



PENNSYLVANIA HORSE BREEDERS ASSOCIATION

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DEDICATED TO THOROUGHBRED BREEDERS

—PHBA'S FOCUS ON—

HORSE RACING & THE YOUTH: SECURING THE FUTURE – PART I

by Brooke Ketron

PA-BRED REMINDERS

- **Early registration:**
Within 365 days of foaling
- **Yearling registration:**
Dec. 31 of yearling year
- **Stallion registration:**
April 30 of year breeding
- **Broodmare domicile report:** Oct. 15 prior to year foaling or within 15 days of arrival in state

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Churchill Downs 50 years from now. The Twin Spires with a bright, blue sky in the background. The first Saturday in May. Horses churn the track, but the stands are empty. Betting lines dwindle and ticket sales for the Kentucky Derby are at an all time low. Not far away, the stands are packed for a Major League Baseball game. People of all ages gather to tailgate, socialize and enjoy a beloved American pastime, without a second thought that it is Derby Day.

Not too long ago, horse racing was the premiere sport and pastime of Americans. Businesses closed their doors to hear the call of the historic Seabiscuit and War Admiral match race of 1938. Families gathered around the radio, each cheering for a personal favorite in the Kentucky Derby and the most coveted spot at the racetrack was anywhere one caught a glimpse of the horses flashing by.

Horse racing brought all ages and social groups together. Most people lucky enough to live during the last Triple Crown winners remember where they were when Secretariat demolished the Belmont Stakes field. Chick Anderson's call of the 1973 race still brings chills.

Yet in recent years, horse racing began battling negative press and stigmas. The enthusiastic and diverse crowds of race-goers became specific to major events like the Triple Crown races or the Breeders' Cup. Now men, with gray hair and foggy memories, compose the majority of track specta-

tors, sparsely occupying the grandstand and obtaining any vantage point.

The youth have virtually disappeared from the tracks, making the future of horse racing uncertain.

"Without new fans to replace the old, there will be no racing industry," comments David May, CEO of Thorostat.com, a horse racing handicapping site he recently started. Like many, May's father exposed him to horse racing at a young age, and he credits that early education for fostering his interest in the sport.

Stephen Whyno, sports reporter at The Washington Times, also credits his upbringing for encouraging his interest in the sport. "If not for my family history, I don't know if I ever would have grown up with horse racing. There are so many other options available that are easier to see," he notes.

Between other major professional sports and the addition of casinos to many racetracks, the young adults are provided with many forms of entertainment and professional outlets, many of which are marketed specifically for the 18 to 30-year-old demographic. "Racing is just not mainstream anymore," says Whyno.

Not only does a lack of focused marketing fail to attract the young masses to racing and create new fans, but the absence of accessibility to equine professionals also poses a problem.

In a time where young people are drawn to brand names and major corporations, it

becomes difficult for equine athletes to compete with their human counterparts.

Racehorses reach their twilight years quicker than professional athletes, meaning they have fewer, and often fleeting, opportunities to obtain and build a dedicated following. Horses like Union Rags and Smarty Jones garnered positive media attention for the racing industry, but their early retirements made it hard to keep the fans' attention.

Instead, young people flock to major athletes like Robert Griffin III—who revived the football market in Washington, D.C., in his rookie year. His regular and personal interaction with fans is a rewarding aspect of major sports that retains the young market's interest.

"There seems to be a wall in place which prevents younger people from meeting and knowing more about the equine athletes," says Melissa Nolan, Marketing Director for the Kentucky Thoroughbred Association.

The restricted access to racing stars, whether by track security protocols or

the breeding farms, makes it difficult to keep their names current among fans and media. In turn, this leaves fans searching for the next best thing, whether it is an active racehorse or another sport entirely.

Racetracks also compete with the casinos they affiliate with, making the business seem like a double-edged sword. Casinos bring in millions of dollars to benefit racing purses, breeder awards and incentives, but the bright lights and flashy advertisements draw the youth there instead of the track.

"Casinos tend to get 10 times more exposure than any track they are associated with," comments May, "many young people play the lottery, poker and casino games, but don't play the ponies. I think the industry needs to do a better job of promoting races and show fans that it is alright to go to the track."

The 2012 Kentucky Derby set a new record for attendance with 165,307 people filling the stands. The Preakness Stakes also increased handle and

attendance since infield policy changes in 2007, proving that there is a national interest in racing. Yet, it requires a focused marketing effort that lasts beyond major events.

"Important entities in the business are making efforts that should ensure increased power and participation of a more youthful constituency within the thoroughbred industry for years to come," expresses Nolan.

