



Race Track Industry Program

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

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NTRA Safety and Integrity Alliance

MODERATOR:

Eric Wing, Senior Director of Media Relations, NTRA

SPEAKERS:

Steve Koch, Vice President, Thoroughbred Racing, Woodbine Entertainment

Tom Metzen, Sr., Executive Director, Arizona HBPA; President, Minnesota HBPA

Mike Ziegler, Executive Director, NTRA Safety and Integrity Alliance

Our next topic is going to be the NTRA Safety and Integrity Alliance, and the head of that alliance is its executive director, Mike Ziegler. Mike's responsibilities as the executive director mainly involve accrediting racetracks based on their voluntary application, and Mike also organizes and often oversees on site the actual inspection of these racetracks' operations as they go through not just a lengthy paper test, but an on-site examination that really covers just about every aspect of a racing facility.

Prior to joining the NTRA, Mike was a senior vice president at YouBet.com focusing on racetrack relations, so that was obviously good training for what was ahead of him here with the NTRA and the Alliance. Before his time at YouBet.com, Mike had a variety of executive positions at Hollywood Park, Santa Anita, Bay Meadows and Golden Gate, and we here at the NTRA are very pleased that we were able to lure Mike out of California. So, without any further ado, the Alliance's executive director Mike Ziegler.

Mr. Mike Ziegler: Two degrees in Lexington this morning, it was a good move by me to move to Kentucky. Thank you, Eric. I'm Mike Ziegler with the NTRA Safety and Integrity Alliance. I'd like to thank you for joining us today.

I'm here to tell you a little bit about what the Alliance did in 2010, and what to expect moving forward.

For starters, in 2010 the Alliance came up with an updated Code of Standards, which is sort of how accreditation works. Year after year, the standards will be increased so that tracks when they initially get accredited will work on one level of standards. The next time they get accredited the standards will be here, so that some point down the road the standards will be this thick as opposed to this thick.

The main update in 2010 was that we added wagering integrity standards, and we've seen those accreditation standards implemented as we accredited in 2010. Golden Gate Fields,

Sunland Park and Canterbury Park so far. Sunland Park's status as a fully-accredited track actually was announced today. For them to get from provisionally accredited to fully accredited, they accomplished a lot of great things, particularly in cooperation with the regulators and their horsemen's group. And I want everyone in the room to know that accreditation at a racetrack simply cannot be done without cooperation from the horsemen and the regulators in that jurisdiction. It just simply doesn't work.

So, also this year, we inspected at Finger Lakes, last week in fact, where things looked pretty good. Their accreditation status is pending. Also this year, we hosted the inaugural Professional Education Seminar and we thank Keeneland and Pfizer Animal Health for helping us present this program.

This day-long event was geared towards continuing education for hands-on people at the racetrack. We had free programs on tap for trainers, aftercare organizations, farriers and foot care providers, track medical directors, and veterinarians, and they got together — the medical directors got together to share best practices and help us establish minimum standards moving forward. ROAP provided the beginnings of their certification program for starts, clerks of scale, and paddock judges, and the veterinarians who attended were awarded with continuing education hours from the AVMA.

For those of you that were not able to attend this year's program, all the seminars were recorded and are available on DVD. Simply contact me at NTRA and I'll share those DVD's with you. And, we'd like to announce that we're going to be hosting the event again next October, likely the same third week of October, pending the availability of Keeneland.

Early next month, the Alliance's independent monitor, Tommy Thompson, is going to be issuing his second annual report on the performance of the alliance and the industry, and we now have a brief message recorded from Governor Thompson.

Recorded Message: I'm Tommy Thompson, former Governor and Secretary of Health and Human Services. I'm also the Independent Monitor for Thoroughbred Racing for the Alliance.

We had a great first year in which we certified and accredited many tracks. We had also indication that 55 tracks totally would be accredited over the two-year period. Only 19 have been accredited. Therefore, I am disappointed with the actions taken in this past year, and hope that we can do a lot better in the year 2011. We have to remember that safety and ethics are going to be demanded by the public, and which we have to have and show that we adhere to in the Thoroughbred Racing Association.

Mr. Mike Ziegler: I believe the message is loud and clear that we need to get more tracks accredited. That's the simple message. So, in 2011, we are expecting to re-accredit the tracks who went through the initial accreditation in 2009. They'll be accredited based on another new code of standards, which will be updated shortly after the 1st of the year. We expect new updated standards to be forthcoming, and I think particularly in the area of human medical care.

