



Race Track Industry Program

**37th ANNUAL
SYMPOSIUM ON RACING & GAMING**

TUESDAY, DECEMBER 7, 2010

“Not Your Father’s Mark Kaufman Workshop”

MODERATOR:

John Engelhardt, Director of Publicity, River Downs

SPEAKERS:

Tom LaMarra, News Editor, The Blood-Horse

Jennie Rees, Journalist, The Courier Journal

Amy Zimmerman, Vice President, Business Coordination Santa Anita; Sr. Vice President and Executive Producer, HRTV

Ms. Wendy Davis: We also have a number of exhibitors over there, and if we could run just a little thing for CHRIMS here, we like to give our exhibitors some extra eyes. That’s CHRIMS. Thanks, Larry. Great.

So please stop by. There’s a cocktail reception again this evening, so please stop by, and every evening! And visit our friends at CHRIMS, and win an Ipad!

Well, it gives me great pleasure to introduce the Mark Kaufman TPA Workshop. I’m very proud to say that I’m a member of the organization and I’m sure we’ll have more folks coming in as we get started. If they’re not here, it’s going to be their loss because we’ve got a fantastic group here today, and we’ll talk really frankly about what’s happening out there.

John has, and he’s the current TPA President, until when, John?

Mr. John Engelhardt: About two minutes from now when I announce the new officers.

Ms. Wendy Davis: Okay, but until then, we are led by our esteemed president for the next two minutes, and he will be the Master of Ceremonies. Thank you again, and thank you for choosing our venue for the TPA Luncheon. We really appreciate that too.

Mr. John Engelhardt: Well, we appreciate you having us, and I think it’s great to see that the Jockeys’ Guild is here. It was great to see so many of the students and everybody interacting with the jockeys, and it looks like they’re getting a lot of benefits out of it too, so I think the more organizations that can make this annual event, the bigger and better it’s going to get.

You should all be able to hear us, and we want to make sure that you take advantage of the microphones up here.

I'm just going to set the table here and let you know, I brought up three rabble rousers with me. Not really, what I did was I brought up three award-winning people that have been involved with racing pretty much since they were kids. These are three people that fell in love with the sport, that do love the sport and want to see it move forward, but let's face it, every now and then we're pretty darn good at giving ourselves a black eye.

And so what we want to do is, and for those of you sitting out there at all different levels in racing, present some situations, some incidents, some things that these people have observed that we feel that we may have stubbed our toes on. Then, in the second half of the session, we're going to try to see from their perspective how we can do our jobs better at every level, whether it be marketing, publicity or promotions.

With that said, I do want to let you know that there have been some changes in the Turf Publicists of America. My two-year term is up, and let me tell you, this is a very talent-laden group. When you meet each person on an individual basis, what they've done to get to the position they're in is awesome, and it is a wide array of people and a wide array of talents.

If for any reason you are in this room and you feel that you can fit in being a member of the Turf Publicists of America, and particularly some of the students that some day I hope will find their job in the business, please go to the website and apply for membership.

We do have one person who is not with us today, and will never be gain, and that's Steven Schwartz, who was not one, not two but a three-term president. Steve passed away about 1-1/2 weeks ago, so we will have a tribute to him in the upcoming membership directory, and in the next newsletter that we put out.

Some of you noticed that your mailboxes have been empty, but I hope that your email boxes have not been empty. We've gone paperless this year. It's one of the changes that I've tried to make to try to get news to you more instantly. If any of you are TPA members and you have stories, we no more have a four-page limit, and I'm happy to publish anything you've got, whether it be a new job opening, an idea on a promotion that you had at your track, or something that worked at your track that you want to pass along to the other members, because basically this organization, that's what we're here for is to help and learn from one another.

Well, we're going to have a very solid and mixed roster next year. The elections are in, and running opposed, a guy that was really busy this summer, Bill Knauf, from Monmouth Park will be the new president of the TPA.

Another change that I instituted over the last year was we are now going to have it to the point where at least two vice-presidents serve a two-year term. The reason is so that there is always a dovetailing and there are always people that have been in the organization to help any new vice-presidents.

As it sat this year, the entire board could have been wiped out, and we could have had a new president and vice-president, all the way down, and believe me you want experienced people like Julie Sarno and Dave Zenner who have been there for quite a few years to help the continuity.

So the first two vice-presidents that will be serving two-year terms will be Peter Rotondo. Many of you know Peter. He's the vice-president of Media and Entertainment, representing the Breeders' Cup.

The other two-year term vice-president will come from the *Daily Racing Form*, and that's going to be the vice-president of Marketing, Mandy Minger.

So they'll be serving two-year terms.

Dan Silver, if you're in the room, please stand up.

Dan Silver will be the vice-president of the TPA. Of course, he's the director of communications for NYRA, and it's almost beginning to look like it's an East Coast swipe, but not really.

Luckily, Julie Sarno, will be back on as vice-president. Of course, Julie is kind of a consultant and very much works mostly with a lot of the West Coast people, but Julie is the cornerstone of your membership directory. She does so much work. It's unbelievable and I'm just so happy that Julie got voted back in.

And of course, Dave Zenner, who is our secretary/treasurer, and has been for several years, has signed on again. It's probably the hardest job in the TPA and Dave is so — coordinated. He does an outstanding job. We're just blessed that he's going to continue, but Dave has said, "You know, John, I've been doing it for about six or seven years now. I'm going to see it through for another year and then it's going to be up."

So if anybody is interested and has the talent, I do want to let you know, because of all the hard efforts of the secretary/treasurer, we are making it a "paid position." It's nothing that you're going to get rich on, but enough to take away some of the sting of all the hours that you have to put in.

As the current and outgoing president, I want to thank Mike Kane and Dan Leary who served as vice-presidents over the past year. Again, deep talent pool.

Now, as deep as the TPA is, every one of the professionals that we have here may be even deeper. Amy Zimmerman, we can pretty much close out the whole thing if I read her resume, but let's just say she's an award-winner in television and a racetrack executive who, again, has a great love of the sport, has some very stern ideas and some things that could be changed.

In the middle is Tom LaMarra, a guy from New Jersey that fell in love with racing, still fell in love with racing, but he turned out to be an outstanding award-winning journalist and is currently the news editor for *Blood Horse Magazine*.

Then on the outside, of course, everybody knows Jennie Rees, a two-time Eclipse Award winner and one of the hardest working girls in racing. She sees racing from some interesting sides considering that she's married to a trainer at Churchill Downs. From some of the writings I've seen of Jennie, why they've never pulled her press pass is beyond me, but she's not afraid to let people know when they're doing things wrong.

I'm going to lead out, and I'm going to hit each one of these people just with a sentence that I'd like them to finish, and then we've got several topics that we'd like to hit.

After we go through all three in each section, if somebody wants to address somebody, the whole idea is that this is a workshop, so we want your input. We want to know what you're thinking. If we hit a soft spot, or if you've got an idea where we could help, or whatever it is that we're going to talk about.

Jennie, I'm going to hit you out of the blue. I want you to finish this sentence: What I don't get is why you guys don't ...

Ms. Jennie Rees: Spend money to make money. Investing in — for example, I've had this conversation with Wayne Lukas, and he'll talk about running into the grocery store, the barber, and the people that ask him, "What do you do," and, "I work at the track, blah, blah, blah."