With time comes change and for the security of the sport the industry must adapt and evolve to the young market to ensure its survival. The road ahead may be difficult, but with the help and devotion of fans, professionals and institutions, solutions can be found to return horse racing to a prominent sport full of promise, growth and passion.

To be continued in Part II: Fans and professionals offer possible solutions to the racing industry on how to win back the youth demographic.

NEW HPBA STAKES FOR PA-BRED, PA-SIRED

Four races for Pennsylvania-bred and/or sired horses have been added to the 2013 stakes schedule at Hollywood Casino at Penn National Race Course

June 1, \$60,000 **E Dubai HBPA** (PA-Bred or Sired), 3 & up, 6 fur.

June 1, \$60,000 **Silver Train HBPA** (PA-Bred or Sired), fillies & mares, 3 & up, 6 fur.

June 22, \$60,000 **Smarty Jones HBPA** (PA-Sired), 3 & up, 1 $\frac{1}{16}$ mi. (Turf)

June 22, \$60,000 **Wiseman's Ferry HBPA** (PA-Sired), fillies & mares, 3 & up, 1 $\frac{1}{16}$ mi. (Turf)

Contacts Dave Bailey, Racing Secretary, 717-469-3235

Craig Lytel, Stakes Coordinator, 717-469-3349

Dan Silver, Director of Racing Operations, 717-376-7411

*No Nomination Fees

How the PA-Bred Fund Works

Pennsylvania's Breeding Fund Program distributes more money, on a per foal basis, than nearly every other state-bred program now in operation. Established in 1974, the

Pennsylvania Breeding Fund has grown from a disbursement of \$65,000 in its initial year of operation to over \$15 million annually.

The Pennsylvania Breeding Fund is financed by a percentage of pari-mutuel handle and slots revenues. It provides for individual award payments (breeder, owner and stallion awards), overnight races for PA-Breds, purse bonus supplements, and PA-Bred stakes races.

OVERVIEW OF AWARDS AND BONUSES FOR REGISTERED PA-BREDS

- \$ Award of 30% of purse earned to Breeder for PA-sired horses (first through third)
- \$ Award of 20% of purse earned to Breeder for non PA-sired horses (first through third)
- \$ Award of 10% of purse earned to Stallion Owner (first through third)
- \$ Award of 10% of purse earned to winning Owner on selected open races
- \$ Bonus of up to 40% of purse earned to Owner on selected races (first through third)
- \$ Bonus of 25% of purse earned to Owner for PA-sired horses in PA-Bred stakes races (first through third)

For more details, visit
www.pabred.com

CONTACT INFORMATION

State Horse Racing Commission

Daniel Tufano - Executive Secretary
Harrisburg, PA
717-787-1942

Parx Racing

Bensalem, PA
215-639-9000

Hollywood Casino at

Penn National Race Course

Grantville, PA
717-469-2211

Presque Isle Downs & Casino

Erie, PA
866-374-3386

Pennsylvania HBPA

Grantville, PA
717-469-2970

Pennsylvania Thoroughbred Horsemen's Association

Bensalem, PA
215-638-2012

PA-BREDS WORTH MORE MONEY JOIN THE PHBA

Whether you are currently a breeder or an owner, or if you are just considering getting involved in this exciting industry, there are many reasons to join the PHBA. The PHBA is devoted to those involved in Pennsylvania's Thoroughbred breeding industry. A not-for-profit organization founded in 1948, we provide a number of services to members, including informational assistance, educational opportunities and a variety of social events.

The goal of the organization is to advocate on behalf of the state's breeding industry. We are mandated by statute as administrator of the Pennsylvania Breeding Fund program, and as official registrar of the Pennsylvania-Bred roster of eligible program participants.

Working with industry leaders over the years, PHBA has achieved several goals that have brought reform and benefits to breeders, owners, race tracks and the public. The PHBA is vital to everyone involved in breeding throughout Pennsylvania. Your support and participation can help Pennsylvania's breeding industry continue to grow and prosper.

2013 PENNSYLVANIA-BRED STAKES SCHEDULE

Sat., Apr. 13, Parx	\$75,000 Lyman H , 3 & up, 7 fur. 1st - Tujoes; 2nd - Arlo; 3rd - Layers
	\$75,000 Foxy J. G. S , 3 & up, fillies & mares, 7 fur. 1st - Villette; 2nd - Lisa Stannard; 3rd - Ann's Smart Dancer
Sun., July 14, PID	\$75,000 Leematt S , 3 & up, 1 mi.
	\$75,000 Northern Fling S , 3 & up, fillies & mares, 1 mi.
Sat., July 27, Parx	\$75,000 Crowd Pleaser S , 3YO, 1 $\frac{1}{16}$ mi., turf
	\$75,000 Power by Far S , 3 & up, fillies & mares, 5 fur., turf
Sun., Aug. 11, PID	\$75,000 Malvern Rose S , 3YO Fillies, 1 $\frac{1}{16}$ mi.

