

Report of USTA Activities: 2013

The United States Trotting Association has completed or undertaken the following projects during the year. For further information regarding any of these items, you are invited to contact any of the individuals below by calling (877) 800-USTA and dialing the extension listed. E-mail addresses for each department are also available for your convenience:

Harness Racing Communications – Ellen

Harvey - Phone: (732) 780-3700;

E-mail: ellen.harvey@ustrotting.com

- Researched, wrote, distributed and placed hundreds of stories, photos, agate type, top ten poll and video in hundreds of media outlets all over the world with an equivalent ad value in excess of \$300,000. Outlets include AP and Canadian Press (wire services), USA Today, NY Daily News, NY Times, Philadelphia Inquirer.
- Provide on and off-site publicity assistance to major races, including the Breeders Crown, Hambletonian, Meadowlands Pace, Little Brown Jug, Kentucky Futurity, Ben Franklin, Super Saturday and Sun Stakes at Pocono, Goshen Historic Track, Hall of Fame inductions.
- Delivered walking tours of Goshen Historic Track and shared the text with other groups to conduct their own tours.
- Attended USTA Driving School and researched, wrote and distributed home town stories on participants.
- Shot video at and in advance of major races to enhance coverage on "Eye On Harness Racing" and USTA webcasts, including Night School.
- Assisted in promoting Strategic Wagering program on Facebook and Twitter.
- Major contributor of photo, video and text content for USTA Facebook (now over 9,100 friends) page.
- Developed and conducted a free "How to Do Media Relations" workshop at the Harness Racing Museum for 30 people, available for replication elsewhere.

Hoof Beats – T.J. Burkett - Phone ext.: 3204;

E-mail: tj.burkett@ustrotting.com

- *Launched a new version of Hoof Beats Direct, our digital magazine, that is more compatible with tablets and other mobile devices while providing more photos, videos and extra content
- *Removed surcharge for Hoof Beats Direct and tied it to USTA Online Services, so any subscriber with an Online Services account can access the digital magazine at no extra cost
- *Added as special Little Brown Jug feature supplement to Hoof Beats Direct October issue
- *Added monthly columns from simulcast marketer Joe Scurto and writer Tim Bojarski
- *Posted 118 Hoof Beats guest blogs so far in 2013, covering such topics as handicapping, racetrack history and first impressions from new harness racing participants

Information and Research – David Carr -

Phone ext.: 3243;

E-mail: david.carr@ustrotting.com

- Testing and assisting with design of subscription model in Pathway.
- Provided customer service for Pathway, RacewayLite and Online Services.
- Produced and edited catalog pedigrees for nine yearling and mixed sales. Produced and edited pedigrees for eight state stallion directories, The Horseman & Fair World's Breeders Book, and the USTA STARS website.
- Built pedigrees, collected summary racing information, converted earnings, and entered foreign racelines for horses being imported to race in North America. Provided racing and pedigree information about North American horses to foreign registries.
- Identified stakes races and collected yearling sale results for inclusion in USTA database.
- Distributed weekly list of drivers and trainers approaching career milestones and drivers and trainers with first purse win.
- Provided periodic data for industry organizations such as Harness Tracks of America, The Hambletonian Society, The Horseman and Fair World, Harness Racing Update, horsemen's associations and state breeding programs.
- Prepared content for annual USTA publications, such as *Sires and Dams*, *Trotting and Pacing Guide*, *Stakes Guide*. Formatted *Sires and Dams* for printing.
- Maintained World and North American records for USTA's *Trotting and Pacing Guide* and website.
- Provided research on historical drivers and horses for members, fairs, and media.
- Assisted in identification of retired Standardbreds that have been adopted or acquired without registration papers, providing basic information.
- Provided informational support for SOS and Full Circle horses.
- Supported state racing commissions with Pathway, RacewayLite and tailored data.
- Provided horsemen associations with driver and trainer statistics for insurance eligibility.
- Produced statistics for Ohio Horse of the Month vote by state's USHWA chapter.
- Served as an information resource for USTA members, staff, media, and general public.