Those tracks that still charge admission, why not have a program where trainers are given stacks of admission passes and really try to — I know Wayne tries to do this on his own, but maybe formalize it and get more people involved to where people come as guests of a trainer to the track, and with that one-on-one I'm a big believer that communication, getting people to the track, that that's how you really get them interested in racing through personal contact.

Mr. John Engelhardt: Well said.

Tom, there's something I notice when I go to the races that would cost absolutely nothing to fix.

Mr. Tom LaMarra: Gee, John thanks. One word? I know it is. See, that's out of the question, so we can't use customer service.

Mr. John Engelhardt: You could finish it with a sentence if you want, but it's something that you've just observed because I know that you're at a racetrack, or you go to a lot of different tracks, and there's got to be some continuity between some of the tracks where you say, you know, it wouldn't be very hard for these guys to ...

Mr. Tom LaMarra: ... be reasonably priced, comprehensive past performance information. What I've noticed is it's real, real expensive now to handicap races. If you have an ADW, I think you can print some out for free. I don't have an ADW. I did, but I don't right now, and it's just extremely expensive to get quality information.

Having to pay \$14 or more for your past performance information, if you like to bet multiple tracks, is just out of the question. Something has got to be done about that, I think. And the quality of simulcast programs is terrible too, so.

Mr. John Engelhardt: Anything specific?

Mr. Tom LaMarra: Some tracks get it, some tracks don't. I think the new racing program that's floating around is not adequate. It's missing some information. It's cheap, but it's missing some information. The alternative is to spend a lot more money. There has got to be a way to make this work because the industry owns the data, I mean, you know, it's not like you're buying the data, or you shouldn't be buying the data.

Mr. John Engelhardt: As a player, it is a concern, and it looks like a lot of the industry is trying to force the hand to download and print out your specific track, but let's face it, any

of us that work at a racetrack know that I'm not the oldest guy there. Okay, there's a lot of other people in the backbone of our industry that aren't downloading stuff.

Mr. Tom LaMarra: I'm not that old, and I don't print out stuff and take it to the track. You know, the stack would be this big, you know, so.

Mr. John Engelhardt: Amy Zimmerman, I'm going to hit you with a question that you said last night at dinner, and I just want to get your response. It could go a lot of different ways, but it was a casual comment, and it came out, and she said, "If this industry was a firing squad, we'd be in a circle."

Ms. Amy Zimmerman: It's true, we spend so much time attacking ourselves. We spend so much time attacking ourselves in print. We spend so much time attacking ourselves in public forums. There's not another sport in the country, or another entertainment venue, I think, that does that. I mean, there has to be disagreements in other types of sports, but they're not played out in the public venue.

As I said to these guys last night, this industry is comprised of so many separate groups that are so quick to say, "It's all about us. It's all about the horsemen. It's all about the tracks. It's all about the jockeys. It's all about the trainers. It's all about the fans."

I'll make the argument that without all of them, there is no business. We spend so much time determining who is number one that we're number 57.

Mr. John Engelhardt: Any way that you see a solution to this problem?

Ms. Amy Zimmerman: In the short-term, quite frankly, no.

Mr. John Engelhardt: It was an interesting *[laughed over]*. Any comments from you folks out here on the first portion?

We'll see what we can stir up here. As you know, it's been floated about for decades that perhaps there should be a racing czar. Nobody knew if some day the NTRA may become that, or another racing entity.

A problem that I have, and I'm sure a lot of you people have had is, you're running your feature race at the same time the horses are going in the gate for the Travers. What can racing do, and I'll start with you, Jennie, and we'll work it right down. What? Can there be a central office? Is it up to each track's racing coordinator? How can we do this, because it hurts your track as much as it hurts betting on a simulcasting and seeing a grade race? I don't know how many times I missed a graded race because I was watching another one that was loading in the gate at the same time.

Ms. Jennie Rees: I don't see why it needs a central office, and I'm not sure a central office. You know, we're not like the NFL. Its apples and oranges, but I don't know why there can't be — a lot of this is just common sense, caring and making an effort. Why — and — explain. This is incredibly difficult to do, and you wonder, well, why it is that you can't get on the phone to your counterpart at another track and say, "Look, can we just adjust these post times a couple of minutes." That I don't understand, why there can't be that kind of communication and just making an effort.

Mr. John Engelhardt: Just picking the phone up at your own track and saying, "Hey, guys, we're going to get killed on this next race. Can't you see that they're going in for the

Arlington Million?" Have them walk them in a circle for three minutes. They're 1200-pound animals, they're not going to fall over.

Ms. Jennie Rees: Right, keep them in the paddock for a minute or something.

Mr. John Engelhardt: Tom, your feelings on that?

Mr. Tom LaMarra: Well, on that particular topic, I think — you know, like when there's 20 or 25 racetracks on a Saturday, like in the summer or something like that, I think it could be done on a tiered thing like you would have the top five tracks, say, and I don't know, Saratoga, California, Monmouth, etc. etc.

Mr. John Engelhardt: Right, or anyone running a graded race that day.

Mr. Tom LaMarra: Right, so you would have to tier it and in light of our conversation last night, even that has problems because you're still looking at a very, very small window, but I think that's the only way that it could work.

I mean, you couldn't possibly coordinate the post times for 20 racetracks. That's out of the question, you know, so you work with the ones that most of the people watch and bet, and the other ones can make up their own little schedule or whatever.

Mr. John Engelhardt: But at what point, and who starts this? Who coordinates it? It's a great idea.

Mr. Tom LaMarra: I don't think it comes from a national office, because I agree with Jennie, and I don't think that it's going to happen. It's just the way racing is set up, it's just not meant for one person to say you will do this, because quite frankly there's a state's rights issue. I mean, they can say, "No, we're not doing it," and it's fine.

I think this national czar thing is a cop out, really. It's an excuse to not cooperate is what it is.

Ms. Jennie Rees: I mean, look, this happened during the fall meet as their stakes were running and all the races right up on top of New York. So all of a sudden, Keeneland said, "You know what, we're changing our post time by five minutes." Keeneland just did it, so you know, I guess you just need more people to just do it.

Mr. John Engelhardt: As much as this problem affects each one of us as a bettor, or one that wants to see our handle go better at our racetrack, it probably doesn't impact anybody more than Amy who is trying to coordinate a televised network. From her perception, how difficult is it for you, and I know it is. Can you, as somebody who has probably tried to coordinate this — try to help us come up with a solution.

Ms. Amy Zimmerman: I honestly think that the only way to properly come up with the solution, because if you look, and we were talking about it last night, if you look at a sheet that has all the races on it, in theory they're supposed to run four to five minutes apart, but they'll bump up into each other, and even if they close that gap by one minute, you end up — you know, you can't properly close a race before moving on to the next one.

I think, really, the only way to do it is to take probably four tracks, four tracks max, and look at what their stakes race is. Place their stakes race within that hour, and then move everything else accordingly.

Mr. John Engelhardt: But who is the “we” that does that?

Ms. Amy Zimmerman: I think the “we” has to be the Magna’s, the “we” has to be the Churchill, and the “we” has to be the NYRA. I mean, that’s the big three.

Mr. John Engelhardt: How do we get them to the table?

Ms. Amy Zimmerman: I’ve been trying.

Mr. John Engelhardt: Any input from anybody out there? Any ideas from somebody about the coordination of some of the key races? Obviously, you’ve got some. You probably hate to see horses going in. If you would, there’s a microphone right behind you. I’d love anybody’s input. Remember, this is a workshop. We’re not talking to you. We’re talking with you. I just brought up the experts, so take advantage and pick their brains. Just please tell us who you are and who you represent.

