

For Immediate Release

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RTIP WELCOMES SKIP CARLSON TO THE UNIVERSITY OF ARIZONA



Tucson, AZ — Mr. Skip Carlson, Vice President, External Affairs and Signature Service, Saratoga Casino & Raceway, traveled to Tucson to speak to students in the University of Arizona's Race Track Industry Program about his experiences in the racing and gaming industry.

He addressed the Racing Business, Strategies & Global Perspectives class about the challenges of moving from a racetrack to a racino in 2004. Students learned the changes adding casino gambling had on purses, job creation and the economic impact of the breeding industry. He also talked about the initial hurdles that they faced to gain community approval of the expansion of gaming. The key to success was having open

communication between all parties involved. Mr. Carlson discussed the business analytics that drive racino marketing and best practices for exceptional customer service.

The RTIP students were very appreciative of his guest lecture and were eager to ask questions about racinos as well as other aspects of the racing industry. A small group of students stayed after the lecture to talk to Mr. Carlson and capitalize on his offer to help and gain more valuable industry insight.

ABOUT THE RACE TRACK INDUSTRY PROGRAM:

[The University of Arizona Race Track Industry Program](#) offers both a Bachelors and Masters degree program with an emphasis on the pari-mutuel racing industry and hosts the annual Symposium on Racing & Gaming held every December in Tucson, Arizona.

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