PENNSYLVANIA'S DAY AT THE RACES • Saturday, Sept. 7 • Parx

\$75,000 Banjo Picker Sprint S, 3 & up, 6 fur.

\$75,000 Roanoke S, 3 & up, 1 $\frac{1}{16}$ mi.

\$75,000 Marshall Jenney H, 3 & up, 5 fur. (turf)

\$75,000 Dr. Teresa Garofalo Memorial S, 3YO Fillies, 6 fur.

\$75,000 Mrs. Penny S, 3 & up, fillies & mares, 1 $\frac{1}{16}$ mi. (turf)

Sun., Sept. 8, PID **\$75,000 Mark McDermott S**, 2YO, 6 fur.

Sat., Sept. 21, Parx **\$75,000 Alphabet Soup H**, 3 & up, 1 $\frac{1}{16}$ mi., turf

Wed., Nov. 27, Penn **\$75,000 Blue Mountain Juvenile S**, 2YO Fillies, 6 fur.

Sat., Dec. 7, Parx **\$75,000 Pennsylvania Nursery S**, 2YO, 7 fur.

All stakes included a 25% PA-Sired Bonus for 1st, 2nd and 3rd.

Total: \$1,200,000

SUBJECT TO CHANGE - updated 04/30/2013

—PENNSYLVANIA-BRED FUND STATISTICS—TOP EARNERS—

(January 1, 2013 through March 31, 2013, rounded to dollars)

LEADING EARNERS - TOTAL AWARDS

Breeder Name	Breeder	Stallion	Owner	Total	Breeder Name	Breeder	Stallion	Owner	Total
William J. Solomon VMD	18,212	49,297	0	67,509	Martin S. Schwartz	19,096	0	0	19,096
Michael W. Jester	21,359	33,508	0	54,867	Kathryn Goldenberg	11,432	7,562	0	18,994
Smart Angle LLP	47,991	0	0	47,991	Five of Us Farm Inc.	18,857	0	0	18,857
Xanthus Farms Inc.	37,760	0	0	37,760	Richard H. Bosshard Jr.	18,097	0	0	18,097
Fox Tale	21,601	6,427	0	28,028	R. H. Breeding LLC	18,039	0	0	18,039
Thomas G. McClay	26,699	0	0	26,699	Maui Meadow Farm	17,808	0	0	17,808
Judith M. Barrett	20,699	5,785	0	26,484	Jose I. Samaniego	17,744	0	0	17,744
Equivine Farm Inc.	26,096	0	0	26,096	Chain Bridge Stable LLC	17,064	0	0	17,064
Glenn E. Brok LLC	24,544	0	0	24,544	Robert C. Roffey Jr.	16,844	0	0	16,844
Charles A. Cuprill	17,900	5,967	0	23,867	David B. Anderson	12,374	4,125	0	16,499
Charlton Bloodstock Agency Inc.	22,698	0	0	22,698	Flint W. Stites	8,541	7,692	0	16,233
The Elkstone Group LLC	22,184	0	0	22,184	Eric A. Delvalle	15,507	0	0	15,507
SMD Ltd.	21,392	0	0	21,392	Pewter Stable	10,748	4,018	0	14,766
Walnut Green LLC	20,790	0	0	20,790	Marcia Lee Wolfe	14,641	0	0	14,641
George Strawbridge Jr.	13,436	6,489	0	19,925	Estate of Jane G. Baker	14,364	0	0	14,364

LEADING STALLIONS

Fund Money includes Stallion Awards only

Stallion Name	Stallion Owner / Manager	No. of Races	Award Total	Stallion Name	Stallion Owner / Manager	No. of Races	Award Total
Real Quiet	Michael W. Jester	83	21,603	Siphon (Brz)	Regal Heir Farms Inc.	21	6,194
Lite the Fuse	William J. Solomon VMD	59	18,147	Ops Smile	Bonita Farm	4	5,936
Albert the Great	William J. Solomon VMD	34	14,526	Fairbanks	Northview Stallion Station Inc.	35	5,931
Ecclesiastic	Walmac Stud Management LCC	37	12,477	Activist	Judith M. Barrett	27	5,785
Cat Thief	Michael W. Jester	21	9,637	Medallist	Northview Stallion Station Inc.	4	4,620
Aisle	Flint W. Stites	17	7,692	Cocky	Mill Ridge Farm	3	4,200
Show Tune	Kathryn Goldenberg	25	7,562	This Bulls for You	David B. Anderson	16	4,125
Delaware Township	Benjamin W. Perkins Sr.	16	6,856	More Smoke	William J. Solomon VMD	14	3,884
Changeintheweather	Pin Oak Stud LLC	27	6,509	Ecliptical	Charles M. Armstrong	3	3,552
Rimrod	George Strawbridge Jr.	14	6,489	Congressionalhonor	Pewter Stable	25	3,418
Rubiyat	Fox Tale	17	6,427	Harry the Hat	Peter Giangiulio	17	3,252
Southern Success	Barbara A. Rickline	17	6,199	Service Stripe	William J. Solomon VMD	7	3,185

