Curses! Will Burke Be “Foiled Again” By Levy Conditions?

With Foiled Again rolling a perfect 300 through the first four legs of the George Morton Levy Memorial Pacing Series at Yonkers Raceway (four wins in four starts for 200 points, and 25 points for each leg raced), the 10-year-old gelding sits firmly atop the standings heading into the fifth and final preliminary round on Saturday night.

For the first time ever in his illustrious career Foiled Again started a year with four consecutive victories, which has brought his current unbeaten streak to six, dating back to last November’s wins in a TVG FFA preliminary and final. With record earnings of $6,130,968, a win in the April 26 Levy Series final would go a long way toward propelling the Ron Burke-trained Foiled Again to the unprecedented $7-million level as the contest carries a purse of $567,000, easily the most ever in series history.

Foiled Again is already a two-time series winner, having captured the finals in 2009 and 2010. Burke has dominated this year’s Levy Series with his horses currently occupying five of the top six spots and eight of the top 14 in the standings. Because of the race conditions that preclude a trainer from having more than two starters in the final, if the standings remain the same after this week’s three divisions then it would take going down all the way to spot 13 on the list to fill out the eight-horse field (currently that is the Peter Tritton-trained Malak Uswaad N, who only has a second and fourth in his four preliminary attempts).

Foiled Again drew the outside post 7 in the third Levy elim on Saturday, which also includes the Burke-trained Easy Again and Special Forces, both of whom realistically aren’t in the running for a spot in the final. The same holds true for Burke trainees Clear Vision and Hillbilly Hanover, who drew in together in the first Levy split.

That means the second Burke spot in the final apparently comes down to Bettor’s Edge or Itrustyou, currently third and fourth in the standings, respectively. If Itrustyou wins and Bet-
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As for the companion Blue Chip Matchmaker Series for pacing mares that wraps up its preliminaries on Friday night at Yonkers, Brennan has been the driving force behind Angels Delight, who currently sits second in the standings.

After Brennan directed Angels Delight to wins in the first two Matchmaker rounds, the 4-year-old mare was purchased privately by Eric Cherry’s Let It Ride Stables. She was then sent to trainer Ross Croghan, who retained Brennan as driver, where she has finished second and fifth in the last two rounds.

While Brennan was also named to drive the Burke-trained Summertime Lea in the same division, because that one drew the outside post 8 he decided to stick with Angels Delight.

“I took her over Summertime Lea because she drew the rail,” said Brennan. “It’s a tough division with Holloway’s filly (Somwhereovrarainbow) in there. Shelliscape is good too and so is Annndrovette.”

Brennan said having post 1 with Angels Delight makes his strategy easier.

“All times listed are local.

Click here to download all Friday PPs

Click here to download all Saturday PPs

Blue Chip Matchmaker Series Standings

<table>
<thead>
<tr>
<th>Horse (trainer)</th>
<th>Points</th>
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<tbody>
<tr>
<td>1. Yagonnakissmeonot</td>
<td>275</td>
</tr>
<tr>
<td>2. Angels Delight</td>
<td>230</td>
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<tr>
<td>3. Summertime Lea</td>
<td>220</td>
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<tr>
<td>4. Rocklamation</td>
<td>208</td>
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<tr>
<td>5. Somwhereovrarainbow</td>
<td>200</td>
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<tr>
<td>6. Annndrovette</td>
<td>195</td>
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<tr>
<td>7. Shelliscape</td>
<td>174</td>
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<tr>
<td>8. Feeling You</td>
<td>168</td>
</tr>
<tr>
<td>9. Krispy Apple</td>
<td>167</td>
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<tr>
<td>10. Ideal In Vegas</td>
<td>155</td>
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Blue Chip Matchmaker Pace div.

Trackmaster PPs

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By Gordon Waterstone
Mullinax Hopes To Be “Rockin” In Weiss Final

Ed Mullinax probably would be happy if UF Rockin Dragon turns out to be a little bit like his mother.

