

Arabian Jockey Club Brainstorming Breakfast #1
Hilton Hotel/ Texas/Darley Weekend
March 5 2011

Moderator Paul Husband

Format - Paul noted the most practical way to move discussion forward was to divide the format into 3 sections... 1) Ideas 2) Discuss Ideas 3) straw poll voting; non binding but will give indication to AJC which ideas are most productive and may be able to be implemented.

IDEAS-

1. Improve purses
2. shared ownership/increased
3. cable TV show
4. co-operate w/getting horses to tracks nationwide
5. highlight focal race
6. leased partnership
7. 2nd job for retired racehorses
8. corporate sponsorship
9. improved working coalition
10. strategic planning/why get in to Arabian racing/why this sport
11. breeders incentive
12. more claiming races
13. level of races
14. legitimacy of breed as a racing breed
15. more time into recruiting owners
16. more conditions
17. increase entries
18. one big yearly purse race

DISCUSSION-

Discussion was lively and at times ideas converged and merged into each other. It was noted we don't have enough horses around the country to compete with year round racing and that we MUST show the racing secretaries at each track more professionalism on the owner/trainer end.

it was mentioned that we need to define the "strengths" of the Arabian horse. We need a "strategic plan and we need "owners with clout".

A TV show that was different from that of TVG or any gambling show could be a benefit. The idea to present horses not as just horses but as "stars"... Paul is working on this. The idea... a weekly 1/2 hr show of Arabians and T-bred... it was noted cable costs may be more economical.

It was stated that beginning Sept, David Milch of HBO would begin a weekly TV documentary titled, "Luck" about T-bred racing. It might behoove us to send him information regarding Arabians racing.

Another idea was the use of the internet for broadcasting..this format lends itself with commentating...(audio edit) on top of actual races... Such as video on YouTube. Good way to educate viewers.

Again it was noted by participants that coordination of summer/winter meets with big "strategically" placed stakes races with corporate sponsors/ media attention would be most beneficial.

It was also suggested that due to the smaller number of Arabians running at this time, meets might be able to co-ordinate meets by ability.... claimers, allowance, stakes.... this was not accepted favorably. Also it was noted that the tracks themselves might not accept this as it is not necessarily good for their business. Others noted that horses need more conditions to run in and each track should offer races for all levels of horses.

It was noted that Arabians must not become just slower versions of the Thoroughbred. We must find a way to distinguish ourselves. Distance run is a means to accomplish this. Quarter Horses are known for sprinting, Arabians are known for stamina... possibly more classic distance races are what the industry should move toward. The Thoroughbred used to run the longer distances but have shortened them over the generations.

It was noted that the Fair circuit in California handles very well on the Arabian races and help in showing the Arabian race horse to viewers all over the country due to their simulcast signal.

As regards Leasing participants requested a "model" lease agreement to aid in developing partnerships and Leases... Paul Husband will create a "model".

Tracey Nunley, Del Park trainer and 1st Vice President of Del Park Tbred Owner/Trainer group explained how the purse contract works with HRTV. The more people on track the better percentage to the purse. They are also working on a telephone on track wagering account system. Tracey explained how the purse structure at Del Park is created. She noted that bettors like the larger fields of horses and prefer the long distances over the shorter races for handicapping. Something we need to work on is making sure the simulcast signal is not dropped for the Arabian race. Owners should figure out where to send their horses so that field size is up thus creating higher handle. The bigger the handle the more clout we have with the tracks and this also affects our purse structure.

Tracey suggested we target a newer audience such as college students and young families. We need to promote ourselves as well as the race tracks as a fun leisure time activity.

It was noted that each state affiliate should work with their respective tracks to make sure the Arabian breed has information and "links" on the tracks website. We could also try using the local cities Better Business Bureau for marketing. Groups such as the BBB and the Chamber of Commerce can be joined for nominal fees. The KEY.... MARKET our product in every and any way possible.

Work with the tracks to SHOWCASE our BIG horses... showcase them to the public. This helps our sport and our tracks.

Joe Willis of ARAC of California is negotiating with Los Al, he has extended an open invitation to Dr. Alred to talk. Dr. Alred will not negotiate unless he has exclusive right to all racing Arabs. Golden Gate has been contacted. ARAC is working to rebuild their racing base in California.

Brent & Brenda Beeman, Colorado owners/trainer suggested we should decide what would be the 3 most important things we as an industry group can do, a 3 pt action plan.

Mike Econ's final comments.... why wait until next year? rather than wait, each state association should form some type of formal communication with AJC monthly. Take these ideas and begin working on them. Coordinate meets. Communication is the bottom line. Possibly each state affiliate could identify a contact person for communication with the AJC to keep these ideas moving. One Liaison with email, phone # and address.

Conclusion: Paul Husband stated that overall it was agreed that an increase in owners and horses was the major objective through Leasing, partnerships and raising the purse structure overall as well as cooperation amongst all those involved in the industry.

It was suggested that AJC do either a Semi-annual News Letter to all state racing authorities.

Introduction of those Present:

Paul Husband, Sue Meyer, Jim Meyer, Arvie and John Degenfelder, Randi and Tracey Nunley, Dianne Waldron, Dick Reed, Bobbi Patscheider, Joe Neville(writer), Hal Wallace, Brent and Brenda Beeman, Dennise Gault, Ted Wright, Leslie Gicewicz, Walt (Jack) Frazer, Randy Gault, Liz Collard, Paul Smoke, Betty Jo and Paul Richards, Cathy and Bill Waldron, Greg Ketter and Katy, Dave Rhea, Mike Econopolous, Phil Nackey, Joyce and Tom Fritz, Ken Danyluk, Valerie Lynn, Mei Davis, (ARAC) Ed and Gail Wilson, Ray and Jane Teutsch, Darla and Charles Ripley, Kim Lloyd, Director of racing and Fairplex Prk, Pomona, Ca., Susan and Joe Willis (ARAC), Hamp Johnston, Kathy Smoke

AJC Presidents note: AJC looks forward to working with state affiliate liaisons in an effort to keep the lines of communication open. AJC only asks that if you volunteer to be this person, be prepared to work as a team in moving forward the rebuilding of our industry. Workers with ideas welcomed wholeheartedly. Hopefully the Brainstorming Breakfast of 2012 will have results to announce.

Respectfully submitted,

Kathy Smoke, President, AJC BOD

Chair, AJC Race Committee