Also in 2011, the pricing to get accredited by racetracks is being revised. Fees for accreditation will now be tiered based on a track's purses paid, and this is for members and non-members of NTRA. Also, NTRA member tracks who get accredited will have their net fees paid less accreditation expenses credited to their next year's NTRA dues.

So, you have heard a little bit from the independent monitor talk about expectations, but to really get a sense as to why your track should get accredited, I've asked for input from two individuals familiar with the process. First, we welcome Steve Koch from the Woodbine Entertainment Group to provide some perspective from a track who's already gone through the accreditation process. Steve?

Mr. Steve Koch: On behalf of Woodbine and other accredited racetracks, thank you for the opportunity to speak out for the NTRA Safety and Integrity Alliance. I'm glad to be here to say that Woodbine applauds this initiative, and we feel that it's imperative that the entire industry should promote this important cause.

NTRA Safety and Integrity Accreditation is not a rubber stamp, window dressing, hollow, nor self-given title. Its parameters are sensible, accreditation is earned, not given. And the enjoyments are meaningful.

First things first, I should verify for you Woodbine's credibility to support this important cause. In the spring of this year, we achieved full accreditation, with 13 Best Practice ratings and eight More Than Satisfactory ratings. These are the top and the second-to-top rankings available.

At Woodbine, safety for horse and rider and product integrity are the top priorities and our accreditation ratings bear this out. A collective and measureable outcome, I believe, of Woodbine's concentration on these matters, is our catastrophics per 1,000 starters' metric of 0.83. This figure for us has been below 1 at Woodbine for several years now, at a time when we understand the industry standard to be near to 2.

We transparently post this third party information right on our website.

I want to address the point that accreditation is an earned designation. The application process is extensive. The documentation is considerable. In our experience there was not an opportunity to cut any corners, and the resulting document submission was several inches thick.

The application process was not simple, nor should it be if accreditation is to be respectable. The accreditation team visited our racetrack on training and race days. They scoured the facilities. They interviewed everyone and then they did follow-up interviews. And even then, after all was shown to be as represented on our application, we were requested to undergo a TRPB review of our racetrack security policies and procedures, which was additionally plenty extensive.

I'm not here to mislead any racetracks. Accreditation review is thorough.

However, as much as the review is thorough, the expectations are quite reasonable. We were not expected to invent the wheel, and at least in our case, many of the sought conditions pre-existed. And finally, the program has wisely allowed room for advocacy, where racetracks, horsemen and regulators must work together to achieve change towards accreditation.

To approach your industry partners with evidence of sub-accreditation standards is a useful and powerful change agent towards the betterment of your racing.

Accreditation is very meaningful. Your track can be listed along industry leaders such as Woodbine, Keeneland, NYRA, Churchill, and other top flight establishments. To not be accredited, perhaps then the message of "why not?"

In an earlier slide, I listed the extensive points that Woodbine does as Best Practice and More Than Satisfactory. All of these factors we're very proud of, and we are eager to explain them to our public as evidence of our attitude of safety and integrity. But, that's a very detailed message. It's very long and you can't just boil it down to quick sound bites.

For us, the seal of accreditation summarizes this long message, keeps it simple and is easily reinforceable every time our customers view it. At Woodbine we have it right on our website. It's at the finish line. We fly it on a flag in the infield. It's sprinkled throughout our simulcast TV product. And, we print it in the daily racing program, every race date, 167 dates of the year.

And finally, we have found it invaluable to revisit daily in our interactions with our customers, our media, and our public. We frequently refer to accreditation standards to respond to customer feedback and we use it as a response to questioning media, and it is a useful pitch-making and lobbying tool with our politicians.

The process of accreditation itself can improve your operations. In the application phase, and site reviews, it is a reinforced opportunity of self-review. What are we doing right and what are we missing?

More importantly, the accreditation team has been around and they've seen a few things. I guarantee every one of us in this room can learn something from another person in this room, and every racetrack in North America can learn something from another racetrack. Contributions from Woodbine that I know have been passed on to other tracks, and in some cases acted upon, include our fire safety plan, use of cushion whips, certain safety equipment, elements of our starting gate. A particular item that we borrowed from another racetrack was elements of their compliance program.

