Harness Racing Photography, Preserving the Story for the Future
Regina Mayhugh

Photography is an important part of horse racing and has been over the years. In the 1870s famous photographer Eadweard Muybridge began studying movement in photos of race horses. He was hired by Former California Governor Leland Stanford, racehorse owner/trainer in 1878 to prove that horses “could fly”. After many years of experimenting with film photographing these animals, Muybridge was able to prove that horses do have all four feet in the air when he photographed Stanford’s Standardbred trotter Occident and he was airborne during the photo of him on the trot. Muybridge later invented photo finish at the tracks when he felt there had to be a better way to determine winners at the finish line, especially when dead-heats occurred. He designed the photo finish technique by placing a thin wire on the track that when it was bumped by the horses crossing the finish line it would trip the camera to snap the photo.

Race horse photography is important today as both a career and a hobby for many equine enthusiasts. Not only are the photo finish photos still important when determining the winners, but it is a tradition that many people today purchase these photos to remember their win. Photography is also important for those who market and promote harness racing. Breeding farms use photography to market their stock. Equine publications and websites rely on photographs to enhance the stories they are telling. Photos are also important to share history with current and future generations.

There are many photographers that work in the horse racing industry. Jeff Zamaiko, Brad Conrad and Shelley Johnson are three of Ohio’s photographers that travel the Ohio circuits photographing harness races. These three keep busy photographing not only those photo finish and winner’s circle photos, but other shots as well that will share the story of Ohio’s harness racing industry for generations.

Jeff Zamaiko is from Cleveland, Ohio and owns JJ Zamaiko Photography. He has been a photographer for thirty-five years. He has photographed Thoroughbred racing for twenty-five years and harness racing six years in Ohio and Kentucky. “I enjoy photography and horses, and after being in the Thoroughbred side of photography I wanted to try my hand at the Standardbreds,” commented Zamaiko. Zamaiko can usually be found at the finish line and winner’s circle at Northfield Park as well as Thistle Down. Besides taking the finish line shots, Zamaiko enjoys when he can get away from the finish line to take action shots from different vantage points around the track. He also enjoys taking people candid. Zamaiko has a business degree, but most of his photography training was self-taught. Advice that Zamaiko would give to someone interested in a photography career, “find a field in photography that you have a passion for and reach out to an experienced photographer for advice. Most will surely oblige you!” Zamaiko’s favorite thing about harness racing includes “being able to mix photography and horses”, says Zamaiko.

Brad Conrad, Conrad Photos in Columbus, Ohio, has been involved with photography his entire life. He currently works at Miami Valley Raceway, Scioto Downs and Dayton Raceway, as well as the Delaware County Fair and 26 other county fairs. “Photography was a family business. When I started we did a lot of things. We had a full-service photo lab for photographers. We started doing more and more harness racing photos and ended up specializing in them. I really loved the racing and the people,” shared Conrad. Conrad started doing harness racing shots himself when he was old enough to drive to the fairs. Conrad received his training from his dad who was a professional photographer. Conrad shared advice for anyone wanting to go into photography, “Learn as much as you can about exposure and composition. The auto cameras these days make things pretty easy, but if you really want to get certain photos, you need to know how to set the camera for those situations. For racing photography, I would say practice a lot!” Conrad spends most of his time shooting at the finish line, but when he gets a chance to do other things, he really likes the action and shooting the racing from various angles or locations on the track. “My favorite thing is the people in the business. They are really great. I also really love the sport and that makes it the perfect job,” shares Conrad.

Shelly Johnson, S.F. Johnson Photos in Thornville, Ohio is newer to the harness racing photography field. She started taking photos in 2005 and in 2012 started to get serious about the field. When she started taking photos it was as a hobby and she is now working toward turning it into a career. “Good thing my husband has a real job,” she jokes. Her training in photography started with two online photography courses, one in nature and the other in equine. Since those classes she continues to perfect her technique. Her advice for someone going into photography is to enjoy what you do. She started taking photos at Scioto Downs in 2012. That year they began using some of her photos on the program covers. This is where she takes the majority of her racing photos. She also travels to many Ohio fairs. Besides taking racing photos, Johnson also spends a lot of time photographing the adoption photos for New Vocations Racehorse Adoption Program in Laurelville. She loves horses and strives to show their beauty and power in her photos. “There’s only one horse per race that gets that great winner’s circle photo, but I feel all horses deserve to get their picture taken,” commented Johnson. She says her favorite shots views include “shots from the infield either at a fair or a racetrack because you can get a different view.”

