



**40th ANNUAL
GLOBAL SYMPOSIUM ON RACING & GAMING**

TUESDAY, DECEMBER 10, 2013

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: It is the 40th anniversary. Fortieth. Yeah.

Okay. All righty. We're past post time, as they say. Welcome everybody. I appreciate you all being here. Forty years. This is the 40th Annual Symposium on Racing & Gaming — or I should say Global Symposium on Racing & Gaming. As you know, our attendance has been increasing internationally. I know last year we had 20 percent, approximately, international attendees. That was great.

During the early '70s, the late Frank Vessels, Jr. and Mr. John Goodman led a group to create a collegiate program to train young men and women to become the future leaders in the racing industry. That group included Don Essary to help the university get the program started. Looking not only at the alum here in the room, but the many executives in the racing industry that come from the U of A, it appears that training concept is working. The first symposium in December of '74 attracted 45 people. The annual seminar expanded to multiple topics. The attendees in '78 had risen to 185. It began a trend, making this the meeting place, as the largest racing conference in North America.

Just over 40 years ago, you may remember the Derby winner Secretariat. You could get a Clubhouse box seat then for \$20.00. I think its \$1,500.00 today. A gallon of gas was 42 cents. A Super Bowl ad that costs 4 million today was \$88,000. Our university, here, has changed as well. Back then there were 101 buildings. There are 228 now, but who's counting? It's probably more than that. Students grew from 27,000 to 40,000.

I'd like to welcome you to the Westin. It's completely remodeled. The remodeling was completed this year. It was in the works last year. All the rooms are remodeled. You have free Wi-Fi in your rooms. Along with those changes, you may have noticed we've made some changes due to the demand of the vendors here. We have commercial space, not only out there in the foyer, but downstairs in

some more private rooms as well as some commercial suites, for sales and meetings. This afternoon, we've added a special event, a special networking business meeting called "The Race to Connect." It'll be at the end of the afternoon, before the cocktail reception. There are still a few seats available if you'd like to sign up at the registration office.

The RTIP started the industry with industry funding 40 years ago, and continues to rely on that, and we're very thankful for the industry support. We thank you for your participation here, and the sponsors and exhibitors all help our program. A good portion of the salaries and all the operational expenses are actually funded from donations and not state university dollars. We're very grateful for our sponsors and exhibitors. In these tough economic times, they continue to support our educational endeavors.

Sportech Racing and Digital launched their new logo here at the symposium — the Diamond Sponsor. They hosted the opening reception last night, and we thank them for that. Sportech Racing and Digital is committed to building by aggressively investing in new technologies that improve efficiency and increase consumer access to wagering systems, designed to work anywhere on any device. We have another new sponsor, this morning, our breakfast sponsor. Horse Races Now sponsored the breakfast, and I have the app on my phone. It's a great app if you haven't tried it out. Also, the beverage break following this session was sponsored by Xpressbet.

On behalf of the students, I would like to express our gratitude to all the individuals and the organizations that support our program. Also, in our yearbook that's in your packet, we'd like to thank all the people that have helped with scholarships, internships, guest speakers. All of that is what makes, I think, our program unique. Last, and of equal importance, I'd like to recognize the team that not only make all the details of this conference work, but the entire program.

I'd like to thank the faculty: first of all our department head Dr. Chuck Sterling; the faculty members, Wendy Davis; new faculty member, Liz Bracken; and soon to join us, new faculty member, Dean Hoffman; and perhaps most important, the daily double administrative team of Betty Prewitt and Denise Pharris. Betty and Denise are the accounting department, the marketing department, the administrative department, the PR department, the graphic design department, and the operations department. Please give them a round of applause.

[Applause]

Of course, the students are why I'm here and we're all here. Please take time today, and throughout the week, to talk to them. This is an important meeting for them, and if you share your knowledge and advice with them, I can assure you it's gonna be well-received, and you're helping us teach the future leaders of racing. I'd like to introduce another VIP, Dr. Shane Burgess. It's a pleasure to introduce the dean of the College of Agriculture and Life Science. I believe this is — what — your second symposium, or third?

Dr. Shane Burgess: Third.