The travels and experiences of the accreditation team is creating a central base for ideas and safety integrity standards. A very recent display of this comes from last week's AAEP meetings, where the team reviewed with the nation's regulatory veterinarians best practices gleaned from racetracks across the nation. Our commission vet was there to benefit from this discourse, and I bet that yours was too.

We are just beginning to realize the benefits that can be had from accreditation. Based on the list of tracks accredited and the positive direction of this project, I think it is best to assume that accreditation is here to stay and is only gaining in importance.

The early emphasis leaned a bit towards operational safety and integrity, and now it seems that wagering integrity is absolutely gaining momentum. As this happens, shouldn't all of us be on board towards molding that very positive future?

So, thank you for hearing me out. I hope that I've been useful in explaining the value of the NTRA's Safety and Accreditation, and thank you for your time.

Mr. Mike Ziegler: Thank you very much, Steve. We learned a lot when we were at Woodbine, and they do actually have a terrific amount of best practices. And if anybody has a chance to see that starting gate up there, that's one that everybody needs to emulate

around the country. I would next like to welcome Tom Metzen, who's with the HBPA in both Arizona and Minnesota. I think they call them "snowbirds," if I'm not mistaken.

Mr. Tom Metzen: I'm here actually, I was asked by Mike Ziegler to talk from the standpoint of an owner and horseman, and I will tell you that he also informed me that I should leave out all the swear words that I usually use, so this will be a very short speech.

The accreditation program, we went through it at Canterbury Park in July of last year. I can tell you, and I will probably be repeating a lot what Steve said, but we are — it was a very comprehensive program, and when the inspectors came up for the accreditation, we went through it — they asked myself, as a horseman and an owner, to come up and go through the standards line by line, which we did. And we looked at it from — I looked at it, at least, from the benefit of the horses and the horsemen, and I think it's — that's in my view, is one of the most important features here, because as some of you may or may not know, I've been in this business for about 50 years, and I've spent a considerable amount of money on my horses, and I like to run them at safe racetracks.

The Alliance set up a standard for a safe racing environment. They have pre-race, post-race testing, and post-mortem examinations which we think are very important. A mandate that each track report their injury reports, as Steve mentioned there is a lot of safety standards when it comes to the helmets, vests, padding and the safety gates, which are important, horse ambulance is very important, and the limits, the lengths on toe grabs, and of course cushioned crops.

One of the things that we think, and it bore out again to late very well last year at our track is your catastrophic injuries, and the safety of our riders and the training for our help and the participants up there, and we had, as some of you may or may have not seen, we had a very terrific accident last year. And four of our jockeys went down with four horses, and Scott Stevens, I would tell you and he would probably repeat it, that he would — if it wasn't for our safety crew up there, he wouldn't be riding horses today. He would be in some cemetery someplace.

But after the accident, our safety crew made themselves very proud. They — we had three ambulances out there before you could shake a stick, and then an air ambulance came in within 10 minutes and because of the training that our crew has had, they went out there with flashlights. It was an evening race, obviously, and they formed a circle so the helicopter knew where they could land, safely land, and pick Scott up and take him to the Trauma Center. And I — you know, all of that stuff is things that the Safety Alliance helped us out with up there.

Besides that, we have a very good Groom Elite program up there. We pride ourselves on our Groom Elite program. We also have a very good substance abuse program that when the group was up there from the Alliance, we went through all of that with them. Banning steroids I think is a great thing that's happened through the Alliance, and pre-race testing for milkshakes is something that — I mean, all tracks should conform to a lot of these things that we're doing and the other 19 or 18 tracks are doing that some of them aren't.

I also would encourage any people from other tracks that haven't been certified and aren't part of the alliance, that they get on board, and I think this is something that's been needed for years, and then the NTRA is doing a very good job of implementing it.

Thank you.

Mr. Mike Ziegler: Thank you, Tom and Steven, thank you all. Hopefully at this point, some of you are now more intrigued by the accreditation process. People from tracks who are in the room, I want you to take a look at the map on the screen and there's room for your track logo on that screen. That's the 19 accredited racetracks on there, and anyone else in the room, ask management at your local track why they're not on that map. I appreciate your time today, I'm happy to answer any questions, thank you.

