



Race Track Industry Program

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

TUESDAY, DECEMBER 7, 2010

Welcome

Speakers:

Dr. Ron Allen, Head, Department of Animal Sciences, University of Arizona

Doug Reed, Director, Race Track Industry Program, University of Arizona

Mr. Doug Reed: However, Dr. Allen also has a great deal of experience in the racing industry which makes for a wonderful boss and certainly a leader of the Race Track Industry Program. He is a thoroughbred horse breeder, raises his own racing prospects. His racing interest and experience also make him a great instructor for the Race Track Industry Program and a great department head, as far as I'm concerned, but I'm a little biased being involved with the Race Track Industry Program.

So, Dr. Allen, I've asked him to make a few welcoming remarks on behalf of the program, the college and the department, Ron.

Dr. Ron Allen: Thank you, Doug. The first and second week in December are always really an exciting time for me, for the over 20-something years that I've been involved with the program, and so on behalf, and I know it is for many of you too, especially you golfers who come down here to enjoy this kind of weather, and so on behalf of the College of Agriculture and Life Sciences, and also the Animal Sciences Department, welcome to you and congratulations to Doug, Steve and Wendy on putting together another exciting program.

Our business here at the university and in our department is education and service, and in the Race Track Industry Program it is education and service to this industry, to our industry.

I've been involved in teaching in the program. You know, it's not been what I was trained to do but my passion for it ended up pulling me into the program as an instructor. I've been doing that for almost 20 years.

In reflecting back over those 20 years, we have seen tremendous changes in this industry. I remember some of the early symposia that I was involved in. We were grappling with the issue of how do we deal with the Indian casinos. That was a big topic early on in the early 90s, late 80s.

Simulcasting was just beginning to hit its stride. The word racino had not been invented yet, and if we had had a panel, and we did have a panel, early on, on animal welfare, we probably would only have filled up about three tables down here in the front.

Things have changed and the rate of change continues to accelerate. That's a challenge in the industry, but it's also a challenge to us in the education business because our product, and our service to you, is dependent upon constantly altering and evolving our curriculum and our course content. And this is something that I've been very proud of our racetrack program in that they do constantly evaluate what do we need, what do our students need today, what will they need in the future?

So I guess if I could just briefly leave you with a challenge it is, for us to stay ahead and to continue to produce students and graduates, quality graduates for you as an industry, and do a service to our students in adequately preparing them for a career.

We need feedback. We need constant feedback. What do we need to know? And many of you graduates, those of you that have graduated in the last five or ten years, many of you stay in touch and continue to stay in touch so that we can partner with you as an industry to continue to make a better product for you, to serve you and to continue to prepare our students.

So Doug has ordered excellent weather this week. We also have excellent panels and there's also a lot of good conversation and a lot of renewing old acquaintances. I know you're going to enjoy this week, and so again thank you for coming and have a great time.

[Applause]

Mr. Doug Reed: I'd like to welcome all the racetrack operators, horsemen, regulators, ADW operators, racing press personnel, international guests from afar, our vendors, exhibitors and guests.

I hope you enjoy the Southwest climate. I hope you learn and participate in the symposium. I also hope you have successful business meetings and networking.

I'd like to first thank our sponsors and exhibitors. I'm very grateful in these tough economic times that they continue to support our educational endeavors through their symposium sponsorship.

First of all, give a round of applause to AmTote. I hope you were at the reception last night. It was a great reception, great hors d'oeuvres. Hope you got some of the lamb chops. Thank you AmTote.

And this morning's breakfast was sponsored by equine.com. We appreciate the Jockey Club and their affiliate companies for supporting us over the many, many years.

Also, appropriately, this panel is sponsored by TwinSpires.com and following the session there's a refreshment break in the exhibit area sponsored by MRI International/Caliente.

Thank you very much, all those sponsors.

Another group of not only organizations, but individuals, that I'd like to thank on behalf of the students, I'd like to express sincere gratitude to those individuals and organizations listed in the program and those that have made individual contributions to support the scholarships.

Those pursuing careers in racing, it's not gotten any cheaper. The tuition keeps escalating. I can't believe how much it's gone up since I've been here with the university, so the scholarships are a vital element to us being able to help the students achieve their goals.