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From Your Executive Director

Renée Mancino

Connect the Dots, Work Collaboratively and Move Forward

Make no mistake that even in the midst of a thriving and prosperous standardbred racing state I am cognizant of the fact that like many other industries, nationwide our Industry has a lot of deep seeded issues that need to be addressed to move forward. And after a little more than a year working to make headway and address some of those issues, I still see the Albert Einstein’s quote played out in various different ways every day, “Insanity: doing the same thing over and over again, but expecting different results”. To move the industry forward we need to do something different, we all need to work together, on the same team, with the same end goal, to revitalize racing.

On a yearly basis from January through March there are a multitude of industry specific annual meetings I attend, this was my second full year doing this same tour. These meetings amplify and clarify the issues above.

The Ohio Fair Manager Association’s (O.F.M.A.) Annual Meeting was January 7-10, 2016. The O.F.M.A. is a non-profit Association that represents the ninety-five Ohio Fairs and more than 240 associate members from allied fields. They represent and promote agriculture and the general welfare of the Ohio County Fairs. They also promote cooperation and collaboration among the County Fairs and Commodity Agricultural Organizations.

For 2016 the Ohio Fair Managers theme is, “Make Things Happen”, a positive, upbeat theme rounding out the goal for the Ohio Fairs of community and collaboration. During the meetings this year we held a, “Harness Racing Breakout” that detailed aspects of the Ohio Pari-mutuel Harness Racing Fair program at the sixty-five racing fairs. Attendance for the breakout was up nicely over the 2015 meeting covering the same topic, 2016 saw almost twice the number of attendees.

The O.F.M.A. Annual meeting was followed by our O.H.H.A. and United States Trotting Association’s (U.S.T.A.) District 1 Annual Meetings January 22-24, 2016. At the U.S.T.A. District 1 meetings we got a preview of the imminent, hot button items to expect at the soon to follow, U.S.T.A. Annual Meetings February 27-29, 2016.

The United States Trotting Association’s Annual Meetings were informative and interesting. There were two main themes that seemed to reverberate throughout that weekend’s meeting. First, the chatter regarding Northfield Park’s Objection to the District 1 Board Seat voting and result, and second, everyone’s buzzword for the weekend, the “metrics” being returned, the measure of success for what has been done so far, and consideration on continuing for a third year to fund the social media, digital marketing project with Converseon, Inc. The social media, digital marketing initiative and major-race television broadcasts funding passed with a $250,000 commitment and set goals of increasing online engagement by 80% and generating 2,000 leads for potential new owner targets. With Dan Leary overseeing a newly formed Social Media Steering Committee that includes, Heather Wilder, Tony Alagna, Emily Gaskin, Nick Salvi, Ashley Trettick, Gabe Wand, and Allison Conte.

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The United States Harness Writers Association’s (U.S.H.W.A.) Annual Meetings were held March 5-6, 2016. For those that write about, publicize, and celebrate the industry, their meetings culminate with the Dan Patch Awards Banquet. On their agenda this year among the general business was a Social Media Workshop for Major Race Days to discuss content and strategies.

The Harness Horsemen’s International Association’s (H.H.I.) Annual Meetings followed from March 6-10, 2016. H.H.I. is the North American non-profit that represents the collective individual state Harness Horsemen’s Associations. They provide advice, consultation, and representation to Horsemen’s Associations nationwide and in Canada. They also provide negotiated benefits on insurance products beneficial to Horsemen. At H.H.I. this year’s highlights included, Dr. Mary Robinson of the University of Pennsylvania’s New Bolton Center, Chester, Pa., discussing emerging research techniques, therapeutic medications, positive tests versus performance enhancing, and testing laboratory trends.

Joe Pennacchio, President and Executive Director of Florida’s SBOA discussed de-coupling.

The American Horse Council’s Executive Director, Jay Hickey provided details on National Equine Legislation being considered in Congress. A social media, digital marketing, and promotion discussion was led by U.S.T.A. Executive V.P., Mike Tanner.

The most interesting aspect of these meetings is the number of extremely knowledgeable individuals that attend, both with members of the various different associations among those that participate and others. The abundance of self-examination, and caliber of ideas and suggestions to improve the industry is impressive. The only element that appears to be lacking is a continuity of agreement on how to proceed or what to do, and someone to lead the movement.

