

There are a number of demonstrations that are available to you in the exhibit area, as well as some games to play. There's a horse race game. There's a scavenger hunt. Now, if you're thinking ugh, I don't know about just going on a scavenger hunt, but it illustrates the different technology, what that technology can do for you. That's the program. I'm gonna let the two students introduce themselves and what their, just quickly, what their background is. Then when they're done we'll have Phyllis — pardon?

Oh, sorry. She's gonna be doing the E-Verify. SAVE is later, but this is the E-Verify. They are kind of sister programs, correct? Great. All right, so the first up is our Race Track Industry Program student, Alexis.

[Applause]

Oh, I'm sorry. Nope. I switched it up on 'em.

[Laughter]

The first is our computer science student so, again, I'll have 'em introduce themselves and their background.

Mr. Jeff Ahern: Hello, everybody. My name is Jeff Ahern. I'm with the University of Arizona Computer Science Program. We were working, like Wendy said, with the industry and the main thing is the QR codes, what are they, things like that. They approached the computer science department saying hey, we need something. We don't know what, and that's where we came into place. This thing's supposed to be clicking.

Female Voice: Go to the left or the right. Go to the next side.

Mr. Jeff Ahern: All right, moving to the right. There we go. Okay. So QR codes, what they are. That's what I'm gonna go over. Everybody's probably seen a QR code someplace in their time being here. If you haven't seen a QR code, just look down at your badge and you'll see this little nifty thing. It looks like a fancy barcode, basically, that you would see at the grocery store when you scan your little food item and it says ooh, look, information about it, gives you the price, tells you what the item is, stuff like that.

This is the same thing, just fancier and it's two-dimensional instead of one. They give you plenty of information. They can give websites. They can give contact information. Actually, these QR codes will give you contact information. Here's a list of major uses that the industry has done. You can do a calendar event. If you wanted to advertise a calendar event and people scan it with their phone and they have the calendar event loaded in their phone so they're reminded that event's going to happen.

Another good one is contact information. If you've registered with our group down at the booth - and if you haven't you can still go do that - you scan another person; that's the same as exchanging business cards. It's the new way of exchanging business cards, I should say. With this you can go back home to your hotel or wherever you're staying at and download all the contacts straight into your Outlook and all this other stuff instead of carrying around a big thing of 40 business cards back home. A little bit easier to do.

Another good one is geolocation. What that is — is location — so you tag a geolocated QR code and it takes you to an event, to a location where your place of business is at. Then you can click navigate and it navigates you there. As you can see, there's plenty of other ones to do. This is up to you and your industry. I only have five minutes so I'm not gonna go over every single one of these and bore you guys. Where are they? Well, you know they're on your badge.

Guess what? You've never probably seen one QR code before in your life, you're going to see them all over the place now that you know what they look like. I can guarantee you this. You will now see, and you'll be like wow! They're in the grocery store, they're in the Best Buy. Well, they're everywhere. They're mainly in advertisements, major advertisement event. They'll open up your magazine and you will see them in every single major advertiser will have one. It'll take you more information about that product, give you whatever you want, and that's basically what QR codes do. They just give you more information.

Here's some quick advertisement ones. As you can see, social networking, by the way, is a major thing so — oh, I went back. So as you can see right here, this guy right here is add to friends. That's how you add him as a friend for social networking. That's where these QR codes are coming from. A friend of his snaps and ooh, wow, now I'm a friend of race track such-and-such, and get the updates and all that stuff encourage him to come in. These are the basic advertisements that are major. Pepsi, *The Sun*, these ones right over here were done with Disney. Those are actually stamps so the post office can scan them.

How can the racehorse industry use these? Well, at our booth we have a lot of basic ideas that we were able to come up with and demonstrate within a semester. Students are very busy so it's hard to really get all the things, but we do have some more ideas and I'll go over some of the simple ones.

The first one is this business card. That right there is actually their Facebook profile, so if you scan that you get that first and Facebook, they're connected with you. You're connected with them. The next one over is their location. It's the Google Map location. That last one, that's all the info — that's their contact information so when they scan that, that person's business goes into their phone so they will always have that. I will tell you one thing, I cannot keep a business card, but I can keep my phone. That will always stay with me.