Ms. Jeanne Wasserman: Jeanne Wasserman, manager of a simulcast facility at the Alameda County Fair. What you’re talking about, the post times for the racetracks is probably the most frustrating thing for running the program at an OTB. How we prioritize it is California comes first, and then we prioritize it where our customers like to play the racetracks like Aqueduct and Churchill. They give more play there than they do, say, at San Isidro, you know, and we’re not like back east. We only have maybe 10-13 tracks on a Saturday, where we don’t have the 20-something, 30-something tracks, and then we prioritize by stakes races, but it’s very frustrating to have races running on top of each other.

I know when I’ve been operating the board and have to — I literally have to cut the audio as soon as the horses finished the line, say at Santa Anita, and then pick it up and progress at Aqueduct because there’s an important race running there, and you don’t get the whole race call, so it’s very frustrating at the OTB level, because we try and give the race call to all of our customers, so they can hear it. Plus, it’s frustrating because they can’t get up and make their bets. I feel that it costs us in handles, somewhat, when there is not enough time in-between races.

Mr. Robert Barden: My name is Robert Barden with Perfecta Systems. This is just an off-the-cuff and top-of-the-head thing, but the idea of scheduling, and the thought that came to mind is an online application. If you had the tracks that are running the graded races, that basically they do this getting online, that you have slots, time slots, and that they basically go in, and there’s an online application and that would prevent them — so obviously it would take cooperation from the tracks, but it would prevent them from scheduling a race, and also if it’s online, it’s real time. If they’re running late, they just pop online, change the post times to the new actual post time, but basically an online application.

Mr. John Engelhardt: I like that. My question is, would they coordinate it between themselves.

Mr. Robert Barden: No, it would be on a website, so basically you go in and you want to schedule your post times. If that slot is already taken by a grade one race, well, you can’t schedule it.

So, in other words, it — you know, again, it’s obviously a lot of details to work out but it would be on a — the application, itself, would be the monitor.

Mr. John Engelhardt: So it would just kind of be a central website where you could observe what's going to happen when?

Mr. Robert Barden: Correct, and use that to do your — to actually schedule your races so that you're not scheduling — so that you know, okay, well, if Saratoga has the Travers coming up, and their post time was supposed to be 2:10, and now they've — you know, for whatever reason, it's now 2:20, you get that real time, if the tracks are cooperating.

Mr. John Engelhardt: Yeah, let's face it, with disqualifications and photo finishes, there is never a definitive to when we can get things off, although things can be slightly speeded up and slightly delayed to accommodate.

Ms. Jennie Rees: I was going to say, too much of this stuff falls through the cracks. Is it the mutual managers that they should be getting together? Is it the marketing people? Is it the general managers? And maybe that's just up to each track, but somebody has got to be in charge with each track, and to me, and I'm sure racetrack managers think I oversimplify everything, but it just seems like somebody at the top saying either to marketers, or mutuals or somebody, "You're going to be the one to coordinate this with whoever it is at these other tracks," but it's just — again, it's a matter of caring and effort.

Amy Zimmerman: I disagree, Jennie, from the standpoint that I don't think that it's a matter — I don't think that people don't care. I think, though, that often times we get stuck in our own little silos. I mean, "we" from the racetrack standpoint. At Santa Anita, for example, we have to run 15 minutes from Golden Gate, so if we back up, they back up, and NYRA has got to keep off Gulfstream, and there are so many moving parts that you have to start with putting the checkers out on the table and figuring out where everybody slides in. And who goes first? And some winner's signals think they're more important than other winner's signals, and it does become a game of checkers.

Ms. Jennie Rees: Maybe it's also a question of thinking micro instead of macro. Everybody is just worried about surviving.

Ms. Amy Zimmerman: Absolutely, without question.

Ms. Jennie Rees: I still think that stuff like this shouldn't be impossible.

Mr. John Engelhardt: We might have a solution waiting for us.

Mr. Larry Schwartzlander: My name is Larry Schwartzlander. I'm the chief operating officer for the California Racing Fairs. I'm here to tell you that we care. We run approximately 73 days, over seven fairs, and I'm in constant communication with the south. The biggest detriment is the stewards. In California, they regulate us, and they won't let us move.

Mr. John Engelhardt: A suggestion, and I mean, can the track president talk to them? I mean, and I understand that because most stewards feel that they're sitting right next to God while they're up there. I've had the same experience. They don't take suggestions very well, and a lot of them want to get home on time.

Any suggestion for putting a chink in their armor?

Mr. Larry Schwartzlander: I have no problem talking to them, and a lot times it's just a time-sensitive thing when it happens and then you always get the reaction at the other end, and they'll have the excuse that, "Well, the stewards won't let us do it," or, "We've got an event going on and we can't move it," but it's something that, at least in the fairs, and I'll speak to that. When you start talking director of racing and racing secretary, the relationships are different.

In the majors, you have a director of racing, and they have a stronger hold on who makes that call.

On the fairs, a lot of times, the director of racing would be the fair manager, and he's not involved, or that person is not involved, so to go in and create that authority just doesn't exist in our world, but still dealing with the outside world.

I agree with you. There are so many times that I've seen stakes races go off on the East Coast or the Midwest and where we've got some maiden 8,000 going to the gate. I mean, that just infuriates me.

Mr. David Allen: Good afternoon, my name is David Allen with the Race Track Industry Program. I was thinking that scheduling starting times works in theory but then of course you have a post time, and then its 7-10 minutes before they actually get loaded into the gate. So there's fudging there, and then you also have to think that you have the mutuels manager that's giving a call up and saying, "Look, we want a couple of more minutes here." They're looking at the lines and saying that they need a little bit more time to complete the betting. So I'm kind of wondering, when you have that going on at all the different tracks that are going around, how is it possible to say, "Okay, we're going to get a race off at this definitive time?"

Ms. Amy Zimmerman: You are absolutely right, but I think that's where slotting them in at 10-15 minute increments, from the stakes race standpoint, like I can't sit here and tell you that I have a perfect solution for the maiden eight, I really don't, but when graded races go on top of each other, that's ridiculous. If a guy's going to take two minutes because of the lines, I've still given myself an eight-minute window here.

I mean, but if you look at it right now, it will say, "San Anita 2:04, Gulf Stream 2:08, Fairgrounds 2:12." Well, then that works in theory, but it's not going to work in reality to your point when you start backing up two minutes.

Ms. Jennie Rees: Unless tracks get off the idea that the feature has to be the penultimate race on the card. Maybe somebody says, "Okay, we're going to make it the seventh."

Ms. Amy Zimmerman: We did that in Santa Anita, with Zenyatta this year with the Santa Margarita. I mean, we wanted to run them all in an hour, so we ran Santa Margarita as the seventh at like 3:15, or 2:15-3:15. We rang the — the guys at Fairgrounds were super cooperative and ran Rachel's Race as their last race of the card at 2:45, and whatever it was, or whatever the times were, and then our friends at Oaklawn put the Rebel right about ten minutes later in that hour. So we had everything, but that took two weeks to pull off, and everybody had to give a little bit. I mean, everybody had to give.

