



Race Track Industry Program

## 38th ANNUAL SYMPOSIUM ON RACING & GAMING

TUESDAY, DECEMBER 6, 2011

### Welcome

**SPEAKERS:**

**Dr. Shane Burgess**, Dean, College of Agriculture and Life Sciences, University of Arizona  
**Doug Reed**, Director, University of Arizona Race Track Industry Program

**Mr. Doug Reed:** Doing well this morning? It's a younger crowd, okay. Yeah, we're all getting younger.

Welcome, again, to the Symposium on Racing and Gaming. Glad to see you all here this morning. Hope you got a good breakfast in you.

I'd like to welcome the racetrack operators, the horsemen, the regulators, the ADW operators, the press, international guests, vendors, exhibitors, and all of our guests.

Speaking of our international guests, as of Friday, 21 percent of our visitors here are from outside the U.S., and from at least 18 countries, making this truly a global event.

Racing does face similar challenges everywhere and is certainly an international sport. I hope all of you enjoy your stay here and learn from the participation in the symposium content and from successful meetings and networking.

In 1974, the Race Track Industry Program held its first class. Many of you have already heard that story of how the program was founded and the inaugural symposium was also held in 1974. What you may not know is the why for the symposium. Why was the symposium created?

This seminar was started to bring industry leaders to campus for the exchange of information and to benefit students' understanding of racing. I believe that goal is still important and can be a useful two-way exchange.

As an example of what I mean, this fall, with students from the Race Track Industry Program and from SISTA, which is the School of Information: Science, Technology, and the Arts, a class was conducted to implement and design ideas to use QR codes, or Quick Response codes, at this conference and also design applications or ideas for the racing industry.

You will hear more about this project in a session later this afternoon and they are also displayed in the exhibit area. The result of this class is one example of how students can

bring something to the exchange of ideas here. I suspect, if the results of this class are well received here this week, we will be approaching many of you for ideas for future class ideas.

How can we construct a curriculum for a unique project like this one that will bring industry and students together to benefit both? Perhaps you will have ideas and be willing to be a client, so to speak, for future ideas like the ones presented here this week.

The ideas of QR applications were the results of an applied classroom opportunity. I also hope you will continue to help us with the mission of the symposium by taking time to exchange information with students and benefit their understanding of the industry.

The program and the conference would not be what it is if it is not for the sponsors, whose funds make the RTIP what it is. I am very grateful to the sponsors and exhibitors in these tough economic times. They continue to support our educational endeavors through symposium support.

Thanks very much to Roberts Communications Network for the opening reception last night and being our Diamond sponsor. Also, thank you AmTote International.

**[Applause]**

Thank you. Thanks AmTote International for the breakfast this morning and after this, TwinSpires for the refreshment break after this session, and also, I'd like to thank the American Quarter Horse Association for sponsoring this opening panel.

On behalf of the students, I would like to express gratitude to those individuals and organizations listed in the program to support a great variety of scholarships to help students pursuing a career in racing.

I would also like to thank Harness Tracks of America for working together with us to provide attendees coordinated and diverse agendas and meetings.

Last and of equal importance, I would like to recognize now the team that not only makes the details of this conference work but also the team that makes the RTIP the successful program that it is.

Department head and faculty, Dr. Ron Allen, the RTIP faculty members, Steven Barham, Wendy Davis; and the Equine Program faculty, Dr. Bill Schurg, Laura Walker, Dr. Arns, and perhaps the most important to the logistics of running this event the Daily Double administrative team of Betty Prewitt and Denise Pharris.

**[Applause]**

Betty and Denise are the accounting, marketing, administrative, PR, graphic design and operations department all-in-one. So, without them, all this couldn't go on. They do a super, super job so please give them a round of applause again.

**[Applause]**

Next, it is a pleasure to introduce our first speaker. The university and our College of Agriculture and Life Sciences have recently gone through a period of change. Part of that change is welcoming of the new dean to our college. Our new dean certainly has a diverse background that should help him blend right in with this crowd.

Our attendees this year consist of a much greater percentage of international guests than ever before and our new dean also adds to that list. Doctor Burgess received his Veterinarian degree from Massey University in New Zealand. He has worked in Australia, Africa, Sweden, and the UK. More recently, he worked at Mississippi State University as the associate dean for Strategic Initiatives and Economic Development in the College of Veterinarian Medicine, as well as the director of MSU Institute of Genomics.