Here's another major one that we've determined that would be a real advantage, is this right here. What that is, is it's a maintenance log. Every single time somebody does maintenance on a piece of equipment, they scan it and it states in the log who scanned it, when it was, what the maintenance was, and everything about that record. Now that's really great because when you have the federal regulators coming down on you, you have a proven record. It's not some chicken-scratched out record that you're hoping you can read and prove everything. It's there. It's set in stone and it's solid.

These are some of the things. If you have more questions please come by, visit us at the booth, register with us, and we'll take you — we'll show you everything that you wanna know and we'll sit down. We have plenty of students that are very knowledgeable. The next speaker is —

Alexis Garske: Great job, Jeff.

Mr. Jeff Ahern: Thank you.

[Applause]

Ms. Alexis Garske: Hello everyone. My name is Alexis Garske. I'm in the Race Track Industry Program. I'm a student and I've worked in marketing — or marketing's —

Audience Member: Can you speak louder, please?

Ms. Alexis Garske: Oh, sure. Marketing's my focus and this past summer I actually worked with Ellis Park as their marketing intern and this class kind of gave me a very great opportunity to think more about marketing and its techniques and how we can implement this in that world. What if Facebook and Twitter never existed? What would marketing consist of at race tracks? What would we have to fall back on, especially with budgets now being slashed instead of being added to, what are the things that we can use and those foremost have become the Facebook and the Twitters. They're free, they're easy, we can obviously control it, but have we used it to its full capacity?

To create a page and post pictures on Facebook, is that truly using it to its full potential? It's following in the footsteps of others in thinking very much inside the box of what you can do with the resource given to you. I fear that QR codes could very much end up in the same boat, if they're even used at all. So many people stay away from them. I think this room could probably be separated into two different parties: those who either already have ventured into the QR codes at their track but maybe haven't used them to their full capacity, and then maybe those who are still incredibly afraid of them and want nothing to do with them.

Now we know what QR codes are, thanks to Jeff here, and how easy they are to use and to create ourselves. I believe very much that you don't need to know everything about QR codes to be able to use it at your track effectively. I would be very much lying if I said that I understand how they work or how they're made. I, like many of the RTIP student and even some of the SISTA computer science majors in this QR class, didn't know about QR codes just a few months ago. Ourselves and them, even, had to learn about how to do it, how to generate them and more about them. Once I started taking this class, you saw that they're in magazines; they're all around, even my apartment, on all the products I already use - they're already there - so, you see how common they have become.

I don't think we can let the craze pass us by, though. It's not a luxury thing that we can afford to ignore. Facebook is free, Twitter is free, and now we have this great new QR code and we can venture into it and really use it to our advantage. You can make these QR codes work for you. They can only go where you decide to take them. It's not simply enough to jump on the bandwagon cuz we've already put them on places around the track. We've already used them in our programs with the late changes or changes, late scratches, and things like that, but I think that may have been where a lot of tracks have stopped. They put the QR code, they did that, but then they didn't keep thinking. We need to think outside the little pixelated box.

I'm sure a lot of you are still very wary of the technology and it seems incredibly complicated, but like I said, we don't need to know 100 percent about them to be able to use them. Just the other day I created my own business cards and the fastest part of that process wasn't the QR code — that was the fastest part. It went to a certain site and if you stop by the booth we can even pull up that site for you and generate your own QR code within a few minutes, and I generated my own. The worst — it took much longer to finish the card than it did the QR code that I created for myself.

The best part about QR codes is you can drive traffic. One of the hardest parts about marketing is trying to determine what people want, when they're going to want it, or how they're going to want it. Often the answer doesn't work in our favor, but we can drive the traffic. So often, fans don't go on your own track site anymore. They're going to *The Blood-Horse*, *Paulick Report*, and *DRF* to get the information that they seek, but they're not going on the very track site that they might be standing at. You can drive traffic back to your site and you can drive traffic by letting fans see exactly what you want them to see.

QR codes can be very specific. You could have 100 up around your track and they can all be completely different codes. QR codes can drive customers back to your track through promotions that enter them in yet another promotion in a week, in a month, or at the end of the meet; something as simple as bringing this QR code back and scanning it on Sunday to see if you won the 60-inch flat screen. Something as simple as that, but you're driving traffic back. You're getting them more included in the QR code craze.