Mr. John Engelhardt: Obviously, it's important and I'm glad we've rattled a few cages here, but I think the interesting thing is, who makes the call? Who has the power to make the call? I think we all know that if you worked at different tracks, or you just think about

your own track, some people just pull more weight than others. Whether it be the stewards, simulcast coordinator, the racing office or the general manager, some people just think that they're right. I think each one of us has to go home to our track and address this because folks, let's face it, we're losing money. When two tracks race on top of each other with a major race, we're losing money, and to some extent we're losing a great experience and a fan base, missing some of the best horses that we have out there racing because you're too busy watching the other one.

Yeah, we can go up on YouTube, or whatever, or *The Blood-Horse* and see it later.

Male Voice: The good news is that the problem is solvable.

Female Voice: This should be an easy problem in the scheme of things.

Mr. John Engelhardt: But everybody has to take it home to their track, and then the idea of creating some kind of neutral website where everybody can see what's happening and all of a sudden find out, wow, we had a problem with the two-year-olds at this gate, our feature is not going to go off at 5:05, and it's going to go off at 5:12, or whatever, and then people being pliable enough to say, "Okay, what can we do? Can we get our horses out of the paddock now and get our race off right away, or can we just take our time?"

I've never understood the fault with taking time. My goal in life is to get people to come to the races and stay as long as they can. You know, I understand it's not healthy to keep a horse in a paddock too long, or to have somebody warming up too long, but there are things you can do to just slow it down a little bit.

In my opinion, nobody has got to leave the track too early. We've got them there, and let's face it, you enjoy selling the hot dogs and the beer, and hopefully the ambiance of the whole situation. Why get them in and get them out? It took us long enough to get them to the track, let's let them enjoy the day.

Mr. Jim Bates: I'm Jim Bates. I'm with HRTV. I have the pleasure of working with Amy and she and I have bantered this topic around quite a bit, and I think that the ultimate answer is that racing is the only sport that does not have a centralized office. If it's left to the devices of individual track operators to try to solve this themselves, ten years from now we're going to be talking about the same thing.

So, from my standpoint, those of us who — and I'm not sure that this is a solution, but those of us who get on an airplane to fly here, I can tell you that the pilot did not take off until the controller told him he could.

So maybe the answer is a centralized controller, for the lack of a better description, that works in a league office that's in communication with all of the individual tracks, either through the internet or through that ancient device known as a telephone, and those races are run, when that controller tells them that they can be run.

There has to be a centralized person or people controlling that outcome in my viewpoint.

Mr. John Engelhardt: And then the question remains, who?

Mr. Jim Bates: Well, that's a far bigger question, but if you look at any other sport's league, it's out there, and that's what this industry is. It's an industry, but at the end of the day it's a league. They all have commissioners. They all have board of directors. They all

have owners. All of those — and you look at the National Football League, which you mentioned earlier. That's got a commissioner. It's appointed by an owner. It has a league office that's given power to institute the bylaws of that particular league, and this is a topic which is a subsection of what those bylaws should end up being.

Mr. John Engelhardt: I wish we had even more people in this room who would be the movers and shakers that could maybe give us some more advice.

Ms. Jennie Rees: One thing that makes racing very different though, of course, is the animal and that changes things, and the fact that you could have thunderstorms at one track where they're having to move up the post times, and you're not necessarily going to have some controller telling you, "No, no, you've got to wait another three minutes."

I just think it's nice in theory, but I just —

Male Voice: If you're going to solve the problem, you're not going to solve the problem without a sacrifice. You can't — I mean, look, we all want to, right? We all stop at thunderstorms and now the weather becomes an impact in the same way the animals *[faded]* and you might have hiccups in the system. God knows, and we all know *[fades]* hiccups, but *[coughed over]*, it's the step to the solution of the problem that you're discussing. Whether it's the right step *[fades, as this entire comment was off mic]*.

Mr. John Engelhardt: Well, it's never going to be flawless, and things like that are going to happen, but it's not going to happen on every given Saturday.

Ms. Jennie Rees: You just try to minimize the number of times that they're on top of each other.

Mr. John Engelhardt: Exactly.

Well, I want to take advantage of all three of you in the fact that racing has lost a lot of turf writers. It's cut back on a lot of magazines. We're struggling to try and get as much racing on television as we can.

Amy, I'll start with you. When you go to a racetrack, and you're trying to do a production, what are the things that tracks throw out at you that are a hurdle, and what are some of the things, the different tracks or each track that you go to, that are going to help you get your job done?

Ms. Amy Zimmerman: Everybody says the same thing, you know, "We're here to help," and for the most part that's true. They are here to help. They want the exposure. They want the television exposure.

The biggest thing, and I'm stepping out of my HRTV role and looking more from the network perspective, but the biggest thing that we can get from a racetrack is trust. If they trust us, be it the network, the HRTV, be it ESPN or NBC, if they trust us to tell their story, and the communication goes both ways, we're going to tell that story correctly.

Mr. John Engelhardt: Tom, from your perspective as a news editor, are you waiting for each track to come up with a story? Are you getting boring race releases? What is it that helps you the most in getting a good story, getting information, that you can immediately either turn around on the net, on your blog or in print?

Mr. Tom LaMarra: Phone calls and emails from people who find stuff out that we may not know about right away. And what's worked with me is, you know, when you spend a lot of time at the racetrack, which I do, which maybe is not a good thing, but you know you run into people. You interview them. You run into them a lot and there's a trust factor there. If they know that you won't use their name, or whatever, they're more likely to call you up with information. So that works pretty well.

As far as media relations people, I can honestly say I don't remember having problems with any of them. You know, you call up, you request something. Usually you get it. They'll track people down for you. They'll have cell phone numbers.

I really can't complain about media relations people from my perspective, I really can't.

Mr. John Engelhardt: Jennie, you're on a pretty big platform. You cover racing nationally but you are in the backyard of one of the jewels of racing, Churchill Downs. You're not always welcomed with open arms, but you've got some of the best stories in the world in your backyard, from what I've heard, and its rumor on the back stretch.

Share with us your experiences and how anybody out here that does work at a track, that has a sports writer, that wants to do a story can get it done better.

Ms. Jennie Rees: Well, I mean, even though I know — and who knows what they say about me behind my back, but I've got to say, I think I have excellent relationships with the media and the PR people at the tracks across the country, and I've been doing it for so long.

I just want to interject this. It reminds me of Richard Valeriani's media training with the jockeys this morning, and how he said you should say, "I'm going to answer that question, but first I'm going to make this point."

To the TPA members, please, when you send out a press release, put in the header what it is about. That drives me crazy to get something either with nothing in it, or it says "press release."

You know, we get 300 emails a day, and I also appreciate it if you send it as text in addition to an attachment that has to be opened, because we're really supposed to not open attachments that we're not expecting that we don't know about. That's just a security thing. So that's just to the publicists out there, and just one of my little pet peeves. It didn't answer your question, but —

Mr. John Engelhardt: No, but that's what I'm looking for. I'm looking for ways that all of these people can get more of their information, either on television or a magazine. What are the things they're doing right? What are the things that they're doing wrong? That's what this workshop is about. It's sharing of information so that they know how to help you help them.

Ms. Jennie Rees: Well, you know, like at Churchill and Keeneland, and Dan at NYRA, in fact, sent me an email after the — I forget which two-year-old race it was at Saratoga, but the owners were this couple from Louisville, so a great story, blah, blah, blah.