New this year, the students are wearing red badges, and the reason we're doing that is we want to recognize our students, one, but more importantly this is an education forum for them as well. I hope you all take some time to exchange ideas with them, meet some of the students and talk to them. This is a great opportunity for them as well as you, I hope.

Today after the lunch, in the exhibit area, the student senior projects are presented from 1:45 to 3:15. Stop by. There will be a group of students there showing their projects and what they've done this semester. They enjoy the feedback on what they've done and in talking to all of you. So please take a few moments during the breaks or whenever you have a chance during that time period to visit them in the exhibit area.

The students also get involved very heavily in the running of this conference and we couldn't put everything on without them. There are just five of us on the faculty and staff, and without the addition of all the students out there helping us, it would be difficult.

They get involved with helping with registration and audiovisuals. They organize the mentor lunch that some of you are invited to. So please take time to talk to the passionate leaders of tomorrow.

Another way you can help the RTI develop leaders for the future is to help us with the difficult challenge of advertising the program to create awareness. We have students from all over the country, and all over the world, and it's a difficult marketing job on our budget to create awareness.

We've just created three new 30-second video commercials. We also have many print ads available. So if you have a chance to show the video on your local simulcast or television shows it would be a great help. If not, if you can put the print ads in your programs and that sort of thing, they're available either through Denise Pharris in the back of the room, going to our website or email Betty Prewitt.

I'd like to just show you real briefly the three new 30-second commercials if you would:

[Commercial #1] *I didn't want to get just any degree after high school. Horse racing has always been my passion. I was already a lawyer. When I was young my dad took me to the races. The sound of the crowd, I still remember it. I'm bored, and I don't want to stay in a career I don't love. I want to follow my passion [said by all voices in unison]. Follow your passion at the University of Arizona Race Track Industry Program.*

[Commercial #2] *My classmates are just as passionate as I am. My professors are authorities in the horse racing business. Our research gets published. I never want to miss a class. We get to work with industry leaders. There are amazing scholarship opportunities. I had a job before I graduated. I am prepared for my future [said all voices in unison]. Get prepared for your future at the University of Arizona Race Track Industry Program.*

[Commercial #3] *My internship turned into a job. I buy and sell horses. I decide what races will be run. I trained a Kentucky Derby Winner. I run a racetrack. I call races. I write and report on racing for a living. I keep the equine athletes healthy. I am living my*

dream [all voices in unison]. Start living your dream at the University of Arizona Race Track Industry Program.

Thank you.

It may be some difficult economic times, but believe me, every day that I go into the classroom the passion is still there for this sport. So, again, those are the leaders of tomorrow and it's our job to keep it healthy today.

I'd also like to wish one of our alum the best on her upcoming derby journey. It's not the Kentucky Derby, sorry Mr. Evans.

The RTIP has had several alum that were jockeys before, but Sophia Mangalee is now employed in the marketing department at Monmouth Park, and she is selected as one of the few riders to participate in August in the 630 mile Mongol Derby.

So call her and wish her well and let her know that the US Racing Industry supports her and her quest.

Mike Smith and Jockey's Guild members take note. We've got a new jockey coming.

Today's luncheon, following this morning's session, is next door. We've moved the venue, so don't walk down to the pavilion. And we're very happy again to have the TPA honor, the Big Sport of Turfdom Award, as well as the HTA this year presenting the Stanley F. Bergstein Messenger Award.

Lunch has been moved next door to the grand ballroom.

I would also like to thank Harness Tracks of America, the Jockey's Guild, and the National Thoroughbred Racing Association for working together with us to provide the attendees this year coordinated and diverse agendas for the meetings. And last, and most important, I'd like to recognize the team that not only makes all the details of the conference a success, but also are critical in the teaching and the running of the Race Track Industry Program.

The faculty, Steve Barham, Wendy Davis, Dr. Allen, and the Equine Program faculty, Dr. Schafer, Laura Walker and Dr. Arns. Please give them a round of applause for all the work they do.

And then we have our own little race track run by two people, the administrative team of Betty Prewitt and Denise Pharris. They are the Accounting Department, the Marketing Department, the Administrative Department, the PR Department, the Graphic Design Department and the Operations Department all in one.

Please give them a round of applause; they do a great job.

[Applause]