Information Technology – Sherry Antion-Mohr

- Phone ext.: 3238; E-mail: sherry.antion-mohr@ustrotting.com

- Expanded popular Entries and Results section to include industry wide tote data daily, and now displays full charts instead of "flash" results.
- Development of first USTA published App for iPhone, Droid, Kindle featuring USTA Rulebook
- Acquired, analyzed and published industry-wide tote data

- Expanded email contacts with members to include reminders, important deadlines, and industry events such as district meetings.
- Programming to integrate *Hoof Beats* Direct to Online Services and provide additional online purchasing such as popular Buy-One-Get-One campaign.
- Continued improvements in eTrack, additional features and reporting to support Race Office needs.
- Provided automation improvements for data partners in self-serving for entry and results needs.
- Assisting in expanding overseas simulcasting efforts by several tracks with program page data feeds
- Internal projects to increase staff efficiency
- Completed move to an off-site Data Center to ensure high-availability for USTA websites and computers.
- Expanded support for variety of mobile devices as staff further work off-site /off-hours.
- Updated internal servers for managing document archive, accounting, helpdesk, and digital content.

Registry and Member Services – T.C. Lane –

Phone ext.: 3203;

E-mail: tc.lane@ustrotting.com

- Department continues to move from traditional/paper to electronic membership transactions via Online Services. Participation toward online services to membership has grown by 40 percent:
- Membership and Driver/Trainer renewals
- List of Mares Bred
- *Hoof Beats*
- Full Circle program enrollment has reached 5,533 as of late September.
- Support Our Standardbreds (SOS) program helped 12 horses in '13 through late September for a total of 108 horses helped in year four of the program.
- Produced and launched education videos on the Pleasure Registration and Full Circle programs, especially Pleasure Registration conversion, to increase utilization by our constituents
- Provided support and supervision for 11 ID Technicians which identify roughly 10,000 foals per year.

Communications – Dan Leary - Phone ext.:

3233

E-mail: dan.leary@ustrotting.com

- Social Media Initiative – Met with two nationally recognized agencies. Worked with Marketing Committee to choose Converseon in NY. Co-ordinated meetings, negotiations, planning and strategies for industry-wide initiative. Assisting in creation of Ambassador Program, training, editorial calendar, Content Hub (Web site) and

Customer Relationship Management elements of the program.

- Have added integrated additional social media support to major events and will continue to do so with Converseon initiative.
- Regis The Horse – Responded to initial inquiry from producer of new, national, sports TV network and show – “Crowd Goes Wild on Fox Sports 1” – with host Regis Philbin to “buy a horse for Regis” to race live on inaugural airing of the show on Aug. 19 plus all subsequent races. Coordinated with USTA’s T.C. Lane, Harrington Raceway, trainer George Teague and Fox producers to accomplish the request. As of Sept. 30, 2013, the show has aired five live races and hosted driver Montrell Teague for an in-studio interview.
- Worked with Converseon to create Hambletonian social media support of prior week events, post-position draw and Hambo Day races through creation of Twitter hash tag (#Hambo13); distribution of stories, photos and videos on numerous social media platforms (Facebook, Twitter, Instagram) that led to more than 15 million unique viewers, including 70 percent that were non-harness racing fans.
- Dan Leary supervised all post-race, winner’s circle events at the 2013 Hambletonian in coordination with CBS Sports Network, the Meadowlands and Hambletonian Society.
- USTA photographer Mark Hall won 2012 Hervey/Smallsreed Award (best action photo) for sulkycam photo of Dave Palone in *Hoof Beats* “Day in the Life” feature.
- USTA videographer Rich Johnston won Hall of Fame’s “Pinnacle Award.”
- Transitioned “Night School” chats from harness racing only into weekly chat with other breeds. Significantly increased audience and crossover exposure to Thoroughbred and Quarter Horse fans.
- Set all-time Night School live chat record with more than 6,700 visitors, including 4,000 at peak time, for Little Brown Jug with live video hosted on USTA Web site. Surpassed the previous top three highest chats – 2010 Kentucky Derby, 2011 Preakness and 2009 Breeders’ Cup – among the 1,500 chats hosted by Night School since 2009. USTA Night School page on Web site had more than 13,000 unique visitors.
- Provided national, network show “Jeopardy” with harness racing video that aired on April 30, 2013.
- USTA Video (Rich Johnston) – Provided live stream of Annual Congress, Hall of Fame inductions and Little Brown Jug speaker series. Produced and distributed video features for Scioto Downs preview season with increased purses from slots, The Meadows 50th anniversary, Back to the Track, Meadowlands Pace, Adios, Hambletonian and Oaks (12 preview videos and recap), the Blue Ribbon Fair and jockey Chantal Sutherland RUS record at The Meadows. Will produce videos for Lexington sale, Kentucky Futurity at The Red Mile and Breeders Crown at Pocono Downs.
- USTA Photo (Mark Hall) – Provided post-race photos to Associated Press for Hambletonian and Oaks, Little Brown Jug and Sutherland