You know, sent me pictures, sent me a phone number. Unfortunately, the people didn't want to talk, which I couldn't believe, but anyways that's the kind of communication and with email it's certainly a lot easier.

You know, you get photos and I've got to say, working with the PR offices across the country to get photos, it's really been terrific, yeah, and because now we have blogs that we're putting things up on and the photos, and I get that from like Julie Baylog, and Amy Gregory and Keeneland quite a bit. They'll say — you know, it's not always, "Can you get this in the paper," although that's always nice, but it's, "Could you get this in the blog," and you know you can put just about anything in the blog.

Mr. Tom LaMarra: My fear about it is that, you know, there are really a lot of good media relations people in horse racing. There really are, and they work very hard because of course there's not a three-person staff any more, and it might be one, basically. You know, right? You work weekends. You work nights, and whatever.

My fear about it is that the racetracks themselves, because of changes in corporate ownership, or whatever, these people aren't high on the list, and that's unfortunate because, I'll tell you what, if you have a problem, I mean, you need these people there.

Ms. Jennie Rees: It's the only way, I mean, if the publicity person — some tracks are sending anything out. There's not necessarily a turf writer that's going to get it, so there's going to be nothing out. So here's — what is said is just turf publishers here. Those in the industry, I want to use this as my shameless pitch for not getting NTRA communications. I mean, I've been on that soapbox.

I know everybody has budget issues, but more than ever, since there are fewer and fewer racetrack publicists, and fewer and fewer turf writers, it's more important than ever that the closest thing that we have to a national office does have a strong media presence. I mean, as somebody who uses them a lot, I just can't tell you what yeoman's work that they do and how I think — you know, sometimes I think they're just really underappreciated by the industry.

Mr. John Engelhardt: I think that we always pick up, and it doesn't matter whether it's a casino saying it or a racetrack saying it, its fan education, bringing people in. Let's face it, our sport if you are a stranger to it, it's a tough one. I've always been a big advocate of every single one of us, and our family and our friends, being ambassadors and running into your next door neighbor, or the guy in the grocery store and saying, "Hey, why don't you come out to the track today. I'll take care of you; don't worry about it."

Nobody walks into an OTB parlor and by accident opens up a racing form and says, "Oh, this looks interesting, I think I'll learn how to do this."

So what I'm wondering is, what you feel is the best way to coordinate fan education? Amy, you're invasive. You're going right out there. I don't know if any of you have had the chance to watch "The Regular Guy Show." My signal is too bad to get on HRTV, but what I do, other than your average person in the paddock that's saying, "Well, the one horse is coming out of a non-winners at two, looks to improve, and the two horses ... "

What I do is I use an overhead camera to try and show you where you find this in *The Daily Racing Form*. I then, on occasion, will go back and say, "Well, it said this horse was blocked at the eighth pole. How bad was he really blocked? Let's go take a look at it." And as you all know, sometimes it's a slight steady and sometimes it's a check, but what that might put in somebody's mind is, "Oh, so if I watch these races a little more careful, when I come back in two weeks, I might be able to nail that horse."

And the other thing is that, as speed figures, and track variance, and more and more information has been given out in the form, you know, they level out in the new trainer information, or how well a horse does, first time blinkers and things like that. It's pointing these things out to the public. It's the old, "I can give you a fish and you'll eat today, or I can teach you how to fish, and you'll have a great life in the fishing world for the rest of your life," or at a racetrack if you know how to find the winners.

Are there ways that you find yourself being able to project that out to the public rather than just showing them the races?

Ms. Amy Zimmerman: Yeah, I think we're — HRTV's philosophy very strongly is that I don't want to give you a "pick four" ticket. I don't want to tell you who the winners are going to be. As I was saying to these guys last night, if our hosts are so smart and know who all the winners are, why are they working for me?

I mean, seriously, for a couple a hundred dollars a day, why are they not keeping that information and cashing in their own bets?

I think it's really important to your point about teaching a man how to fish. I want them to turn — I want people to turn the TV off just a little bit smarter than when they turned it on, just a little bit more knowledge, so the next day when they pick up the races or when they happen by HRTV, they're going to understand what that means.

They're going to understand that a furlong is an eighth-of-a-mile. They're going to understand that when a horse is a first time on Lasix, it means it's because he had an exercise-induced pulmonary hemorrhage, and it maybe bled internally, and this he might be able to overcome.

I just want them a little bit smarter than when they turned it on.

Mr. John Engelhardt: And what is it that you're doing to project that?

Ms. Amy Zimmerman: Both commentary, features, graphics, you know, and it's just in the overall presentation.

Mr. John Engelhardt: I think features are really important because so many people are just getting introduced to the sport and they don't understand so many nuances. They see a horse being led over, a jockey gets on them and the horse goes back, and they have no clue as to how many years went into getting that horse, and every step that it took to get them there. I think that gives you a whole new appreciation of the game.

Ms. Amy Zimmerman: If we tell a story we want you to care. I want you to care about a horse. It's not a — at NBC, they have a phrase, "It's just another brown horse." It's not just another brown horse, it's a story of the trainer, the owner, the jockey, and it's the people that made "just another brown horse," and in some cases it's about the horse, themselves.

Mr. John Engelhardt: For those of us here that have video companies and have talent at the track, what do you suggest they do as far as in-house?

Ms. Amy Zimmerman: As far as, I'm sorry?

Mr. John Engelhardt: As far as putting together educational pieces for their fans to come in and see, or to go to a kiosk at home.

Ms. Amy Zimmerman: What I often try and do is that I try to show the features that we do. We have a show called "Inside Information" on HRTV, and it's a half-hour documentary style. I'll take it home and I'll show it to my wife. Other people who work with us will take it home and show it to their spouses.

Do they understand it? You know, and I'll — I mean, that's the first line of defense. If she understands it, okay, I've done a good job because she knows nothing about racing, and I think that it's important to try and vet it. Don't vet it amongst ourselves. We don't care. We don't need to talk to ourselves. We all like racing already. Let's talk to other people and make sure that we're being able to properly tell the story.

Mr. John Engelhardt: Tom, we're blessed to have you as the host on my show a lot of times, and taking people by the hand. Any other — or point them in the wrong direction. Your opinion on some of the best ways to coordinate fan education?

Mr. Tom LaMarra: Well, you know, I've seen a lot of efforts at tracks and stuff, and I think that they're all pretty good like having customer service booths and having individuals walking around and stuff like that. I think, really, what I do is that, at least, when I'm at the racetrack and I'm approached by people, and a lot of times this will happen on like a "one dollar beer night," or like maybe for the Breeders' Cup or the Kentucky Derby, or something, when there are a lot of people there who normally are not at the racetrack but once or twice a year.

When somebody has a question, they'll ask you because you have a form and a program and all this stuff and you know how to use the self-serve machine. I just explain things to people. I think that that's the best way to help them out.

Of course, I'm not going to spend a half-hour with these people because I have other stuff to do, but I think it's just a matter of the people who are involved, looking for opportunities to explain things for people, to at least make them more comfortable.

Mr. John Engelhardt: And what amazes me is that you missed a great opportunity for shameless self-promotion to tell people to go to BloodHorse.com.

Mr. Tom LaMarra: I never do that. That's like the furthest from my mind.

Mr. John Engelhardt: And click on Tom. He previews the big races every weekend with Jason Chandler and another guest often times, but I think that's a good tool too.

