

For Immediate Release

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## DAVE JOHNSON GETS DOWN TO BUSINESS WITH RTIP STUDENTS



**Tucson, AZ** - Dave Johnson, vice president and assistant general manager of Turf Paradise Race Course, spoke in the RTIP's Racing Business, Strategies, and Global Perspectives class on Tuesday.

Dave, an RTIP alum, described his history in racing as he rose through the ranks at Turf Paradise as an entry clerk, placing judge, simulcast coordinator, and director of simulcasting before entering his current role as vice president and assistant general manager.

In class, Dave spoke about the components that contribute to a successful race meet, namely increasing attendance, handle, and field sizes. He also discussed how regulatory changes in Arizona have affected Turf Paradise, and how important simulcast wagering is to their business.

Furthermore, Dave showed how increases in out of state and ADW handle are compensating for decreases in handle from other wagering sectors at Turf Paradise.

Dave emphasized that racing has significant growth potential through innovation and that students should make the most out of professional connections built in the racing industry.

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### ABOUT THE RACE TRACK INDUSTRY PROGRAM:

The University of Arizona Race Track Industry Program offers both a Bachelor's and Master's degree program with an emphasis on the pari-mutuel racing industry.

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