

# RTIP NEWS

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FOR IMMEDIATE RELEASE:

## **President & General Manager of Remington Park Shares Story on the Revival of Remington**

Scott Wells, President and General Manager of Remington Park in Oklahoma City, OK, shared his experiences managing a racetrack and casino in the RTIP's *Racing Organizational Structure & Management* class and also stopped by the Joe Hirsch Speaker Forum to discuss "racinos" and the future of horse racing.

While tradition has reigned supreme in horse racing, Wells explained that "as an industry and as a sport, horse racing has to be adaptable." For Remington Park, that meant the adaptation into a racino, although Wells was very clear that Remington will always be a racetrack first.

"We still market ourselves as a racetrack with a casino, not a casino with a racetrack."

Wells is hoping to convert typical slot players into horse players—continuing efforts include placing slots and card tables in front of a panoramic window of the homestretch and winner's circle, and utilizing the racehorse in all aspects of their advertising.

For future racetrack managers Wells offered an important key to success, "don't pass up the opportunity to make people feel like they're in a special place."

The University of Arizona's 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.

For more information, visit the RTIP Web site at [www.ua-rtip.org](http://www.ua-rtip.org)