A longtime owner, Mullinax campaigned UF Rockin Dragon’s dam, Up Front Dragonfly, and saw her win 28 races and earn $579,718 despite sitting out her 2-year-old season. She was lightly staked, with her most lucrative victory coming in the $100,000 Pennsylvania Sires Stakes championship in 2005. Otherwise, her wins came in the opens and upper level conditioned classes.

“She was probably the best mare I ever had,” Mullinax said. “My trainer didn’t think much of her as a 2 year old, so she wasn’t eligible to a whole lot. She made her money the hard way.”

Less than three weeks after Up Front Dragonfly won the Pennsylvania Sires Stakes final, Mullinax watched P-Forty-Seven capture the $569,032 Little Brown Jug. Mullinax co-owned P-Forty-Seven, who defeated a field that included eventual Horse of the Year winner Rocknroll Hanover.

“That was one of the best years I ever had,” Mullinax said. “It was quite an adventure.”

Rocknroll Hanover, incidentally, is the sire of UF Rockin Dragon, who faces eight rivals in Saturday’s $30,000 Bobby Weiss Series final for 3- and 4-year-old male pacers at Mohegan Sun at Pocono Downs.

UF Rockin Dragon, who won two of four starts in the series and never finished off the board, drew post 1 for the final. He will be driven by Mark MacDonald for trainer Mark Ford. Getitoffyourchest, who has three wins in the series, drew post seven and two-time Weiss winner Somewhere With You got post 6.

A 4-year-old gelding, UF Rockin Dragon has won three of 11 races and $32,425 this season. Hampered previously by multiple ankle issues, he won just one of 17 starts combined at ages two and three.

Mullinax purchased UF Rockin Dragon under the name Uriel Hanover for $65,000. He is a half-brother to Uffizi Hanover, who won last season’s Breeders Crown for 2-year-old filly pacers. Uffizi Hanover, in the stable of trainer Jimmy Takter, sold for $100,000.

“I was interested in her, but the price got me out,” Mullinax said.

UF Rockin Dragon won his first start in the Weiss Series in a lifetime-best 1:51.3, followed by a second and third. Last week, he won again, overcoming traffic trouble heading into the final turn when the horse he was following went offstride, to score in 1:51.4.

For his career, UF Rockin Dragon has won three of 11 races at Pocono Downs and finished off the board only three times.

“It’s still a dream of mine that this horse is going to be a real good one,” said the 81-year-old Mullinax, whose list of standout horses also includes million-dollar-earners Dragon Again and Whosurboy. (HRC)
LUCKY CHUCHKY
$39,858 - 2013 yearling sale average

“ My Lucky Chucky filly, Lindy’s Eye Candy, is good gaited and all trot. She has been in 2:10. ”
- Dan Daley, Trainer

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$674,000 county fairs / $200,000 Empire Breeders Classic

pacers

ARTISCAPE
- $5,000
p, 2, 1:52.3; 3, 1:49.3 (1,469,461)
Artsplace - Delliguent Account - On The Road Again
- Sire of 7 Millionaires
- Sire of Rainbow Blue, p, 3, 1:49.2s (1,428,594)
- Sire of Breeders Crown winner, Shelliscape, p, 3, 1:49.1 (867,893)

BETTERTHANCHEDDAR
- $4,500 NEW!
p, 3, 1:49.1s; 1:48f (1,635,364)
Bettor’s Delight - Lady Ashlee Ann - Camtastic
- Both parents are Harness Racing Hall of Fame inductees
- Dam has produced winners of $3.9 Million
- At 3, winner of Breeders Crown (elimination & Final)

VILLAGE JOVE - $3,000
p, 2, 1:51.4; 3, 1:49.4 (1,284,365)
Cam Fella - Village Jig - Direct Scolter
- Sire of Golden Receiver, p, 1:48 (2,130,711)
- Sire of Winbak Speed, p, 1:49 (879,682)
- Sire of Winbak Dimensions, p, 1:50.4f (631,032)