Mr. Eric Wing: Questions? Questions for Mike, or Tom or Steven? We've got the microphones on either side. While they're thinking it over, Mike, I have a question for you myself. In the back, we have some press releases which we'll hand out at the end. If anybody has to leave early, you're welcome to grab them. But one of them pertains to the announcement today, I see we already have the decal up on the visual, that Sunland Park today received full accreditation from the Alliance. I know they were provisionally accredited earlier in the year. We heard Steven lay out beautifully the accreditation process that Woodbine did so well at. It wasn't such a smooth road, I know, for Sunland. Could you walk us through that and tell us what was involved in going from provisional accreditation to full accreditation?

Mr. Mike Ziegler: Well, they, for the most part, the deal breaker for the reason that Sunland Park did not get full accreditation was simply they were not having pre-race examinations conducted on every horse, in every race. And Sunland Park, to their astonishing credit, they have hired a vet on their own dime to perform the pre-race exams for every Thoroughbred in every Thoroughbred race, and we're working on the Quarter Horse racing, even though that's not under our purview, to supplement what the state regulatory examining veterinarian was doing.

They also implemented, on their own dime, a pre-race testing protocol for TCO₂ which wasn't in place. Those two things, in and of themselves, were major, but they went to their regulatory body hand in hand with the horsemen and got significant rule changes, particularly in NSAID levels, the non-steroidal levels, which were through the roof and now they're down to the recommended levels of RCI and the HBPA. And beyond that, they — helmets and vests, they went through and got adoption of safety helmets of everybody on horseback. So, they really did a lot of regulatory change, and spent a lot of money to get through the fully accredited process.

Mr. Eric Wing: So, it sounds like in addition to creating a safer, better racing environment for the horse and the rider, it's also kind of simultaneously created a more uniform — we hear so much the call for uniform rules and regulations regarding medications and others, it seems like the alliance though, maybe not its primary intention, has helped that along at least where Sunland is concerned.

Mr. Mike Ziegler: You're exactly right. It might not be the primary goal of the Alliance, but it's right up there, and uniformity through the adoption of the model rules and penalties for medication is one of the standards that we expect tracks to work toward. Simply, tracks are not the regulators, so in most circumstances they will have to advocate to adopt those changes, as Steve pointed out, but it's important that they start the advocacy process and continue it, and follow it through to adoption as was the case in New Mexico.

Mr. Eric Wing: Okay. Do we have anything else for Tom, Steven or Mike?

Audience Member: Mike, would you say a word or two about the aftercare aspects of the program, and why that's part of a Safety and Integrity Alliance?

Mr. Mike Ziegler: Sure. In the formation of the Alliance and the initial Code of Standards, one of the top 5 facets of the Alliance was the aftercare of our retired racehorses. And I think when we wrote the Code of Standards, there was some significant pushback that aftercare was not a track issue. And I think by including these standards in there, we've been able to get over that hurdle from the track perspective, and it helped them realize that we're in this game together. So, as a result of including the aftercare as one of the main facets, and one of the most important standards, easily 9 or 10 of the accredited tracks have for the first time established relationships with programs geared toward aftercare of retired racehorses.

We're working on improving those day over day so that the second year standards included some funding mechanism in place, and as we gradually grow, hopefully those standards improve.

Mr. Tom Metzen: And your committee?

Mr. Mike Ziegler: Oh, and additionally we formed a standing aftercare committee, whose main focus is keeping an eye on the tracks and making sure that they are upholding their end of the bargain by meeting the minimum standard. And it's made up of representatives of some of the top retirement programs throughout the country.

Ms. Jamie Haydon: I can make it smaller. Jamie Haydon on behalf of the Jockeys' Guild. Obviously the rider's perspective is not up there, but I would like to say we commend every track that has decided to become accredited, because obviously as the gentleman was indicating earlier, Scott Stevens appreciates it. I know for first hand, I spoke to him shortly thereafter. And obviously, anything we can do to improve the rider's safety. You said one of the possible things for 2011 is considering dealing with the human side of response, ambulance response. In light of the presentations the last couple days, do you have any specific ideas of what is going to be proposed, or what could be proposed?

Mr. Mike Ziegler: You know, I do not. And I'll tell you what the process entails. At this point, we have the recommendations from the committee that met at Professional Education in October, and we'll take those recommendations to the Alliance Advisory Committee, which is made up of 12 representative organizations. You guys have a seat at the table.