Mr. Doug Reed: Third. Time flies.

[Laughter]

Dr. Burgess received his veterinarian degree from Massey University in New Zealand, has worked in Australia, Africa, Sweden, and the U.K. Prior to the U of A, he worked at the 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 areas include genomic biology, cancer biology, immunology, and a long list of other disciplines that I know I would botch if I tried to pronounce them. Please welcome the dean of the College of Agriculture and Life Science, Dr. Shane Burgess.

[Applause]

Dr. Shane Burgess: Well, good morning everyone. It's a real pleasure to be here today. It's a special pleasure to be introduced as a VIP. I just came from home, where getting my eight year old and my twelve year old ready for school, with all the drama there, the last thing I was called was a VIP this morning.

[Laughter]

Thank you, Doug. It makes me feel a lot better, just ten minutes after dropping my son off to school. I do also want to thank Doug, Wendy, Liz, Betty, and Denise, and welcome you, Dean, to the program. This is a small group of faculty, but a very important group of fore leaders for us in the college.

We've just recently inaugurated a brand new school in the university, one that's getting a lot of attention in the state, as well as within the university, and that is the School of Animal and Comparative Biomedical Sciences. These four faculty members and two administrators are key to this school, key to the future of this school. Many of the things that are taught — not only is the racetrack industry program, in itself, going to be — continue to be an important component in the school, but the subjects and discipline areas that are taught within that program, many of them are of great interest to others doing the animal science programs within the school.

This school currently has about 900 students — about 980 students. We expect, if things go according to plan, the school will be close to 1,600 students within two years. This will make it probably the powerhouse school on campus, and the Race Track Industry Program will be really central to that. These guys are the leaders of our animal business vision and, obviously, the Race Track Industry Program happens to be the core of that. This is a very, very important program for us. Even though, on the scheme of things, it's relatively small. What it means to us is far more than its size.

Congratulations on the 40th anniversary for this event. One of my jobs here is to welcome you on behalf of the university. This is a university town. It may not look like it, sitting here in the resort part of the town, but this is very much a university town, bringing a welcome from the university president, Ann Weaver Hart, and also Andrew Comrie, our provost, my boss.

The academic program, of course, at our university can only be as strong as the industry. Certainly, all industries go through swings and roundabouts, peaks and troughs, and I hear from yesterday's board meeting that your industry is beginning to climb out of a bit of a trough. Believe me, I am as much of a supporter as anybody, and certainly hope it does continue to climb out of this trough.

One of the things that's really important for us to be thinking about is, like any industry — and Doug mentioned it — like any industry, the world has changed an awful lot since 2009, and it's taking us a little while, maybe, to come to grips with our new reality. I think we're all in a new reality now. I think that it's going to be a long time before we see GDP capping out over 3.5 percent. I think perhaps we're gonna live with a GDP of about 2.5 percent. This made big changes to education.

Firstly, we need to educate students for multiple careers, not just multiple jobs and a single career track. Again, this program is well-positioned for doing that. Whether it's people who've had other careers coming back to — want to get into the industry, or whether it's people who are gonna start their lives in this industry, this program will give them a firm foundation to move in or out of this industry. As we'll hear, when we look at the qualifications of our keynote speaker, this industry is one of those industries that has a lot of flux, and again, this program, our program, is very key to that.

This conference, in particular, is very important to us. Not only is it the global symposium for the racetrack industry, a great venue for you all to get together. Right now, especially great venue for anyone in North America, as I think we're the only place, other than San Diego and Phoenix, that isn't three or four feet deep in snow right now. That's a real bonus for us.

This conference is important for you, but it's critical for us. In effect, this is an educational forum for our students. It's a job fair. It's not just any conference for us. Of course, this is a place where our senior students can demonstrate their Capstone projects, and also where our senior students are assigned mentors. These things are absolutely important to our students today. They're important to our university president, and they're important to the Board of Regents in Arizona. Again, this is a small, but leading, program for us.

I'd like to stop here and just stop with my part of the — what I'm talking about, just about the university, and just finish off with saying, personally I welcome you here. It's great to see you all here, and then lead on to introducing our keynote speaker.