QUIK PULSE MINDALE - $4,000
p, 2, 1:54.1; 3, 1:48 (1,777,331)
Jenna’s Beach Boy - Midnight Stage - No Nukes
- Sire of PASS winner, Rockless Rie, p, 3, 1:49.1s-13 (274,902)
- Sire of PASS winner, Hasty Pulse, p, 3, 1:52.2f (254,062)
- Sire of Fox Stakes winner, Blooming Genius, p, 2, 1:54.1 -13 (49,294)

RIVERBOAT KING - $3,500
p, 2, 1:54.1; 3, 1:50.1; 1:48s (1,234,576)
Cam’s Card Shark - Why Won’t Ya - No Nukes
- Sire of 3x USHWA winner, Anndrovette, p, 1:48s -13 (2,612,776)
- Sire of Sailing Cruise, p, 1:50.2f (273,385)
- Sire of La Diavla, p, 1:51.4f (416,730)

Trotters

CR EXCALIBUR - $3,500
2, 1:56.1 (2,463,412)
Yankee Gilde - CR Kay Suzie - Royal Troubador
- Sire of 13 winners of 150,000+, 17 in 1:56
- Sire of KLM Express, 1:54.4 -13 (649,443)
- Sire of Mymomsabizzard, 1:54.11 (464,370)

Lucky Chucky - $7,500 RETURNS!
2, 1:55.1s; 3, 1:50.4 (2,099,973)
Windsong’s Legacy - Aerobics - Muscles Yankee
- First yearling crop colts averaged $53,000 per yearling sold
- First yearling crop included Mr Lucky Luke, who sold for $450,000
- First yearling crop averaged $39,850 per yearling sold in 2013

MUSCLES YANKEE - $10,000 NEW!
2, 1:56.3; 3, 1:52.2 (1,424,938)
Valley Victory - Maiden Yankee - Speedy Crown
- At 3, winner of Hambletonian
- Sire of 12 Millionaires
- Sire of 3 Hambletonian winners

MUTINEER - $3,000
2, 1:56.4; 3, 1:54.4; 1:53 (549,717)
Muscles Yankee - Bathonia - Florida Pro
- Sire of Fuel Cell, 1:54.2f (268,434)
- Sire of Mels Inn, 1:56.4s (184,034)
- Sire of Pointe To Pointe, 2, 1:58.3h (153,681)

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U.S.-Bred Formula One Won’t Be In Elitlopp

The Elitlopp, Europe’s greatest trotting race contested at a distance of one mile, is six weeks away and the upcoming Olympic Trot will give a clearer picture of Sweden’s representatives in the race.

The Olympic Trot will be held April 26 at the Aby Racetrack. Qualifying races for the Olympic Trot have been held at various tracks in Sweden in recent weeks.

One horse who won’t be in the Olympic Trot, or the Elitlopp, is the very fast Formula One 1:52.2. His career ended when he suffered an injury in a qualification round for the Olympic Trot Saturday, April 12, at the Eskilstuna track. He broke behind the gate and got back in the race and finished third, but afterward one of his rear legs was swollen—the same one he suffered an injury to in the past.

“He is done. It is a shame, but that’s the way it is,” said trainer Reijo Liljendahl in a press release issued by Swedish betting giant ATG.

Liljendahl, who got his trainer license a year ago, has established a competitive stable with a stellar cast of horses, headlined by Formula One, who was previously campaigned by Stig H. Johansson.

“His leg has seemed good a longer time now,” added Liljendahl. “He has been finer than ever before this winter and I believed he would remain fit. But you can never take anything for granted. Perhaps this wasn’t too unexpected. The new injury is right next to the old one, which is classic.”

