NHC Workshop

(From the Perspective of this HorsePlayer)
BIO – John Fisher

• 40+ year handicapper (Longacres; Seattle)
  – Jon White (DRF), Kenny Mayne (ESPN)
• Education background
  – Degrees in System Engr, International Mgmt, Business, Psychology
  – ……………..honorary “PhD” in Handicapping…
• Experience in both online and Cash tournaments
  – 8 time NHC Qualifier (2 seats again), multiple BCBC participant
• Multi-horse owner with West Point Thoroughbreds (Terry Finley), Sovereign Stables

• 33 year manager+ Boeing(retired)….Engr/Mfg
• Wife, 5 children (grown…thru college…etc…grandbabies), 1 dog

• Entrepenuiral mindset…..parameters for SUCCESS
Leverage Handicapping Tournament Landscape to Advance the Sport
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Population of Handicappers

Tournament Handicappers

SKILL AND ENJOYMENT ..... HANDICAPPERS
Factors When “Entering” Tournaments

• **Cost Factors**
  - Entry Fee
    - Take (0(Haw) vs 25+ %(BCBC)
  - Location (“home” vs “away”)

• **Intangibles**
  - Competition (type, size)
  - Time Zone
  - Tournament Set-up

• **Rewards**
  - Prizes NHC(Qty),BC($$
  - Prestige (NHC, Eclipse BC, Sovereign)

• **Motivating Factors:**
  …to win $$, NHC seat, a BCBC (or Pegasus seat ?)
  ….to increase skill/experience with different types of tournaments? (CBY, 2009 BC @ SA, Derby (2017), Belmont(2016)
What (How) to Leverage “Play”

• Use technology (ADW) to “connect” more players
  – (increase prize pool; WO, CBY)
  – Expansion of Twinspires….ExpressBet….with BCBC
  – Satellites (any SA (or GP) tournament….connect to “sisters”)
    • Incentivize for home-site location?
• Need to Increase Skill, **Enjoyment** => Chance to Win
  – Experience (inexpensive ?)….”classes”…..
• Increase marketing to existing, experienced….players
• Easy to Execute
  – Exact Amt “wager button” on Tote machine ($600,$900, $450,$200)
  – “Private” (tournament only) wager machines…..
  – Display ONLY Tournament tracks

• Make Tournaments fun & memorable => ”Grow Them”
Thank You