Mr. Tom LaMarra: Yeah, it works. It's not only about trying to pick winners because you can try and you fail a lot. I mean, let's face it, that's what the industry is about, but explaining why you like a horse, I think is important.

I'm not into the whole, "This is my 'pick four' and this is my 'pick six'." I could care less, but I think explaining, and even for one race, why you like one, two or three horses in a race is great, just to, you know.

Mr. John Engelhardt: Jennie, I'm going to tailor this one specifically to you. It's a little bit askew. I know you have a lot of great ideas, but one that you have come up with in the last 1-1/2 years, right now, is FATE. I want — if somebody doesn't know what FATE is, you

need to know, and you need to get on board, and I think there needs to be a national expansion of this idea that you have come up with. I think it's fantastic. You take it from there.

Ms. Jennie Rees: Well, it's not my idea. It's Terry Finley's idea, originally. Two years ago in March he came up with the idea of the original FATE, or Find a Thoroughbred Enthusiast, and Terry is the President of West Point Thoroughbreds.

He was charging all of his partners in the horses, his trainers and his employees, between when he came up with this concept on a webinar in March, until post time for the Kentucky Derby to introduce three new people to racing.

He said if 100,000 people in racing all brought in three new people, that's 300,000 new fans, and I thought, "You know what, I want to keep covering horse racing for the *Courier Journal*, so maybe I better do my part too," and so it just sort of morphed into something with a friend of mine who was a member of the Turf Club.

I was telling her about this concept that I wanted to bring some women to the track one day and teach them how to read the program. And she goes, "I can help you with that," but she said, "I'm a member of the Turf Club, and I don't know how to read the program, and the fact is, I'm not going to learn how to read it in the Turf Club," you know, the look that you'll get if you get up and ask somebody, "What's this?"

So we decided to have this, and it's networking, it's an initiative. We used FATE in honor of the original FATE, but ours is Females Are Thoroughbred Enthusiasts, and the idea is that through one-on-one and networking, getting women comfortable about horse racing. We call it demystifying horse racing for women in fun social settings, so it's like learning how to handicap at a cocktail party, essentially.

We have different events, and we did one at River Downs. John was quite keen on us coming up and he had an intern that he put — but, bottom line is, there are all kinds of spin-off things like this.

I think what Amy said about everybody trying to be — which group is number one, and as a result the industry is number 57 and also, this morning at the Jockey's Seminar when they were raising the point that horses don't speak, so jockeys should be the face of the sport, how does that happen?

I just think that everybody needs to — all the participants need to take a hard look at themselves. I'm married to a trainer, a horseman too. What can they be doing as individuals? What can they do to bring more people into this sport?

There was a trainer at the Breeders' Cup that didn't want to tell TVG when his horses were working because he thought, that's the owner's business.

Ms. Amy Zimmerman: Do I know them? Does HRTV know him?

Ms. Jennie Rees: I don't know. I just remember someone from TVG complaining about it, but anyways, so I don't know — maybe, you all — you know who the horses are, so you didn't need to know, but anyways, the point being, they need — horsemen need to realize too, that they are beholden to more than their owners. They're beholden to the horseplayers and anything that anybody can do to bring more people in, and a lot of it is

just incremental stuff to draw on what Bob Evans said this morning, make it incremental steps.

I like this concept that he was talking about looking at trying to make one more day profitable. Or, with FATE, we think of it as one woman at a time or five women at a time. What we find when we get these women together, they're not threatened, and they have different interest levels of how much they want to know, but the more they know, the more they really do want to come back to the races. So I would just love to see little tangents of taking Terry Finley's idea, and I'm so disappointed, he started a website, but it's kind of ended.

He was going to have a FATE Day at Del Mar, that first year, I don't know for whatever reason it didn't get worked out. Well, I'd love to see the racetracks pick up on this. What can we do and kind of getting back to the idea of Wayne Lukas and the trainer's passes and stuff.

I was talking to Kevin Flannery at Churchill today about night racing, which I think has been a real — when I made the comment about not spending money to make money, Churchill did put up \$5 million, or whatever it was, for lights and they're committed to keeping it special, so really for only a handful of nights a year, but how do you get those people, when they get in the spring 25,000 people?

How do you get those people to come back on a weekend, a regular racing card, or a Thursday, and how do you get them more engaged in betting? Those are some of them, and I've got some thoughts on that, but again you know I'm sure they think that I'm just not looking at it. It's easy to spend other people's money and stuff, but I just think that people just really need to think about, what can I be doing to get more people into the industry, and to keep the ones we have?

Mr. John Engelhardt: Well, it's — I'm sorry, as one that experienced it, FATE is something that really cost us nothing but some effort. You know, we had — they came early to the races. We brought a trainer over that was more than happy to show you everything from a tongue-tie to wrapping a tail, wrapping legs, showing different shoes, different equipment, really hands-on, and while we didn't have the largest crowd, everybody went away with a smile on their face. Somebody videotaped it, I believe. It's up on your site.

I think, while Jennie Rees can't be everywhere, if we can have other ambassadors throughout the US to start similar programs that cost nothing but your energy, and then just have the track embrace it. Maybe give them a bracelet and they get a little break on drinks that day, or they get a free program. It's a great way to go, and it costs nothing.

Male Voice: This has not been brought up today, and I know there are stewards and veterinarians that may attend here, but I'd like your opinion on your Life at Ten situation in the Breeders' Cup because that is something that would turn off racing fans like crazy.

For the stewards and the veterinarians here, I want them to know, as a fan. I'm with a casino, but I'm also a fan, and it's those kinds of events that really destroy the credibility of horse racing.

Mr. John Engelhardt: Well, sir, you're getting one step ahead of me. Back there on the DVD, would you please bring up Lady's Classic One. You could not have timed it better:

[Video Begins]

Jerry: He's won the Belmont stakes, if you remember, on Rags to Riches. He's from Puerto Rico, loves baseball, quite a talent, Johnny Velazquez. Let's go talk to him.

Johnny, your filly has never run on this racetrack. Can you tell me anything by warming up, if she likes it, doesn't like it? What's the story.

Johnny: Right now, I'm not sure, Jerry, to tell you the truth. She's not warming up the way that she normally does.

Jerry: Is she being a little reluctant for you at this point?

Johnny: Yes, she is.

Jerry: Johnny, when you break through the gate, there's a chance you could get trapped in behind Malibu Prayer. What kind of are you thinking as you go down the first turn down the backside?

Johnny: I just hope that she breaks early enough and gets a position, where she will do good, Jerry, and try to follow those horses that are moving best, you know?

Jerry: Would you like to see a scenario like your last race at Belmont where you were able to work your way out and make your run on the outside?

Johnny: That's basically what I am expecting you know, hopefully that happens and hopefully I have the horse too, you know, to put it where I want it to be.

Jerry: Now if you couldn't come up like that, will she go through on the inside if it calls for it?

Johnny: Oh, yeah.

Jerry: Okay, good luck.

Johnny: Thank you.

Joe: She does not appear to be warming up very smoothly.

Jerry: She does not, and the reluctance is what I don't like and that is — it's not like her, Johnny said. Usually she's not like this.

Joe: So Johnny Velazquez revealing to us that this concerns him that Life at Ten is not warming up the way she usually does, and going up into this monstrous test at the Lady's Classic against Blind Luck and have a good race.