It can be set up that when it is scanned, it goes directly to the place you want it to, so if you'd like all your QR codes at your track to directly link to your site, number one, that's a very easy thing to do and, two, a very cool thing to be able to do is almost have it a hidden link. They can get to this great page or this great promotion but you can only do it through the QR code, so you can't just do it may be sitting at your laptop unless you already know the specific link, which really helps people out and lets them feel more comfortable with trying that thing. It's more of an incentive to want to try out the QR codes cuz they have the ability to win this or get a cash voucher, etcetera.

Once on the track site, they can navigate, browse, or continue to look up other connected pages, and then you have them there. You've already gained them on your own site and they're learning the information that you want them to learn. They can help track fans literally where they are, where they're going. They can increase your databases and make much more specific databases, as well as show trends among your fans. You know, where are they going, how often are they using these, how often are they coming to the tracks?

We're not, as race tracks and this industry, leaders in the innovation or implementation of technologies. We're new to technologies. This offers the ability to join the rest of the world, and many other sports, with technological advances. It might not be on the cutting edge anymore. Obviously, we've seen them around our own homes and in magazines. We're not going to be the first ones that do them, but it's getting your feet wet and they're a step in the right direction to lend a modern hand to help usher in the new era of both using more technology at the track and also usher in the new fan.

Fans want newer, they want better, they want faster, and that's us in life and that's also our newer fans. It's fast information on your own phone. These are going right to your own phone so it's personal, it's private, and it's instantaneous, and that seems to be what this society now wants, so that's a great way. How can we use them? What does your track want to improve on? That's probably the best question to start with. What areas do you

want people going more to? What do you want people to visit or see more or spend more money on?

Let's take customer service, for instance. I think all tracks could stand to have a better customer service rating or just feel like they have more. On the simplest, the front of your live program, you could have a little QR code that connects to a video of your CEO, your owner, welcoming people to the track. That might sound very simple, but it's a great little thing. It looks very technological. It's a very fast video, and he can be walking, showing you where to get a program, showing you how to bet, showing you where the windows are, a video showing a quick video right inside the program of a map of the facilities with highlighted spots. You know, where to get a beer, where to get the hotdog, where to get the program, or just somebody simply going up and placing a bet.

Then, it's great because they can replay that video over and over in the comfort of their own seat, because no fan likes feeling like it's their first time at the track or they don't wanna look like it's their first time. They don't wanna feel like a fool. You know, they don't wanna mess up at the windows. They don't wanna say the wrong thing, so this is a great area to really ensure them that security and the privacy of doing it on their own phone and really feel comfortable enough, and then maybe they're going to the windows a lot more because they have that comfort level now.

Voting: voting is a big thing, I think, for tracks and for customer service, in general. You let fans feel a lot more included in the process. So often they feel their ideas are never heard or taken, but this is a great opportunity. You can give them choices. You know, what do you like best about this meet and then give them five choices. What do you think is the best new thing on our menu? What would you like to see on the menu or at, saying they need it by the end of this meet, and then give them choices. That really helps you determine where the mindset of your fans are or just simply what they're really happy with and what they're really not.

Handicapping and betting is a huge opportunity. Obviously, we're trying to get more fans in that area, but we also have a lot of fans already in that arena. I'm kind of high on the video side cuz I worked on a video project, so I like having a video, a quick QR code on a program of the track handicapper. If you don't have one, maybe now it's kind of more a feasible option to get a track handicapper cuz it can just be somebody who's knowledgeable and who likes to talk.

Then that's right there on the program page. You can go to that and it gives more in-depth information cuz so often the video feed has no soundtracks or once the track handicapper's gone and that handicap or that race, you don't get to see their picks or you might not know their picks. It's a great opportunity for them to look back, and just a one minute, two minute tutorial. What's great about that is it can also create your own page that much more expanded with more in-depth footage of that very race or their actual picks, etc.

VIP Player's Club reward cards, obviously a huge thing that tracks are interested in. This is a way that people could sign up for those rewards clubs and they can do it from their own seat or while they're in line, even waiting to bet. So often they say "oh, I'll sign up for it on my way out the track," and then they never do. They forget to go by the booth cuz it's one booth and it's located maybe in the clubhouse, and maybe that's not where they're sitting. This is a way, and you can give them incentives to join the VIP Player's Club. Maybe every time they scan a QR code they get a point and so many points gets them anything that your track thinks that they'd be interested in.