Ms. Jamie Haydon: Correct.

Mr. Mike Ziegler: And we will discuss those recommendations, and really, if we blanket adopted every recommendation in that list, they wouldn't get done. So, what we're going to have to do is gradually work those into the program, year after year. And some of them are obviously more important than others. We'll be able to take a stab at those sooner than later. But really, we learned a lot from that, from October and from these last couple of days about some things that we can do, and I just don't know the specifics yet. I wouldn't be able to speak to those specifics, because it's not up to me. It's up to a committee, and we'll be working with that committee to help those recommendations get adopted.

Ms. Jamie Haydon: Thank you, Mike.

Mr. Mike Ziegler: You're welcome.

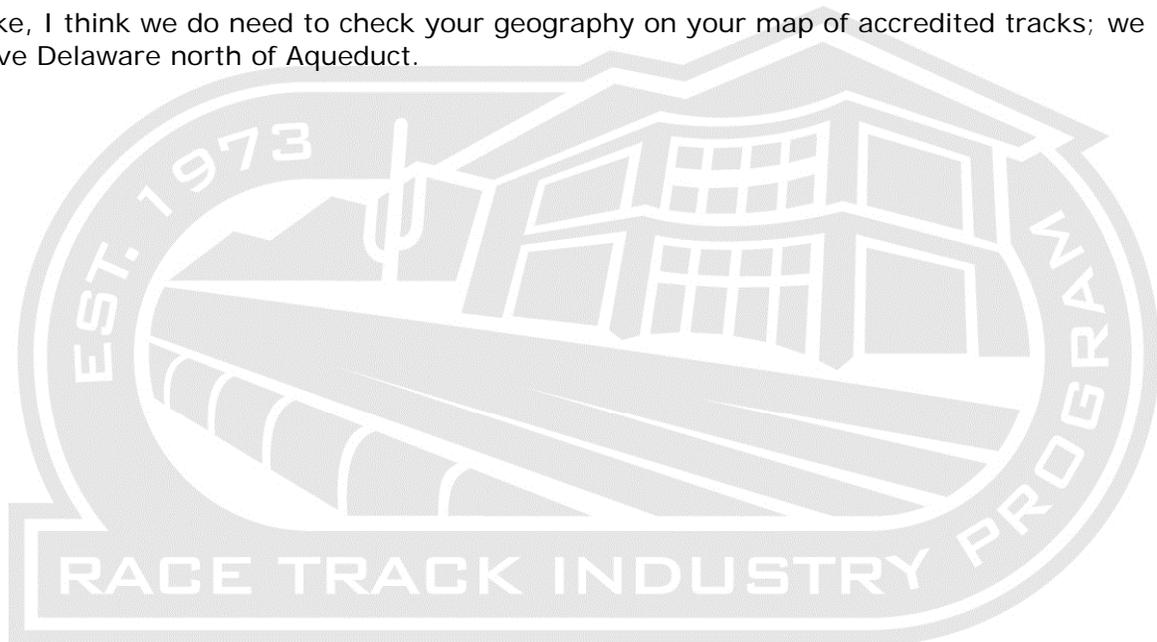
Mr. Mike Campbell: Mike Campbell, present of the Illinois Thoroughbred Horsemen's Association. We are strong advocates for the NTRA. We're also strong advocates for the Integrity and Safety Alliance. I would suggest that the horsemen's organizations,

something that we're going to do is, on December 13th we're having a board meeting, and as true advocates should, we're going to insist that our racetracks fall into compliance with the National Integrity and Safety Alliance through the NTRA. We only have one Thoroughbred track in the Chicago area that's not a part of this, but we're going to suggest to them, take a leadership role and insist that they become that way in the future. So, I think if the racetracks don't do it, then I think the horsemen's group should. Thank you.

Mr. Mike Ziegler: Thank you. And I must thank you, too, because you worked hand in hand with your tracks to create a new racetrack retirement program in the state of Illinois. That's a model that most states should follow. Thank you, guys. I think we're done?

Mr. Eric Wing: I think we're done too, Mike. Thank you all for those presentations, Tom, Steven and Mike.

Mike, I think we do need to check your geography on your map of accredited tracks; we have Delaware north of Aqueduct.



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RACE TRACK INDUSTRY PROGRAM**