Formula One, a 7-year-old son of Yankee Glide-Ferrari OF, (Credit Winner-Southwind Palm), was bred in the U.S. by Ken Jackson of Kentuckiana Farms and sold for $165,000 as a yearling at the 2008 Lexington Selected Sale. He was imported to Sweden and won 19 races in 35 starts and took a mark of 1:52.2. He was the runner-up to Sebastian K in last year’s Arjangs Stora Sprinterlopp. His biggest win came in the Jamtlands Stora Pris in 2012 when he was trained by Johansson.

Another Swedish horse familiar to Americans received a wild card invitation to the Olympic Trot even though he also broke stride in his qualification for the race. Lutfi Kolgjini’s star horse Raja Mirchi, who competed in the Peter Haughton Memorial at the Meadowlands as a 2 year old, picked up the wild card. He finished third in a qualifying race for the Olympic Trot after breaking stride in the first turn. His recovery, however, was fantastic.

In an ATG press release, Aby Racetrack’s racing director Jon Walter Pedersen discussed the wild card invitation extended to Raja Mirchi. “Raja Mirchi is a fantastic horse who showed top form after his early break in the last start,” said Pedersen.

Raja Mirchi competed in last year’s Olympic Trot but finished out of the money went he went offstride.—By Kathy Parker
American In Paris Sets Sight On Artistic Vision

American In Paris has taken the Meadowlands by storm. A 4-year-old female pacer, American In Paris is six-for-six this season, with all her victories coming at the Big M. Her two most recent triumphs were in the preliminary rounds of the Artistic Vision Series, which concludes Saturday with a $55,800 final.

American In Paris will start the final from post 2 with driver Jim Morrill Jr. at the lines for trainer/co-owner Ron Burke. Art Ideal, another Burke mare, leaves from post 7 in the seven-horse field. She finished second in both her preliminary legs.

American In Paris won five of six races as a 2 year old, then won five of 16 last season at age three. She was winless in her final six starts last season, but turned the corner this year with the addition of Lasix. She won the second round of the Artistic Vision Series in a career-best 1:50.

“She had a few issues last year,” said co-owner Mark Weaver. “This year, I think the key is we added Lasix; maybe we should have had her on it sooner.

“Earlier this year, she almost raced like a Thoroughbred, with two or three weeks between starts. It’s hard to be in top condition when you do that, so I thought we still hadn’t seen the best of her. She’s pretty good. I’m not saying she could beat the top horses, but I’m not saying she couldn’t.”

American In Paris is a daughter of stallion American Ideal out of the mare Sendingforth. She was purchased originally for $4,000 at the Standardbred Horse Sale by Iowa’s Nolan Van Otterloo. She finished second in her first start and then won twice before being purchased by Burke, Weaver and Mike Bruscemi.

“We’ve bought horses from (the Van Otterloos) before and it’s been a good connection for us,” Weaver said. “They have a pretty good knack at buying some underpriced horses and usually at least one of them hits.”

Although Weaver thinks American In Paris might be able to compete against the division’s best, she probably will have few chances this year.

“She’s not staked, but she’s only (age) four, so that might not be a bad thing,” Weaver said. “We usually don’t stake the 4 year olds too heavily. We’ll probably pick our spots; there’s enough money to be made, hopefully, in some of the invitanciels and opens.

“Depending how she does, we could shut her down a little early and may stake her up for her 5-year-old year.” As for the immediate challenge of fending off six rivals in the Artistic Vision final, Weaver likes American In Paris’ chances. Other contenders include Josh Parker’s JK Letitgo, who has won seven of nine races this year, and Chris Ryder’s Road Bet, who won a preliminary leg in the series.

“She’s in a good spot,” Weaver said about American In Paris. “There are some pretty nice horses in there, but the way she’s been racing, I think she’ll be pretty tough to beat.”

Standardbred Old Friends With Award-Winning Photographer

Award winning equine photographer Barbara Livingston, whose popular books Old Friends and More Old Friends painted a sentimental portrait of champion racehorses long gone from the spotlight, has completed a third edition of that series.