Then there's probables. Every handicapper that I know and a lot within our own class would love to see more real-time odds or just what is my bet gonna pay out? So often you miss that feed or you made a specific bet or you'd like to see what it's going to pay out if you make the bet you're thinking about. If you're sitting at the track and it's already passed you by, you maybe have to wait a few more minutes to see that. If it can be live, real-time, that's a great incentive for handicappers, and I think it would make a lot of them very happy.

An alarm to go off on your phone is another great idea. You can set up QR codes so a handicapper could pick races at their own track that they're sitting at or across the nation that they're interested in, and that alarm goes off a few minutes before that race, reminding them since post times are so staggered and since so many handicappers do handicap at both where they're at and more often, maybe where they're not at. It's a great reminder and it's just letting your fan know that you're thinking about them and what they want.

Real-time results and handicapping contest. They are at your track, kind of lets them know where they're standing, maybe in the middle of the game. Then more information on specific races: on a feature race, on a stakes race. Like one of the projects that we have over at the QR booth is that taking a big race and taking a big race day and really getting more in-depth information than just your past performances on that horse, kind of like the Derby special for the hour long before, but in a very condensed form that's right there and you can do on your own. There's obviously the scavenger hunts that Wendy mentioned earlier, hidden coupon codes around your track.

Moneyless wagering: that's a great idea that I wish was my own, but was actually someone in our class. A lot of times when groups of people come to the track, maybe one out of the four, or two out of the five, are actually spending money. Everyone else is maybe uncomfortable or they're not a big gambler themselves. To put QR codes right next to your horses on the program, it gives you the opportunity that they can still pick a horse and win something for that. So if the three horse wins and they had picked that with their QR code, it's increasing the technology, it's increasing the comfort factor. They get excited cuz they still win, and maybe that puts them in points for the end of the day to win something or at the end of the meet, the whole driving back at another time or staying later in the day to see if they've won something is a great opportunity.

I encourage you all to please, please stop by the booth. A lot of the students have had a lot of time and a lot of effort into these projects and I think a lot of people within our industry and people in general are still so uncomfortable with QR codes, don't know how to use them, and maybe don't know how to use them or how they can implement them. We can show you in a matter of minutes what you could do for your own track.

Obviously we've touched on just a few ideas here and there are many more available. It's really where you wanna be able to take these and what you'd like to do for your own track. So, hopefully you stop by and see us all and we have a lot of write-ups and more specifics on our projects that you can take home with you and hopefully consider for your own track. Thank you very much.

[Applause]

Ms. Phyllis Bell: Well, hello. My name is Phyllis Bell and I am a management program analyst from the Department of Homeland Security, and I wanna pause for a moment and ask you all to please give Jeffrey and Alexis another hand. I think they did a fantastic job.

[Applause]

I will be speaking to you about E-Verify. I won't be before you very long. I'm just gonna give you a brief overview and I, too, will ask you to come to our table, our booth. We have a booth on E-Verify and my co-worker, Crystal Gainyard is here and she will be speaking on SAVE on Thursday.

I have a very brief agenda. My agenda will cover the what and why's of E-Verify. We'll talk a little bit about statistical information, how you can enroll in E-Verify, and if you're not enrolled I'm sure you're gonna be ready to do that, how to run an E-Verify case. We'll discuss a little bit about photo matching, the federal contractors, the responsibilities of the employers. We'll talk about what's hot and new with E-Verify, learn more about E-Verify, and then we'll provide you with some E-Verify contact information.

What is E-Verify? Well, I know my screen says no cost, but I love the word free. It's free. It is a free internet-based system and it's quick and it's easy to use. What it does is it allows employers to electronically verify if the employee they just hired is authorized to work legally in the U.S., or if you're a federal contractor, it would allow you as an employer to verify if your existing employees assigned to work on a qualifying federal contract are authorized to work legally in the U.S.

E-Verify also helps maintain illegal workforce and it protects jobs for authorized workers. The way it does that, within seconds it lets you know by querying the database of SSA and DHS if that person you just hired is authorized to work legally in the U.S. Finally, E-Verify has a partnership with the U.S. Department of Homeland Security and the Social Security Administration.

I told you what E-Verify is. Now, briefly I'll tell you what E-Verify is not. E-Verify is not a system that provides immigration statuses. We do have a system that provides immigration statuses, and that is the Systematic Alien Verification for Entitlements Program which is SAVE. Crystal Gainyard, could you wave your hand and let them know that Thursday Crystal Gainyard will be providing the presentation on SAVE, but E-Verify is not that.