RUS record. Royalty for Life Hambo preview photo appeared in dozens of newspapers and online nationally, other Hambo preview photos were used by numerous local papers, AP “moved” eight photos of Hambo and Oaks winners that appeared in numerous newspapers and on their Web sites nationally, Little Brown Jug photos appeared in numerous newspapers and Web sites, including Columbus Dispatch and Cleveland Plain Dealer print editions. Will cover and distribute photos of Lexington sale, Kentucky Futurity at The Red Mile and Breeders Crown at Pocono Downs.

- Web site (www.ustrotting.com) – Completed redesign of home page to be launched shortly with more space for additional stories. Added new “Life After Racing” section and Economic Indicators to entries and results page. Completely revamped Member Discount section (to be launched shortly).
- “Eye on Harness Racing” weekly podcast added new co-host Heather Dodds and created a new format that includes more feature stories to the show.
- Integrated USTA Outreach (Jessica Schroeder) promotional efforts into USTA Communications.



- Coordinated with Membership Services and IT to continue to improve and expand the USTA Membership communications plan.
- Surpassed 9,000 followers on USTA Facebook
- Page (up from 6,000), a 50 percent increase from one year ago.

Regulatory – Kent Hastings - Phone ext.: 3250;
E-mail: chip.hastings@ustrotting.com

- Conducting a detailed revision of the USTA By-Laws, to be presented to the Board of Directors in 2014.
- Conducted the annual USTA Standardbred Driving School, held in at new venue in 2013, at Goshen, N.Y.

Tracks/Official/Racetrack Support – T.C. Lane
– Phone ext.: 3203;
E-mail: tc.lane@ustrotting.com

- Working to establish the first of its kind on-line entry system for horsemen and race offices in order to streamline day to day operations.
- Assisted 217 fair racing venues with administrative and promotional needs.
- Provide 24/7 support for 217 fair and 38 pari-mutuel racetracks, which resulted in over 10,000 race line modifications.

- Support data partners (TM, DRF) and downstream organizations (HBS).
- Maintain the primary Fines and Suspensions (FAS) system for the harness industry.
- Coordinated the USTA Matching Funds Grant program for county fairs, resulting in a distribution of over \$20,000 to participating fairs.
- Conducted fair official’s seminars in Ohio.
- Continued identification program on the fair level.
- Participated in Ohio Fair/Best Practices Ad Hoc Committee meetings.
- Conducted a continuing education seminar at the Meadows in conjunction with the Racing Officials Accreditation Program.
- Continue to license riders for the Racing Under Saddle initiative and assist racetracks with the integration of past performance into eTrack.
- Assist the Strategic Wagering initiative daily by furnishing program pages and updating web.
- Represented USTA at various industry events:
- North American Race Secretary Annual Meeting, RTIP Conference, TRA Simulcast Conference, National Pedigreed Livestock Conference, Ohio Fair Managers and the American Endurance Ride Conference

Outreach – Jessica Schroeder – Phone ext.: 3212

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- Promoted horse ownership through fractional ownership groups in Ohio, Minnesota and Wisconsin. Currently working to provide a template that can go nation-wide in 2014 through state horsemen’s groups.
- Managed bulk purchasing programs for the county fair and Back to the Track t-shirts, and oversaw USTA logo item purchasing.
- Coordinated member services booths at the four Blooded Horse, two Tattersalls, Hoosier Classic Yearling and Harrisburg Sales.
- Attended annual meetings and conventions in Florida, Minnesota, New Jersey, Ohio and Wisconsin. Visited various racetrack personnel in New Jersey, New York, Ohio and Pennsylvania.
- Assisted Communications with social media and Member Services with new member initiatives.
- Provided sponsorship, literature and assistance for various equine expos in Iowa, Ohio, Maryland, Massachusetts, Minnesota, Vermont and Wisconsin.
- Worked with the Harness Horse Youth Foundation, including creating and printing literature, day camp assistance and booth presence at KY Equine Youth Festival and FFA Convention.
- Helped coordinate Back to the Track for the fourth consecutive year, the Standardbred Driving School and USTA presence at the Hambletonian and Little Brown Jug.
- Oversaw Standardbred breed awards, and promotions of awards, in endurance, driving, dressage, speed racking and roadster and for the National and World Standardbred shows.