While her first two books focused on Thoroughbred racehorses, the latest, Standardbred Old Friends, focuses on the distinctly American breed that evolved from a horse that carried the family to church, raced at the county fair and now competes world-wide at a trot and pace. The book, at $30, is ready for pre-order now at http://www.harnessmuseum.com/.

Standardbred Old Friends portrays 43 horses, from age 19 to 37, most of them multimillionaire world record holders with Hall of Fame membership, but some of more modest distinction, occupied as show horses, in law enforcement or hardworking, blue collar performers. With writer Ellen Harvey telling the rich tales of horses from Sweden to southern California, from Maine to Florida, Livingston has captured images of horses whose achievements are now decades past, but whose memories will last a lifetime.
There was two inches of snow on the ground in Port Perry, Ont., Tuesday morning, April 15, but Dave Heffering and the Tara Hills Stud crew know spring is coming for good soon because most of the farm’s broodmares are expected to foal in April or May.

“This year most all of our foals are going to be born in April and May,” said Heffering. “We’ve always planned to not have very many mares foal before the middle of March, and I know that this will one year mean that we’ll have fewer foals one year because mares will miss a year. We normally stop breeding June 15, and not every mare is going to get in foal on foal heat.”

On the stallion front, Heffering said Tara Hills has three of the most popular stallions in the province in Kadabra, Mach Three and Sportswriter.

“We have two less stallions this year, but our number of mares bred is 20 percent more than last year at this time,” added Heffering. “Mach Three is full and closed, Kadabra is about closed, and Sportswriter (whose first crop will race in 2014) will breed 185, about double the number he bred last year.”

Kadabra’s ownership syndicate has a number of American shareholders. Heffering said one year about 37 percent of Kadabra’s book was filled by mares owned by Americans. Last year the percentage dropped to about 12 percent, but he expects this year to be up.

While the Ontario government’s March 2012 announcement of the end of the Slots at the Racetrack Program caused many people to stop breeding horses, Heffering said the decline in the number of foals should create a demand for Ontario-sired yearlings through the five-year period the Ontario government has guaranteed to support horse racing.

Because the trotting studs Manofmanymissions, Muscle Massive and Daylon Magician are no longer standing at stud in Ontario, Heffering believes there may be as many as 200 fewer trotting mares bred in Ontario this year, with a drop from 770 to the 500s.

“We’re the reverse of Ohio where there have been more mares bred in the past year, but we still have $14-15 million in our Sires Stakes program, where Ohio will have $4 million for its Sires Stakes,” Heffering noted. “I really like the odds. I think people are making a big mistake by not breeding here.”

Brent MacGrath, who campaigned the great pacing colt Somebeachsomewhere, stopped by at Hanover Shoe Farms on Friday, April 11, to check on his friend. One of “Beach’s” latest offspring can also be seen via video. New mom Put On A Show and her young daughter by Somebeachsomewhere were videoed on April 4 at Hanover Shoe Farms in Pennsylvania. Follow the link here to watch the video of Put On A Show and her baby: https://www.facebook.com/hanovershoefarmsinc?fref=photo

Tara Hills, however, has downsized its broodmare band from a high of 35 to 18. “We’d like to think that we’re doing quality versus quantity,” said Heffering. “We have been trying to buy mares that are both affordable for us and fit the program up here.”

In other breeding news, it was reported that world champion and $1.9 million winner Check Me Out (Donato Hanover) has been pronounced in foal to Credit Winner.—By Kathy Parker
Miller Has Surgery Following Yonkers Spill

Postings on the Facebook pages of Andy Miller and his wife, Julie, report the driver is recovering from surgery needed as a result of a race accident at Yonkers Raceway on Tuesday, April 15.

According to Julie, her husband broke a pair of lumbar vertebrae in his back. He underwent surgery Wednesday at Columbia Presbyterian Hospital in New York City and was able to watch races on his iPad in his hospital room that night.

Miller, 45, was driving Marmara Denizi—a 3-year-old gelding co-owned and trained by his brother, Erv—when he collided with the George Brennan-driven In The Clear, who had fallen after stepping on the sulky wheel of another horse. Miller did not lose consciousness and none of the horses involved were injured.