Two articles I highly recommend speak volumes on what ails racing and set out what need to happen to effectuate change. First, Derick Giwner’s February 16, 2016 Daily Racing Form article, “United we stand, divided we fall”. http://www.drf.com/news/giwner-united-we-stand-divided-we-fall


Although Derick Giwner’s article starts out as a plea to take a second look at what Rob Key and Converseon have done and continue to do with the Harness Racing Fan Zone, it quickly segued into a pretty honest and accurate portrayal of what ails racing. The main quote that struck me in Giwner’s article was, “It is time to stop competing with each other and working as separate entities. It is time for multiple races to stop going off at the same moment. It is time for tracks to stop fighting for the same horses every week. It is time for uniform rules across all jurisdictions.”

The Maggie Moss’ article hits the same
tenor within slightly different subject matter areas, drug rules, regulation, potential for Federal oversight, declining foal crops, lack of owners, and poor public perception. She speaks from the thoroughbred racing perspective, however, our issues are no different as applied. In a fantasy role play of being named a Nationwide Racing Commissioner, she candidly offers her opinion of what is wrong, “[y]ear after year, we’ve talked about what’s wrong, from drugs, safety, horse welfare, oppressive takeout rates, too many regulators, and on and on.” And continues with two points she feels are necessary to move forward, “I would absolutely make it paramount to do whatever is possible to get rid of the people that cheat and hurt horses. But I would create a better system that is not a point system for therapeutic drugs.” Finally she opines on marketing and promotion, “the image of racing by the media needs to be fixed. It seldom showcases the true beauty of our horses nor the truly hardworking individuals behind the scenes that love horses. A national public relations firm that can fix racing as a sport, cure the image it now has and bring the most important people back—the betting public—would be a great start.”

In each different forum there are those among the general populous that seek out like-minded individuals, or what I would call the “Dots”. Those individuals that are dotted among us that see the big picture and have the vision, but need the power of numbers of like-minded individuals to effectuate any real change. And to effectuate change you must not only have the vision to see the forest through the trees, but also the tenacity to stand up to the established norm that continues to dominate our industry. I have recognized many “Dots” among us as I have attended these industry meetings and read articles like those above. The type of person I would label a “Dot” includes people mentioned already like, Rob Key, Mike Tanner, Dan Leary, Heather Wilder, Tony Alagna, Emily Gaskin, Nick Salvi, Ashley Tetrick, Gabe Wand, Allison Conte, Maggie Moss, and Derick Giwner.

Coming to racing primarily from the Casino Gaming Industry, I find myself repeating often the most glaring difference I see between that industry and the Horse Racing industry. That is the fact that those in Casino Gaming are all on the same team. Now, I don’t mean that at any point and time Caesars Entertainment Corporation is going to give Boyd Gaming a call and offer to share their Casino Player’s Database, that will not happen. What I mean is that Caesars Entertainment Corporation works with Boyd Gaming, provides similar marketing messages, protects their industry, and works with their respective State Regulators to ensure integrity, continuity, and lawful gambling is conducted wherever they do business, without punitive regulation. In turn that translates into a positive public outlook on gambling and greater integrity, which serve as facilitators to drive a positive business outlook and revenue generation.

Digesting all that, what is one main issue facing racing today? Simple. First and foremost, racing is not Casino Gaming and all the factions that underlie, drive, and regulate the business are not on the same team. The people above identified as “Dots” all get that. Now don’t get me wrong, there are huge hearts in racing and many times that everyone can and does align on the same team for a good cause to benefit those suffering from some horrific tragedy (the Classy Lane Fire), or aid a fellow group of Horsemen (Florida SBOA, decoupling). But for the most part, it is every man for themselves to drive positive cash flow and generate revenue for their own special interest. And unfortunately I believe that tenor has been reflected throughout the years as a substantial decline in our sport’s popularity, a loss of Owners, fewer horses being bred nationwide, decreasing revenues, decreasing live handle, revenue moving into the cloud and being taken out of circulation by non-racing entities or aggregated by racing entities, decreasing live attendance, and a lack of confidence in integrity.