Jerry: Now, part of this, Joe, could be that's she's never run on this track, and she's obviously never run under the lights. So that could be a little intimidating for her. She looks like she's much better now, so I mean a brief moment is going to concern you, but I wouldn't be too worried if she warms up out of that.

[Video Ends]

Mr. John Engelhardt: All right, that's just part one. Now, again, we have a huge principal in this story with us, with Amy. Now, we're going to pick it up and show you the next minute or so, and then I'm going to defer to Amy who really tried to interject on what was happening here, and I guess this is another case where we're all going to stand in a circle and point at each other. We'll find out.

If you would just play part two, please, and then Amy I'm going to throw it to you because you are —

[Video Begins]

— *Hey, Joe, Todd Pletcher who usually watches the races in the Horsemen's Lounge, is now walking through the paddock on the way to the racetrack, after hearing what's going on.*

Are you concerned about what you've heard so far?

Todd: What's that?

Jerry: Are you concerned about what you've been hearing about how your filly is warming up?

Todd: The filly was very quiet in the paddock and I told Johnny, make sure you warm her up good. She was acting a little unusual, you know, just really, really quiet, so I don't know what Johnny was feeling out there or seeing.

Jerry: Are you just going to walk out there and see for yourself?

Todd: Just look, yeah.

Jerry: Okay, thanks, Todd. Johnny, is she getting any better out there?

Johnny: What's that?

Jerry: Is she getting any better?

Johnny: Not really.

Jerry: Could it just be the lights, or is it mostly physical?

Johnny: I'm sorry?

Jerry: Could it be the lights, or is it mostly physical with her?

Johnny: I don't know, Jerry. To tell you the truth, I'm not sure.

Jerry: Okay, buddy, well, wish you luck.

Joe: Johnny is still concerned. He said she's not getting any better in terms of warming up, Jeannine?

Jeannine: Well, guys, I'm here with our on-call vet, Dr. Larry Bramlage,

who tells me he's been speaking with his veterinarians on the track, near the scene, and he says, as of right now, Johnny Velazquez has not said anything to the vets yet about scratching this horse. As they get closer to the gate, they may take a closer look at her, but right now Dr. Bramlage has informed me that the vets on the ground have not been made aware of a situation.

Joe: Life at Ten is right now 7-to-2, and we've been getting the word from Johnny Velazquez. Obviously, the betting public is getting that word. Blind Luck, the favorite at 8-to-5, and Todd Pletcher has to be concerned. You heard what he said to Jay Privman. I see the assistant starter, though, is grabbing her by the reins and bringing her to that starting gate.

It puts Velazquez in a bad spot. It's a \$2 million race. It's a tough call to make.

Jerry: And these horses are checked the morning of, by state veterinarians, and they're pronounced sound, so she must have jogged fine for the vet this morning. I really don't have an explanation.

Joe: Just an athlete going out there on the court, going out on the field to play.

Jerry: She did not look like I think she should have looked.

Joe: And I guarantee you, Johnny is going to be a little cautious at the early part of the race, probably, and see what —

Jerry: Or at least the early part of the race, he's got her in hand. He will ask her to get up in the race because that's her style, but it's worth keeping a look on.

Joe: It's an Unrivaled Belle is being a little feisty there as we load this \$2 million Lady's Classic, the finale of Championship Friday. Under the lights, Blind Luck, the one to watch as she loads, 8-to-5 favorite. Havre de Grace will be the last to load, and Trevor —Denman — has the call ...

Male Voice: And one to come forward now. Harbor Grace to the outside gate. That will be Old — for the Lady's Classic, we have Havre de Grace coming up alongside of the favorite, Blind Luck. Harbor Grace is in. They're all set.

[Bell] And away they go in the Lady's Classic to an absolutely perfect start. Life at Ten, no interest. Life at Ten has dropped far back early ...

[End of Video]

Mr. John Engelhardt: Well, as you can see, we've only got about ten minutes left in this seminar, and I got a feeling that this is a subject that could be talked about for a long time and in probably a lot of different rooms at this seminar.

I will say, from what I know, Amy tried to do her best to bring this attention to the stewards. To those of you who have not been following this story, I'm going to defer to Amy to kind of update us on the efforts you tried to make.

Ms. Amy Zimmerman: Well, I — I mean, I've done this for a long time, so I thought it was really important that the stewards knew what Johnny was saying so that they couldn't say afterwards that they didn't know. So I have what's called a "ring down" phone to the

stewards, which means I pick it up on my end in the production truck, and it rings on their end. I don't have to dial. I don't have to go through any switchboards.

So I picked it up and I said to the stewards, I said, "You know, are you watching this? Johnny says this horse isn't right?"

He said, "Yes, I know, we're watching the show."

So I said, "All right," so I hung up.

I thought that it was important that Jerry asked Johnny if the horse warmed up out of it, because let's face it, we've all seen races and horses sometimes are a little stiff just like we all are when we get up, and they warm up out of it.

When Johnny said, you know, he said, "No,"

"Is he warming up out of it," and he says, "No, not really," I was a little horrified that less than a minute later the assistant starter put the strap on and let her in.

You know, as — I'm not sure that blame is the right word, but I think there are plenty of fingers to point around the room. I'm going to defer comment as to what exactly my thoughts are until the Kentucky Horse Racing Commission finishes with their report and their investigation because I know they're quite involved in it, but I'll be honest with you, I look around and I say to myself, and I said this to Johnny last night, "What could I have done differently?"

I knew what was happening. It was like watching a car wreck on the freeway. You can see how it's setting up.

I'm a producer, which means my head usually goes three steps ahead. I look at something, and I'll look at that edge, and I'll see John falling off that edge, and I mean that's — I go three steps beyond. I could see what was happening, and hindsight being 20/20, if the perfect storm came together again, I'd have started screaming at the out rider to get the vet to look at her.

You know, I've got a real good relationship with Greg Blasi at Churchill. He's a terrific outrider. He trusts me. I trust him. If I had to do it all over again, that's what I would have done, although there becomes a fine line between covering something and interjecting myself into the middle of it, but.

Ms. Jennie Rees: Amy, had that conversation not happened between John and Jerry, and clearly looking at it that was not the answer that Jerry was expecting. It was just the throw out question, and they really didn't — you know, later they got back to it.

Had that conversation not happened, and you saw that filly, would you say that filly has to be scratched?

Ms. Amy Zimmerman: I would have — you know what, I wouldn't have said that in the moment, but when I would have gone home and looked at it, you know, having worked at Santa Anita for 26 years, I would have gone, "Ew." Knowing what happened, she really didn't look right, you know, I mean just — you know a horse should be having to be, you know, kicked in the sides to kind of move forward, but that's the — you know, I did not

editorialize when I told the stewards what was happening. That was not my position. That was not my role.

Ms. Jennie Rees: Now, the stewards said that they did not contact the state vet. At the time I think they felt it was not appropriate. You can second guess that, but Dr. Bramlage told me, and I have no reason to question what he said, that when Jeannine came into the Winner's Circle, and that he — he got on, I guess, the cell phone or the walkie-talkie, or whatever, to the state vet and said, "Have you heard any complaints from any of the riders about how the horses are warming up," because apparently one of the riders said something on — you know, on television.

The state vet said, which they alluded to in the broadcast, said, "No, nobody has said anything," and Dr. Bramlage, I mean, he's one of the orthopedic gurus. He trained his binoculars on her and said, "From a soundness, from scratching thing, there wasn't anything he saw."