LEADING HORSES

Fund Money includes: PA-Bred Races, Breeder, Stallion and Owner Awards and PA-Bred Owner-Bonus Payments

Horse	Pedigree	Breeder	Races	PA-Bred Restricted Purse	PA-Bred Stakes Purse	Total Breeder Award	Total Stallion Award	Total Owner Award	Total Owner Bonus	Total Fund Amount
Lisa Stannard *	Lite the Fuse - Bijou Belle	Walnut Green LLC	3	0	0	20,790	6,930	0	19,800	47,520
Starship Girl	Lion Heart - Savage Beauty	Martin S. Schwartz	3	0	0	19,096	0	0	27,280	46,376
Moon Eclipse	Malibu Moon - Brush Over	Smart Angle LLP	3	0	0	17,304	0	0	24,720	42,024
Miss d'Oro	Medaglia d'Oro - Princess Legacy	Chain Bridge Stable LLC	2	0	0	16,296	0	0	23,280	39,576
Lemon Zing *	Rimrod - Berry Tart	R H Breeding LLC	5	0	0	18,039	6,013	0	15,180	39,232
Danny Newman *	Rubiyat - Dancing Patrol	Fox Tale	4	0	0	15,855	5,285	0	15,100	36,240
Hot Smile *	Ops Smile - Red Hot Iron	Maui Meadow Farm	4	0	0	17,808	5,936	0	10,960	34,704
Our Quiet Hanna *	Real Quiet - Savannah Hanna	Susan Bunning	4	0	0	14,154	4,718	0	13,480	32,352
Rich's Gold Metal *	Medallist - Buena Noche	Richard Burgess	2	0	0	13,860	4,620	0	13,200	31,680
Blue Notion	Great Notion - Solong Blues	Charles Mark Schnelle	5	0	0	12,768	0	0	18,240	31,008
Deacon Furr *	Ecclesiastic - J B's Money	Linda S. Sours	4	0	0	13,020	4,340	0	12,400	29,760
Wise Jane *	Cocky - Jane's Speed	Estate of Jane G. Baker	3	0	0	12,600	4,200	0	12,000	28,800
Darn Quiet *	Real Quiet - Darn Wild	Joseph W. Holman Jr.	2	0	0	13,440	4,480	0	10,800	28,720
Dover Point *	Ecclesiastic - Tiger Belle	Robert C. Roffey Jr.	4	0	0	12,356	4,119	0	11,768	28,243
Dilatory	Grand Reward - Golddigger Beware	Frances Hartwell	2	0	0	12,504	0	0	15,120	27,624
Villette	Petionville - Untangled	Jon A. Marshall	2	0	0	11,200	0	0	16,000	27,200
Bella Bertie *	Albert the Great - Oblivious T.	Joseph Kratowicz	2	0	0	11,844	3,948	0	11,280	27,072
Dani's Storm *	Changeintheweather - Stormy Danyelle	Xanthus Farms Inc.	3	0	0	11,651	3,884	0	11,096	26,630
Artistic Honors *	Delaware Township - Artistry On Ice	Five of Us Farm Inc.	2	0	0	11,340	3,780	0	10,800	25,920
Anearful	Eavesdropper - Fulmine	Briter Farm	4	0	0	10,528	0	0	15,040	25,568
What'smineismine	Mineshaft - Spring Star	George Strawbridge Jr.	2	0	0	10,528	0	0	15,040	25,568
Lucky Lewis	Forest Camp - Holy Wish	Anthony Grey	3	0	0	10,032	0	0	14,332	24,364
Disarona	Bowman's Band - Just Simmering	Fiasco Farms Ltd.	3	0	0	9,744	0	0	13,920	23,664
Habby's Pride	Repent - Habby's Stuff	Cynthia J. Darrah-Hipple	2	0	0	9,576	0	0	13,680	23,256
Star Lookout *	Activist - Queen Mab	Judith M. Barrett	3	0	0	10,080	3,360	0	9,600	23,040

*Denotes PA-sired

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