I believe the first step to move any of the large and looming initiatives that will be necessary forward (reversing a negative public-opinion, bringing in the-cloud wagered dollars directly back to the sport, uniform participation, licensing and medication rules nationwide, etc.) is to have all industry stakeholders on the same page. And that would be to first connect the “Dots”. This includes both Standardbred and Thoroughbred racing interests. On the Standardbred side of the equation that includes the U.S.T.A., Permit Holders, Horsemens’ Associations, Participants (Owners, Trainers, Breeders, Drivers). From there we need to all agree that it is one-for all and all for one. No more repeated negative publicity amplifying the minority of those in our sport giving the whole of the sport a bad name. The huge heart of the industry played up in all of our Social Media and publicity campaigns. Revised regulatory policies that provide for real-world environmental factors, basic constitutional rights, and a level playing field among the various factions with an eye to rebuilding racing.

Throughout this year I will be increasing the number of national forums I participate in. The main reason is, I see this as something that I should be spending more time doing to see the, “forest through the trees”, big picture outlook and to look for those “Dots” among us who want to effectuate change and generate a consensus to face and handle the problems cited above. Our sport depends on it.

Collaboration is the key to unification and moving the industry forward. In 2017 all of the industry specific Annual Meetings (except our O.H.H.A. and U.S.T.A. District 1 Meetings) outlined above will be held in Las Vegas, Nevada in March. The importance of the industry stakeholders at least coordinating their Annual Meeting dates is a step forward. Hopefully we will have made progress connecting the Dots and moving forward some of the initiatives that are so desperately needed, before it doesn’t matter anymore.

**Attention**

Read the news release on Cobalt testing on the OHHA website www.ohha.com

The OSRC March meeting notes will be in May newsletter.

**Editor’s Note:** Correction from the February issue of The Buckeye Harness Horsemans. The January Ohio State Racing Commission Meeting Recap article on page 11 should have said Commissioner Mark Monroe, not Mark Winters. We apologize for the incorrect name.
From Your President
Kevin Greenfield

As we begin spring 2016, a lot of exciting news has come our way. Recently, the Ohio Attorney General’s Office issued a legal advisory opinion which has cleared the way for the OHHA to directly receive our share of the VLT discretionary income. We now, as an organization, can begin to implement and control all of the programs we have set out to accomplish including, but not limited to, funding members’ retirement, funding our health insurance, investing in marketing and industry enhancement, funding our stakes programs and to be able to provide more effective and efficient services to our membership. In conjunction with this news, we have formally begun a comprehensive and intensive marketing campaign, the likes of which we have never seen before. You will start noticing the outward efforts of our marketing campaign in the very near future.

Our annual OHHA Stallion Auction was a great success. Proceeds from the Auction will provide several thousands of dollars to our political action committee fund, PACER, for use during this critical election year. Thank you to all of those who graciously donated breedings to the auction.

We have a lot of positive things happening but we must also remain diligent in fending off those political forces that will attempt to undermine our industry through decoupling and reducing our percentage of the VLT discretionary money. Thus, your continuing contribution to PACER is essential, especially given this is an election year. Many of our OHHA representatives will be meeting with politicians this year to continue to make sure our message is heard. As we begin an exciting new year of racing, please take time to thank those politicians that are helping to support our industry as you encounter them throughout the year. We need everyone to contribute to insure our sport remains strong. Best of luck to you this racing season!

From Your Vice-President
Steve Bateson

For many horsemen and owners spring brings new enthusiasm and optimism for the upcoming racing season. Many of us sit down and make plans for where we hope to race and make stake and nominations according. This is where dreams and the checkbook meet. Whether we stake to the Little Brown Jug or the Hambletonian or we stake to the many fairs across the state this is an investment into a dream.

As we dream I encourage all of you to dream big! Our sport has been built around dreams. I will share my dream with you. I dream that we can grow our membership with many new owners to our industry. With these new owners I dream they bring their friends to some of our races around the state. I dream of seeing more fans in the grandstand at the many county fairs and more fans attending races at the quality pari-mutuel tracks that we have in the state.

The OHHA is making investments to try and help county fairs increase interest and attendance for their races. As horsemen we need to do all we can to try and help promote our industry. This means taking time to explain to others what our sport is all about, “share your dream”. It’s the dream that can’t be harnessed, we have the ability to make this a reality. This can be as simple as talking to all the fair board members at the local fairs that you participate at and asking them to come to the races. We’ve seen and been through the nightmares now is the time to “share the dream”.

Racing with the Stars, Coming to Ohio Fairs This Summer!