For updates on Miller’s condition, check www.harnessracing.com.

Arch Madness Nearing Return

Renowned pacer Foiled Again is a perfect 10 this season—as in an undefeated 10 year old—and now trotting star Arch Madness is getting ready to try to join him.

The 10-year-old Arch Madness won a qualifier last weekend at the Meadowlands in 1:54.3 and will return to the Big M on Saturday for another prep for the upcoming campaign.

Last year, Arch Madness won three of 18 races and earned $425,427 for trainer/driver Trond Smedshammer and owners Willow Pond LLC and Marc Goldberg, who also were among the trotter’s breeders. He won the Allerage Farms Open Trot at The Red Mile in Lexington, finished second overseas in Sweden’s prestigious Elitlopp, and was third in the Breeders Crown.

Arch Madness has won 34 of 107 starts and became the ninth trotter in history to surpass $4 million in career earnings when he won the Allerage. A week earlier, he won the Allerage elimination race with a 1:50.2 mile, a time that equaled his own world record for the fastest ever by a male trotter older than age four.

“He’s going to qualify again, but I was happy with the first qualifier,” Smedshammer said. “We’ll go again on Saturday and then we’ll start racing. He’s a year older, but it doesn’t seem like he’s changed at all.”

Arch Madness’ first stakes race is slated to be the Arthur J. Cutler Memorial at the Meadowlands. Eliminations are scheduled for May 10 and the $180,000 estimated final is May 17. Another trip to the Elitlopp, where Arch Madness has twice been the runner-up, is not in the works.

“He’s going to need a start before the Cutler, a couple starts maybe, somewhere around here,” Smedshammer said. “We have no plans at all (to go to Sweden). But he seems fine.” (HRC)

HTA Relocating Offices From Arizona To Ohio

The following press release was authored by Paul Fontaine, president of Harness Tracks of America.

Harness Tracks of America (HTA) is embarking on a new chapter in its storied history. Our executive committee and directors have decided to repatriate our office to East of the Mississippi, bringing our focus and manpower closer to our membership, geographically.

We will be closing our offices in Tucson, Ariz., and henceforth will be operating at Northfield Park, Northfield, Ohio.

Our executive vice president, Paul Estok, is anchored in Tucson and will regrettably be leaving his executive position at HTA due to our relocation.

This is an exciting time at HTA as our membership is close to an all-time high and our services continue to be sought by our tracks and the entire Standardbred industry.

HTA wishes to thank Mr. Estok for his 20 years of service during which he served as Stan Bergstein’s right hand and then continued on as the steward of our association after Stan’s passing. His work, dedication and loyalty to HTA has always been exemplary and well appreciated by our members.

Please do not hesitate to call me with any questions, comment or information or you may reach out to Brock Milstein, Northfield Park, Northfield Road, Northfield, Ohio, phone (330) 467-4101 or bmilstein@northfieldpark.com.—By Paul Fontaine/HTA

Roland Beaulieu Dies at 98

Roland Beaulieu, best known for his 1970s stars Columbia George, Skipper Walt and Romalie Hanover, died Thursday, April 10, at his home in Orlando, Fla. He was 98.

In 1969, training horses for Dr. George Smith of Byram, Conn., Mr. Beaulieu became a fixture on the Grand Circuit with the 2-year-old pacing colt Columbia George. Mr. Beaulieu knew the colt had talent, but he also had a couple of bowed tendons. He made a special leg paint to treat the affliction and with the help of his wife, Blondie, the GoodTime colt won 12 races as a 2 year old and set seasonal, track and world records. As a 3 year old Columbia George won the American-National, a Hanover-Hempt, a heat of the Adios, a heat of the Little Brown Jug, and a heat of the Tattersalls Pace, but his nemesis Most Happy Fella was a tough adversary.