Also, E-Verify should not be used for prescreening. It's not a program for prescreening. In other words, you should not hire an employee, bring an employee aboard for an interview, for instance, and then before the interview is over you tell them I'm going to E-Verify you. No. E-Verify should not be used for that. That would be considered prescreening.

Also, it's not a safe harbor from worksite enforcement. In other words, if the immigration custom and enforcements want to come in and audit your Form I-9s and if you're an employer you should have Form I-9s on file. If they do wanna come in, E-Verify will not be a safe harbor preventing them from coming in or the Department of Labor. However, if you do become a E-Verify user, they will take into consideration the fact that you are a E-Verify user and that you're trying to be compliant with the rules of the Form I-9.

Why should you use E-Verify? There is a lot of reasons and the ones we have listed is just the beginning. You should use E-Verify because it helps employers maintain illegal workforce. The way it does that is, like I said earlier, it will let you know within seconds if the person you hired is authorized to work legally in the U.S. It eliminates the guesswork during the verification process. Oftentimes, when HR fills out the Form I-9, they may even do a little guessing. With E-Verify they don't have to guess about the documents. It queries our database and puts the burden on us.

Also, you should use E-Verify because it protects jobs for your authorized workers by eliminating those who are not authorized to work. Also, it deters document and identity fraud. Later throughout the presentation I will talk about photo matching. That is a part in the system that we have that has helped us to detect instances of document fraud. Also you should use E-Verify because it works seamlessly with the Form I-9. It works in conjunction with the Form I-9. I, personally, believe that every program should have goals.

In E-Verify, we have many goals but we'll just talk about a few. One of our goals is to reduce unauthorized employment and minimize the verification-related discrimination. With E-Verify you cannot discriminate because the databases are being queried, the information is being keyed in, and you can't personalize it to discriminate. Also, one of our goals was to be quick and non-burdensome to the employers. We have accomplished that. We have many, many enhancements since E-Verify began and we have accomplished that the system is fast and it is non-burdensome. It's very easy to use for the employers.

Finally, we have the goal to protect the civil liberties and the privacy of the employees. Now, a little statistical information. Right now more than 306,000 employers are enrolled and are using E-Verify and this covers over 994,000 hiring sites. We're very proud of that. In 2010 more than 16 million cases were created in E-Verify. In 2011, 17 million cases were created in E-Verify, and right now with the fiscal year beginning in October, we already have 3.3 million cases that have been running E-Verify. That average is about 14,000 employees a week.

Now, and I know you're all ready to get your paper and pencil ready. How do you enroll in E-Verify? Well, the way to enroll is you simply go to www.dhs.gov/e-verify and when you get there, simply click on enroll in E-Verify under start here. It's just that simple. See? Quick and easy to use.

Let's talk a little bit about how to run a E-Verify case. Well, on the Form I-9 there's section 1 and there's section 2. Section 1 is completed by the employee and then section 2 is completed by the employer. Then you take the information from section 1 and 2 and you key it into the E-Verify system. The system then queries the SSA database and the DHS database, and then within second you receive a result.

The result that you will receive will be one of the three: you will either receive employment authorized which means that that person is authorized to work legally in the U.S. or you could receive the result of an SSA tentative non-confirmation, also known as a TNC. What that means that there may be a small minor information mismatch with the Social Security Administration.

I say minor because it could be something as simple as someone got married and she did not update her name with the SSA. Actually, my daughter-in-law just got married and she had to do that, so it was — you know, she was excited about being married so we had to remind her that you need to change your name. Also, then you could get the result of DHS verification in process. If you get that, normally within 24 hours DHS will respond back with either employment authorized or a DHS TNC meaning that they are going to do more research to ensure that that person is authorized to work in the U.S.

If you receive a TNC, it's very important that there's two things, several things, that you must do. One of the things is you first print the TNC notice. Once you print the TNC notice, you inform the employee by reviewing the notice with them. We ask that you do that in a private area because we want to ensure the privacy of the employee. You will then give

them the option to either contest or not to contest their findings. If they choose not to contest, you, the employer, at that time may terminate that employee.

