



PENNSYLVANIA HORSE BREEDERS ASSOCIATION

www.pabred.com

August 2013

DEDICATED TO THOROUGHBRED BREEDERS

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

VISIT PABRED.COM

- Current news
- Entries/Results
- PA-Breds for sale
- Rules, regulations, forms

CONTACT INFORMATION

John B. (Jeb) Hannum III
Executive Secretary
execsec@pabred.com

Dorothy B. Weber
Asst. Exec. Sec., CIO/CTO

701 E. Baltimore Pike, Ste. E
Kennett Square, PA 19348
610-444-1050 phone
www.pabred.com

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—PHBA'S FOCUS ON—

HORSE RACING AND THE YOUTH: SECURING THE FUTURE PART II

by Brooke Ketron

In last month's newsletter, we discussed the decreasing numbers of young people both interested and involved in horse racing. Several possible causes, like lack of focused marketing, were explored.

The sun hangs low over the horizon and the bugle sounds for the horses to make their way to the track. Young adults fill the infield at Pimlico; for many it is their first time at a horse race. After a long day of friends, concerts, and learning the nuances of betting, they maneuver for a chance to watch the Preakness runners spring from the gate. As the horses thunder down the stretch, the crowd roars as the Derby winner surges to the front of the pack. Suddenly, a day that was all about having fun with friends turns into a chance to witness history, and as the horses flash by the finish, new fans find themselves hooked on the thrill of horse racing.

InfieldFest on Preakness Day in Maryland brings large amounts of young people to the track. By providing several sources of entertainment like concerts, food, and wagering it gives first time race-goers an opportunity to expose themselves to racing in a familiar festival-like atmosphere.

Despite national declining numbers of young people attending racetracks, many racing industry professionals and fans view events like InfieldFest as a promising step in the right direction.

"Pimlico realized the younger people were the ones coming to the infield, and they revamped how the infield is run, the events,

and everything about it the past few years," says David May, CEO of Thorostat.com.

Like Pimlico, tracks everywhere promote days of racing that draw big crowds. Churchill Downs is never busier than on Kentucky Derby Day, Laurel Park with Maryland Million, Parx Racing with the Pennsylvania Derby, and the Breeders' Cup is always a main attraction at the tracks that play its host.

One day out of the year will not solve the problem, but it provides good indications of what effectively attracts strong youth numbers. In fact, many believe a few well-marketed ideas can help secure future fans.

"I think it needs to be sold as an entertainment product," says Mark Hennig, a New York-based trainer. "Most everyone loves horses, but getting the product in front of them is key."

Many tracks have taken to Twitter and other social media outlets to garner a young following. Parx Racing actively provides horse racing trivia contests on its Facebook page, giving fans an opportunity to submit an answer to win a prize.

Yet, some say social media would be best used to promote and encourage events that bring followers directly to the track. A common idea from fans and professionals suggests that tracks offer college night, ladies night or other similar events to attract a young audience.

"Make it a specific day of the week—have night racing to draw the younger people

out,” suggests May, “Have music, giveaways, drink specials, food specials and whatever else it will take to draw young people out.”

An increase in young race attendants does not come without problems. Many are inexperienced horseplayers and can often become frustrated with learning the ins and outs of simple handicapping.

A quick solution to ease the confusion is to offer brief seminars by experienced handicappers between races. By developing the learning tools for success in wagering, it increases the likelihood for new fans to revisit the track.

Attendance and wagering handles are not the only factors to benefit from increased youth participation. Horse racing is nothing without its horsemen and women. Trainers, breeders, owners, jockeys, grooms, etc. are the foundation of a viable future for horse racing.

A high volume of young people exposed to the track creates opportunities for new individuals to enter the racing business.

Measures are being taken to offer positions to young people in the Thoroughbred industry. The Kentucky Thoroughbred Association (KTA) took interest and sponsored the Vision 20/20 initiative.

“Vision 20/20 is a group of those under 40 who are interested in careers or leadership positions within the Thoroughbred business,” explains Melissa Nolan, KTA Marketing Director.

Additionally, the America’s Best Racing Ambassador’s Tour kicked off in March. The bus tour aims to increase youth interest and makes stops in high traffic locations around the nation, like college campuses, to attract young people to the excitement of live racing.

“I’ve always thought bus trips and tours would be a great idea to get new

people interested in racing, not just as spectators but as owners and breeders,” comments Barbara Rickline, owner of Xanthus Farms. She also emphasizes it as a great way to create new clientele and partnerships.

With a focused, active marketing strategy, horse racing can outshine the enticing lights of nightclubs, casinos and other sporting events

After all, no other sport boasts the title of “Sport of Kings” or offers the fastest two minutes in sports. When given the opportunity, horse racing truly sells itself. “It gets in your blood,” explains Hennig.

It can be just that simple. Offering incentives and the resources for success as bait can stir the interest of young people and get them to bite. Once they are at the track, the horses will do the rest, hooking new fans and reeling them in with every stride.

— REMINDER —

2014 BROODMARE DOMICILE REPORT

(for mares foaling in 2014)

DUE OCTOBER 15, 2013

Now Online at www.pabred.com! - Go to Forms at top of home page, pull-down menu for the ONLINE form. Now there is no need to mail forms—send your information to the PHBA electronically (PDF form is still available for regular mail delivery)

Call Geoff Brutscher at the PHBA office with questions at 610-444-1050

www.pabred.com

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

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-BRED PREMIUM EARN MORE 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 HORSE BREEDERS ASSOCIATION
THIRTY-FOURTH ANNUAL IROQUOIS AWARDS DINNER
SATURDAY, JUNE 1 • PENN NATIONAL RACE COURSE**

PHOTOS BY ROBERT P. WEBER



Chelsea Dixon, Emory Taylor and Russell Jones Jr.



Tom and Anne Reigle



Joe and Kim Wilson and Sal Sinatra of Parx Racing



Corrine Sweeney (left) presents an award to Betty Moran.



Owner/breeder Ed Stanco



SHRC Commissioners Ray Hamm, Dr. Corrine Sweeney and Alan Novak, Chairman



Stuart, Suzanne and Jake Grant were part of a big crowd.



Bernie Houghton (left) gets award from Alan Novak.



John Hughes (left) accepts an award from Ray Hamm.



Mike Jester accepts for his stallion Real Quiet.



Brian Sanfratello (left) presents an award to George Strawbridge Jr.



Ed and Ina Stanco received special recognition for winning the Kentucky Oaks with Princess of Sylmar.