His research includes such areas as genomic biology, cancer biology, immunology, and a long list of other disciplines that I'd be afraid of mispronouncing. We are glad to have the dean here and appreciate the fact of his animal business background and his global outlook on things as our horse racing industry is certainly a global sport. Please help me welcome the Dean of the College of Agriculture and Life Sciences, Dr. Shane Burgess.

**[Applause]**

**Dr. Shane Burgess:** Well, good morning everybody and thank you very much for coming to the meeting today and thank you for getting here to listen to me. I'm not sure I'm the most valuable person to listen to on the agenda today. I'm sure there are many, many people to come who are much more interesting than I am.

So, this symposium has been linked directly to the university for a long time now and we're particularly proud to have the Race Track Industry Program and, therefore, this symposium directly linked to the College of Agriculture and Life Sciences. Just out of interest, how many people are Race Track Industry Program alumni? Okay, that's great. Well, I'm glad you're here.

I think a few things I just want to touch on just briefly this morning that I think are really important. Firstly, this program gives our students a chance to mix with those of you in the industry, and that's very, very important to me because one of the things the university needs to do is to ensure that we make our students as employable as possible.

Not only do we need innovative and directly relevant programs like the Race Track Industry Program at the college, but we also need to find ways for our students to engage with the communities they're going to be working with in the future and so this symposium is invaluable in that respect.

I would say that looking at the world today, you can probably tell from my accent that, although I moved from Mississippi, I'm from a little bit further deep south than that and Doug actually mentioned that already.

In fact, when I was in Mississippi, some people asked me you're not from around here are you? I said I'm from the deep south and about 50 percent of them would look at me and ask where I was from in Louisiana. That's Mississippians for you.

I think that a couple of things that are really, really important about this industry and this meeting, in particular. We've ended a time in history where we all need to be much more cognizant of direct economic development and some would argue that we haven't been maybe over the last 30 years as we've had an economy which has enabled us to move away from some of the direct measures of economic development that the universities do.

Certainly, in the College of Agriculture and Life Sciences, we're moving more towards understanding our role in economic development and, of course, this industry is a critical

industry in economic development. It's evolving like every other industry is evolving and I think there's some really exciting things happening in the race industry today.

The other thing I would like to say is that this university is about innovation. Our job is not only to educate your future employees and business leaders, but it's also to take some of the innovation risks. I would ask you guys to think about how can you partner with the university to ensure that we are bearing some of the innovation risk so that private businesses don't have to do that.

Remember that we are funded by the public for the public good and that means that we have the capacity, in some respects, to work with you to try out some innovative programs. Now, we can't just spend our way into innovation. We don't have the capacity to do that but we certainly have the intellectual capital and we certainly have the willingness to partner with individuals to find ways to do innovative things that may be used as models for the industry.

Remember, a model is just something you might use to get better ideas from that might be applicable in industry. We can't do everything. We can't do everything directly relevant to the industry, but what we can do, is provide models that provide you something to look at that can be tested. Also, these models provide a place that students can engage in the modeling process to generate innovative thinking, which is probably more useful than the innovative ideas themselves.

I want to finish right now and just with a little bit of background as to my own engagement with racing. It comes from a couple of areas. The first one was when I worked at Murdoch University in Perth. I spent my life doing — I spent a couple of years doing a radiology residency and part of that job was to do all the radiology in horses and a lot of that work was actually running the state's only ultrasound machine.

At one stage, I didn't really think of horses other than bits of animals below their knee. I must have seen, I don't know, maybe 50 bowed tendons a week and so, horses to me were just things that towered above me and I'd have to dive out of the way of occasionally while I was ultra sounding their legs and very occasionally, horses had lungs, as well, so that was my first introduction to horse racing.

I've done some work as a veterinarian on racetracks, primarily with pacing horses in Western Australia and then when I worked in the UK, I worked a little bit with stables in the Cheltenham area. So, I have had something to do with racing. I think it's an industry that we need to have around if for no other reason, that frankly, there probably wouldn't be very many horses if we didn't have horseracing.

I am aware of the industry. I do think it's valuable and I very much appreciate your being here, especially those of you who have come internationally. I thank you and have a great meeting.

**[Applause]**