However, if they choose to contest you will then refer the employee to the appropriate agency so that they may resolve the discrepancy that they have. Now, if they choose to contest there is a function in the E-Verify system where you would click referral and that will alert the agency that this person should contact them within eight federal government workdays. Eight federal government workdays does not include weekends. It does not include holidays. It's eight working days and they will have eight days to contact the appropriate agency to resolve their discrepancy. Now, don't get it confused. It's not eight days to resolve their discrepancy. It's eight days to begin the initiation to resolve their discrepancy.

It's very important that when going through the TNC resolution process, that the employee continue to work. Oftentimes we get the question, well can I fire them then? No. Please do not do that. Please allow them to continue to work. Please allow them to receive any benefits, anything that they were to receive prior to promotions, holidays, please allow them to continue to work during this resolution process because it could be something, as I said earlier, just simple as changing their name. Also, I said that don't take any adverse actions, okay?

Now the photo matching is something I told you about. It's helped us in detecting instances of document fraud. This was incorporated in September of 2007. The way that it's helped us is that there's actually a photo in the E-Verify system either of the EAD card which is your employment authorization document or the permanent resident card, also known as the green card. When they present you with those documents you're gonna match document with document. You're not gonna match people because we change all the time. However, the documents in the system should not change. They should be identical.

What you would do at that time is you would match those two documents together to see if they match. This is a screenshot of what it would look like in the system. As you see there, that is the photo that you will see and I'm — clickers everywhere. Okay, here it is. It's here. You will see the photo and here you see there is even an area where you can enlarge the photo so that you may better match the two documents. If they match you will simply say yes and if it does not you will say no.

So we're moving right on. We're doing this as a brief overview. With the federal contractors, as some of you may know, as of September 8th, 2009, the Federal Acquisition Regulation's final rule required that contractors and their subcontractors use E-Verify as a condition of their contract. If you'd like to learn more about the federal contractors, you may come to our table or you can visit us at our website, and I do have website information. We even have webinars on the federal contractors.

Now, a little bit about the responsibilities of the employer. If you are E-Verify participant, as their employer you have the responsibility that unless you are a federal contractor, you're responsibility is to only verify your newly hired employees. That means people that you're just hiring. You can't do your existing employees as a E-Verify participant. You can only do existing employees if you are a federal contractor.

It's also your responsibility, as an employer, to once you begin using E-Verify, use E-Verify no later than the third business day which the employee begins to work. For instance, example is if that employee begins working on a Monday, you would count Tuesday as that

first business day. That second business day would be Wednesday and that third business day would be Thursday. That's how you count it in E-Verify.

Also, it's important that as an employer your responsibility is that you must supply E-Verify procedures to all of your new hires, regardless of their citizenship status. I know you may know Alexis and you worked with her for a very, very long time, and you say I know she's a citizen. I don't have to E-Verify her. Yes, you do. You have the responsibility as an employer if you become an E-Verify participant, to verify all of your new hires regardless of what you know about them.

So, we're winding down. We're almost over. We're gonna tell you some things that's hot and new with E-Verify. We have Self Check. Now, Self-Check is for the employee only. What Self Check is, is in the many states now and it allows the employee to check themselves before they come to you, the employer. The key thing about Self Check is that employers, you cannot ask them for that information. Even though you can't, when they get there, say have you Self Checked yourself? Let me see that information. No, that's very personal. It's for the employee only, and that's new with E-Verify. It's currently available in all those states that you see listed there.

Also, we have I-9 Central that's new. You can go on our website and anything that you wanted to know or thought you wanted to, think about E-Veri — Form I-9, it's in I-9 Central website and it's listed there on the screen. If that's not — if you can't write that down so quickly, please come and visit us at our booth. We'll be happy to review that information.

We also have on our website educational videos on how to enroll in E-Verify quick so you don't have to struggle with it. You can just go to our website and see exactly how it's done, how to create a case, how to respond to a tentative non-confirmation, and even we have civil rights, the request for copies. We have videos at our table. If you want to, you can request them online. You can view them on YouTube. It's just all there, all the information on E-Verify is there so you don't have to work and struggle with it. We're here to assist and we're there. It's online for you.