You know, you're quiet. He said it's a real gray area. It's easy to —

Ms. Amy Zimmerman: It's a real gray area.

Ms. Jennie Rees: He said, but even after the race, after that horrible scene of watching her go — and he said, even after she pulled up, watching her, there was nothing that he said that you could concretely have scratched her for, unless you were a person that really knew her, and knew she was —

Mr. Tom LaMarra: This is really, really complicated because how many times have you watched a race and one or two horses, or more, you know, they break a little sluggishly and they're never in the race. Well, chances are, you know, the horse maybe wasn't feeling that well but the horse looked okay physically and I think that that's what happened here.

This was complicated by the fact that a jockey said on television, in front of a lot of people, that maybe there was a problem with her.

Ms. Amy Zimmerman: And it's important, and I know we talked about it last night, ESPN has one outrider pack on the arm. We interview one jockey prior to the race. That's decided two days in advance. So two days in advance the decision was made to interview Johnny Velazquez. It wasn't that the horse looked funny going to the gate, and Jerry ran and said, "Hey, let's talk to Johnny." It was just coincidence.

Mr. Tom LaMarra: And like, yes, we have to cover this and the investigation is ongoing, and clearly there are a lot of questions that have to be answered. I really hope that it's not a question of throwing stones, personally, because I think this was just one of those things that happened, and this happens in racing.

The question is, what is going to come out of it? Will there be new protocol, you know, that when a jockey says, "Hmm, something's not right with my horse," that it's either scratched or it's looked at within a reasonable timeframe.

The thing is, though, we're still waiting on like a public response, but like the first response was about how, you know, we care about our equine athletes and riders. Well, look, nothing was going to happen to that horse because he clearly had no intention of really riding her.

The issue is that it's been a month and people lost \$6-7 million on this race because of that, and nothing has been done about that, and that's where the credibility problem comes in, I think.

Mr. John Engelhardt: Once again, a case of our sport shooting ourselves in the foot. We just don't know and this story is not going away. People are going to be pointing at each other and everything, so I don't know if this addressed your concern because, again, it's nothing that we can say, "Oh, and here's exactly what happened." We don't know exactly what happened.

Ms. Amy Zimmerman: He brought up an interesting point, though, and it reminds me after Eight Belles, I was talking to a guy that's a racing consultant out east for a big casino. He said — you know, the question was, "Do the Eight Belles situations, are they driving fans away?"

He said, "No, no, I don't think so. What's driving them away is when they couldn't get bets down through their ADW accounts."

[Laughter]

I thought that was a pretty good point, but it was the same sort of point he was making about what about the bettors? And if something isn't done that's going to make that better in the future for them —

Mr. Tom LaMarra: Well, I know people who are really pissed off about that whole thing, and they still are. They still are. They just —

Mr. John Engelhardt: I forgot my tickets. I couldn't get back to the window in time to change them. With that information, a lot of —

Mr. Tom LaMarra: And I just think time is slipping away here to appease the public who want to come back to the racetrack to bet horses. I think they can understand that, and excuse my language, that shit happens. The question is, what are you going to do about it to make sure — to try and make sure that it doesn't happen?

Ms. Amy Zimmerman: Well, I think one thing that will come out of it, I hope, is that — to me, I think it's easy to point the fingers at the Kentucky stewards. I think that's too easy.

Mr. Tom LaMarra: It is. It's too easy.

Ms. Amy Zimmerman: But that filly should have been tested. I don't care how many horses were in the spit box, which is what they're saying.

Mr. Tom LaMarra: That's a separate issue.

Ms. Amy Zimmerman: And I was horrified then to find out that the beaten derby favorite isn't tested unless it's in the top four. What? So there are things that are easy enough to change.

Mr. John Engelhardt: We've pretty much eclipsed our time in this workshop, and I thank you, because normally by now I'd start seeing bodies popping up and slowly working out the windows, out the doors rather, towards the windows, and I want to thank you all for your attention, for being here, but before you go, I do want to ask if anybody wants to get up to

the microphone. It's not often that you have three exceptional experts in their field up here to ask a question about racing, about your racetrack, about promotions, about what they see right and see wrong. So if anybody has a final question that they'd like to address at any of these individuals, do it now or forever hold your peace.

Mr. Tom LaMarra: I have one last comment, if nobody has a question.

You know, there's a lot of negativity in this business, and I think it more comes from within the industry itself, rather than fans, because I know a lot of people who would love to go to the racetrack, either once a week, twice a week, once a month or whatever.

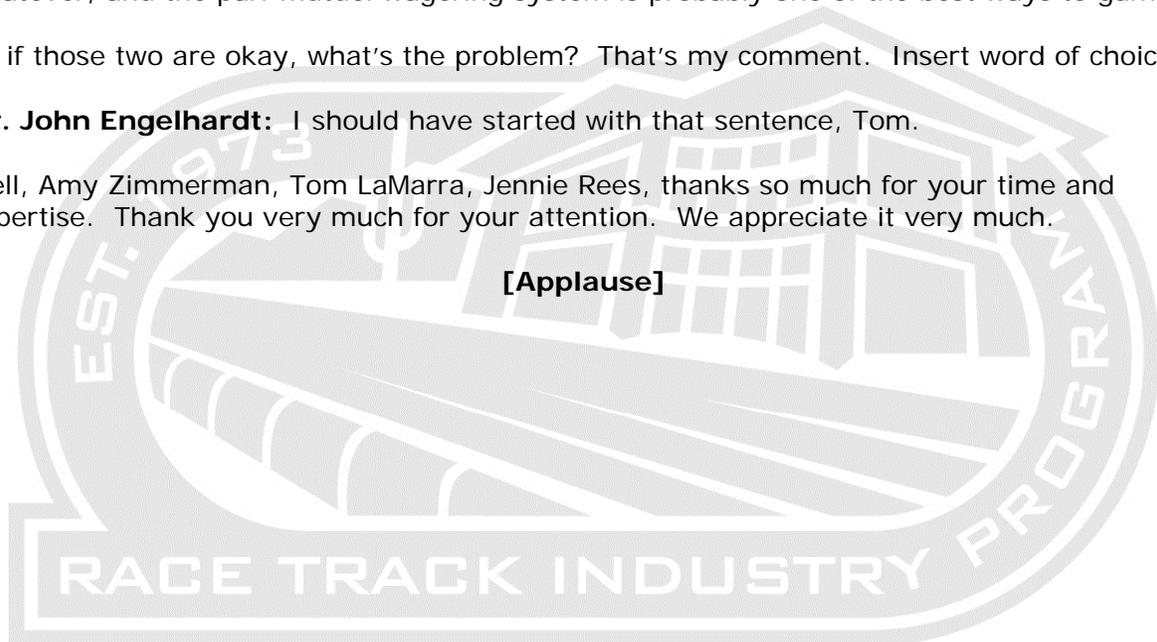
My own personal observations covering industry, and yes I do love racing, so I'll couch it with that, but there is nothing wrong with the product as it stands, horses racing horses, whatever, and the pari-mutuel wagering system is probably one of the best ways to gamble.

So if those two are okay, what's the problem? That's my comment. Insert word of choice.

Mr. John Engelhardt: I should have started with that sentence, Tom.

Well, Amy Zimmerman, Tom LaMarra, Jennie Rees, thanks so much for your time and expertise. Thank you very much for your attention. We appreciate it very much.

[Applause]



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