In 1971 Mr. Beaulieu was on the Grand Circuit with Romalie Hanover, a full sister to champions Romeo Hanover and Romulus Hanover. Dr. Smith bought the filly as a yearling for $101,000 and she was a success on the track, although Mr. Beaulieu could not drive during her 2-year-old stakes campaign because he had suffered a heart attack. At 3, with Mr. Beaulieu back in
the sulky, Romalie Hanover set a world mark and closed out her racing career with more 2:00 race miles by any filly or mare.

A few years later, 1974, Mr. Beaulieu had another champion in his barn, Skipper Walt, a son of Meadow Skipper out of a Good Time mare, but nonetheless a natural-born trotter. Mr. Beaulieu raced the colt on the trot as a 2 year old and Skipper Walt set numerous season's marks while winning 12 races that year. In 1976 Mr. Beaulieu allowed Skipper Walt to become a double-gaited world champion when he time trialed him on both the trot and pace during the fall Grand Circuit meet at The Red Mile.

Mr. Beaulieu retired from harness racing in 1983.

Private services were held April 17 in Florida. In lieu of flowers, donations be made to your local humane society, the ASPCA or any animal rescue group.

**PHRC Reminder On Breeders Awards Changes**

The Pennsylvania Harness Racing Commission reminds owners of non-resident Pennsylvania-sired Standardbred 2 year olds that they will not receive breeders awards for the 2014 racing season.

The non-resident 2-year-old disbursements were sunset provisions in the rules of Pennsylvania's Breeders Fund and ended last racing season. In the 2014 racing season only foals of Pennsylvania-sired and bred resident mares will generate breeders awards.

All future awards will require mare residency.

For more information, contact Gary Heffner at (717) 346-0426 or gheffner@pa.gov or visit http://www.agriculture.state.pa.us/ and search “breeders fund.” (PHRC)

**Ohio State Students Present Ideas On Marketing Racing**

Horse racing has long sought the best ways to attract new, young fans, especially college students, to the sport and how to get them to come to the racetrack. Thanks to the Ohio Harness Horsemens Association (OHHA) and Dr. Deborah Mitchell’s Ohio State University Project-Based Marketing Consulting course at the Fisher College of Business, harness racing representatives were able to hear some answers directly from the “horse’s mouth” on Wednesday, April 16.

Eight groups of students, with names like Midland’s Finest, Front Runners and The Mighty Mares, pitched their ideas on how to market harness racing and it wasn’t just a typical end of semester presentation. The setting could have been in the office of any major corporation looking to promote their products or services rather than at the university’s Veterinary Medical Center Auditorium.

The format simulated the agency environment in which the undergraduates had to sell their plan to the client, the OHHA. “The students were instructed to sell their ideas like they were an agency pitching to a client,” said Dr. Mitchell.

And a week from now, after they receive the formal presentation documents from each group, the OHHA will chose their “agency of record.”

The notion to explore harness racing was the idea of OHHA director and past president Dr. John Mossbarger from Midland Acres farm.

“I made a phone call and sent a letter to the business college suggesting that a good topic would be how we can market harness racing and make it relevant,” said Dr. Mossbarger. “A couple of months went by before I got a call from Professor Mitchell who told me the class would use harness racing as the project and the OHHA would be the client.”

Dr. Mitchell liked the idea because it was different and relevant to Ohio.

“We have done this with lots of different clients like Scott’s, who sells Miracle-Gro, and with non-profits and government, but never with anything like harness racing,” said Dr. Mitchell in explaining why she decided to use Dr. Mossbarger’s suggestion for her class. “It’s a sport that directly affects Ohioans and it was an opportunity to get a different perspective.”

There were some universal themes in the presentations. The extensive use of social media for promotion and analytics, creation of a new website, and a new logo and slogan for the organization were the key elements for branding harness racing. There were dozens of other ideas on how to make the sport more appealing to a broader audience. Some suggestions were like a list of the best practices being utilized at some of the more forward-thinking and most popular racetracks in America: on-track promotions and giveaways, entertainment between races, better employee customer service training, video ads and promos, and wagering education provided by on-track employees.