Now, I work at Outreach and in Outreach we provide speakers for your events, as I am here. We provide panelists for your panels, exhibitors for your exhibits. We also provide you with free webinars. I have a listing of our webinars for the rest of the year at our table if you're interested. If you have a newsletter and you want information, you're looking for information to put in your newsletter, we will happily provide content for your newsletter. Also, if you would like to have our logo on your website, we will allow you to use our logo to place on your website. You can email us for any of these requests at the email address provided there on the screen.

Now if you would like to stay updated to everything that's going on with E-Verify or Form I-9, you can get updates at I-9 Central at the email address there, E-Verify, or Self Check. We also have a E-Verify connection. It's a newsletter and you can subscribe to it free of charge, and every month you'll be updated on what's going on with E-Verify.

This is contact information, so if you're ever in E-Verify and you have any questions, you can contact our employer hotline, your employee hotline, E-Verify email, the E-Verify employer agent email, E-Verify website, Form I-9 website, Form I-9 email, and we are with the 21st century. We're even on Twitter. There's many opportunities for you to be in contact and get information on E-Verify.

This is our brief disclaimer to let you know that the overview that I just provided you with is to give you a general famil — let you become generally familiar with the rules and procedures of E-Verify. As I said earlier, you can feel free to come to our table. We'll be happy to get you information. You can enroll in our webinars and just be educated about E-Verify. I'd like to thank you for your time.

[Applause]

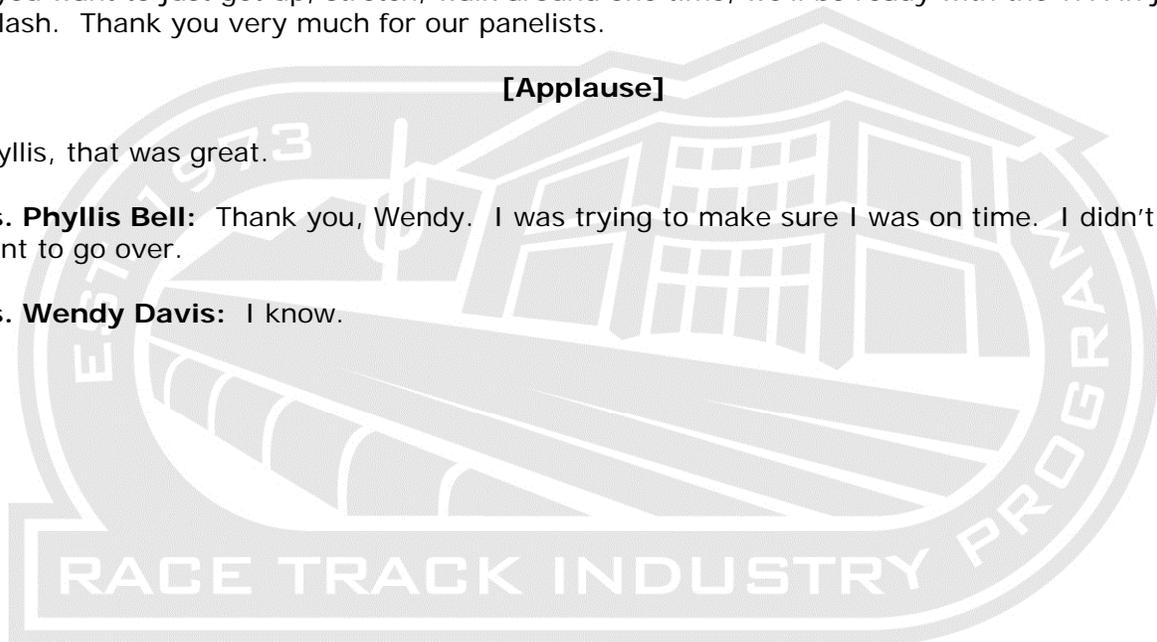
Ms. Wendy Davis: That was a lot of information. I told you, a lot of information in a short period of time. Well, what we have now, both of these speakers — or actually all three of these speakers, you can visit with later at the booths. So, we encourage you to go to the exhibit booth area. Right now we're going to do a quick change-up of the setup here, but it's gonna be really fast so you don't have to even get out of your seats if you don't want to. If you want to just get up, stretch, walk around one time, we'll be ready with the TPA in just a flash. Thank you very much for our panelists.

[Applause]

Phyllis, that was great.

Ms. Phyllis Bell: Thank you, Wendy. I was trying to make sure I was on time. I didn't want to go over.

Ms. Wendy Davis: I know.



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