The Ohio Harness Horsemen’s Association is working on an educational promotional display that will be available to reserve for display at Ohio’s county fairs this summer featuring a variety of “stars” of our sport. Various other promotional materials will be available for purchase at low cost as well such as T-shirts and county fair racing postcards. To find out more about this year’s promotional items, contact the OHHA office at 614-221-3650 or send an email to sschroeder@ohha.com.
## County Fair Updates & Events

### Upcoming Spring Matinees

**Upper Sandusky, OH**  
Wyandot County Fairgrounds  
Sunday, May 15, 2016  
Post Time 1:00 PM  
Entries Wed., May 11, 5 pm - 9 pm  
Phone: (419) 298-7408 or (419) 630-5952  
$20 Entry Fee  
Food Vendors will be present

**Greenville, OH**  
Darke County Fairgrounds  
Sunday, May 22, 2016  
Darke County Harness Horsemen’s Association  
Post time is 1:00 PM.  
Entries: Thurs, May 19, 3 PM to 7 PM  
Phone (937) 548-9977

**Hicksville, OH**  
Defiance County Fairgrounds  
Saturday, May 28, 2016  
Post Time 12:00 PM  
Entries Wed., May 25, 5 pm - 9 pm  
Phone: (419) 298-7408 or (419) 630-5952  
There will be a barbeque set up  
The entry fee for non-members of the Defiance County Area Horsemen Association for the Hicksville Matinee will be $15 per horse or $40 for three horses. There will be no entry fee for members of the Association.

**Celina, OH**  
Mercer County Fairgrounds  
Sunday, May 29, 2016  
Post time 12:00 p.m.  
$20 entry  
Food stand, raffle drawing  
No charted lines  
Entries: Thurs May 26, 8:00 a.m. – 3:00 p.m.  
Phone (419) 586-5820  
Entries will be posted on Thursday evening at www.facebook.com/mchha.celina

### The Ladies Are Back!

The Ohio Ladies Pace Association is looking forward to another fun filled year of racing. This year twenty-eight fairs (listed below) will participate in the program. More information can be found in this year’s Huff’s Guide.

### Upcoming Deadlines For Fairs and Youth

**Grants for Fairs**

- USTA Matching Funds Grant Program: April 29
- Agricultural Society Facilities Grant Program: June 1

**Scholarships**

- Harness Horse Youth Foundation (HHYF): April 30
- Christian Harness Horsemen’s Association: April 30

### Matching Funds Grant Application

The Matching Funds Grant Program awards money to county fairs and horsemen’s associations to support a grassroots marketing initiatives at the fair level. Any advertising to promote the harness racing at your fair is eligible, including radio, newspaper, billboard, bus, gas station top-pers, etc. as long as 75% of the ad is for harness racing.

Applications are due April 29, 2016 and can be found on the USTA Website [http://fairs.ustrotting.com/funds.cfm](http://fairs.ustrotting.com/funds.cfm).

### 2016 Sale Dates

**Blooded Horse Sales- Delaware, OH**

- Spring Mixed Sale: May 9
- Prejug Mixed Sale: August 29-30
- 69th Fall Speed Sale: November 14-17

**Buckeye Classic Yearling Sale- Springfield, OH**  
September 27

### Harness Racing Photography

*Continued from front page....*

“Getting mirror images is fun. I also like taking headshots of both horses and drivers,” continues Johnson. She also enjoys taking photos of her own horses, either racing, turned out, or those who have retired. She says her favorite part of harness racing photography is making people happy when they see a picture of their horse.

Harness racing provides yet another career that is important to the industry. These photographers tell the harness racing story. With their talents they are able to create every lasting memories in the racing industry for those horse owners and provide a lasting artifact that can be enjoyed by future generations. They can also provide their own techniques to capture the beauty of these animals and their work can continue to provide education about the movement of the horse or a new technique that can benefit the industry, just as photographers such as Eadweard Muybridge had provided in the late 1800s. Plus, who isn’t fascinated by a beautiful horse photo?
Thank You to our 2016 P.A.C.E.R. Contributors

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P.A.C.E.R.: Ohio horse racing received great support from Governor Kasich and Ohio legislators with the enactment of House Bill #386 (HB386). We must support those legislators who support us.

Donate by sending a personal check, LLC check*, or money order to:

P.A.C.E.R
850 Michigan Ave., Suite 100
Columbus, OH 43215-1920

Include employer information and type of business.

All P.A.C.E.R. donations go to a candidate’s campaign funds.

The OHHA offices receive calls every week from state legislators asking for campaign donations as they attempt to raise campaign financing throughout the year.

A special Thank You to those who donate!

(*Corporate checks are not acceptable for PAC donations- LLC checks only are acceptable for PAC donations)