Two consistent themes for on-track promotions involved college and family days/nights at the track. Several groups also recommended charity partnerships.

Others called on the OHHA to create a mobile app, advertise on social media platforms and create loyalty programs not so much dependent just on wagering but on participation and engagement.

To specifically target their peers, the students suggested utilizing on-campus, college representatives to spread the word about harness racing to their friends and having the tracks provide free transportation back-and-forth from school to the track.

A few of the groups felt it was important to fund capital expenditures in order to improve the racetrack environment and to upgrade the food and beverage offerings.

According to their professor, it turned into a very special project for her 42 students as well. “At first their peers thought it was weird doing harness racing,” said Dr. Mitchell. “But this is something they will never forget long after they leave Ohio State. This has become the talk of the Fisher College of Business.” (USTA)
Compiled by the USTA—through April 15, 2014 (week difference April 9-15).

Leading North American-Based Money-Winning Horses

<table>
<thead>
<tr>
<th>Sts.</th>
<th>W-P-S</th>
<th>Earnings</th>
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<tbody>
<tr>
<td>Apprentice Hanover (4ph)</td>
<td>8</td>
<td>6</td>
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<tr>
<td>Yagonnakkissmeornot (5pm)</td>
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<tr>
<td>Hldonghttoyurdrrms (5tg)</td>
<td>10</td>
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<td>Dw’s Ny Yank (5tg)</td>
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<td>Easy Again (5pr)</td>
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<td>Avatartist (4pg)</td>
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Leading Money-Winning Drivers

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<td>Matt Kakaley</td>
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<td>105-119-99 .284</td>
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<td>Yannick Gingras</td>
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<td>105-78-54 .356</td>
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<tr>
<td>Jason Bartlett</td>
<td>672</td>
<td>102-94-97 .278</td>
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<td>Dave Palone</td>
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<td>161-115-100 .379</td>
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<td>Aaron Merriman</td>
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<td>Tim Tetrick</td>
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Leading Money-Winning Trainers

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<td>P.J. Fraley</td>
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<td>Josh Green</td>
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<td>Nick Surick</td>
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Leaders Of The Week

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<td>Perfect World Enterprises</td>
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Drivers

Ronnie Wrenn Jr. | 76 | 22-12-8 |
Trace Tetrick | 50 | 19-6-5 |
George Napolitano Jr. | 78 | 17-8-14 |
Josh Sutton | 73 | 16-6-11 |
Jim DeVaux | 64 | 15-7-13 |
Yannick Gingras | 55 | 14-12-7 |
Aaron Merriman | 80 | 13-11-12 |
Dave Palone | 46 | 13-9-7 |
Daniel Dube | 32 | 12-3-2 |
Tony Morgan | 54 | 12-4-13 |
Casey Leonard | 38 | 11-6-5 |
Chris Page | 62 | 11-9-4 |
Tim Tetrick | 72 | 11-13-14 |
Trevor Henry | 39 | 11-4-5 |
Andy Miller | 53 | 10-9-7 |
Brian Sears | 40 | 10-9-6 |
Ron Pierce | 80 | 10-14-7 |
Tyler Smith | 56 | 10-13-4 |
Corey Callahan | 73 | 9-6-10 |
Mark MacDonald | 33 | 9-2-3 |
Tony Hall | 48 | 9-5-8 |

Trainers

Ron Burke | 23 |
Rene Allard | 14 |
Scott Di Domenico | 9 |
Gilbert Garcia-Herrera | 8 |
Phil Sowers | 7 |
Carmen Auciello | 6 |
Mike Watson | 6 |
Victor Puddy | 6 |
Virgil Morgan Jr. | 6 |
Lou Pena | 5 |
Mark Harder | 5 |
Richard Moreau | 5 |
Tracy Brainard | 5 |
Walter Haynes Jr. | 5 |