

# OHHA NEWS



May 2017

## OHHA Office Staff

Renée Mancino  
Executive Director

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Regina Mayhugh  
Communications Director

Linda Nance  
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(614) 778-5905

Brett Merkle  
Scioto Downs  
Miami Valley  
Gaming & Racing,  
Hollywood at Dayton  
Raceway,  
(614) 354-1601

## 2017 Racing Dates

Northfield Park  
Jan. 1 - Dec. 30  
(222 live days)

Miami Valley Gaming  
Jan 6 to May 8  
(87 live days)

Scioto Downs  
May 9 - Sept. 9  
(90 live days)

Hollywood at  
Dayton Raceway  
Sept. 12 - Dec. 30  
(75 live days)

## Important Dates

OSRC Monthly Meeting  
May 10, 10:00 a.m.  
Columbus Riffe Center  
Room 1960  
77 S. High St.,  
Columbus, Ohio

OHHA Board Meetings  
Friday, July 28  
Wednesday, October 25  
Locations TBA

Title photo from  
Raymond Lance.

## Standardbreds Shine at Equine Affaire

The Ohio Harness Horsemen's Association (OHHA) in conjunction with US Trotting Association (USTA) and New Vocations Racehorse Adoption Program, enjoyed some time at the Equine Affaire at the Ohio Expo Center in Columbus showing off the versatile Standardbred the weekend of April 6-9, 2017. The Equine Affaire is a horse event that takes over the fairgrounds providing guests with various equine programs, demonstrations, exhibits, youth activities, shopping and so much more while showing off various breeds of horses.

The groups shared a booth space in Voinovich center as part of the Breed Pavilion.

Many retired Standardbreds spent the weekend enjoying the attention and getting selfies from visitors of the exhibit. A life-sized fiberglass horse, borrowed from Mike Woebkenberg, provided additional photo opportunities for guests to sit in a racebike. Staff and volunteers spent the weekend talking to guests and

sharing the opportunity of owning Standardbreds, whether for racing or pleasure. HorsePlay Racing Stable and New Vocations Adoption Program had horses in the Horse and Farm Exhibit as well. The horses were used in breed demonstrations throughout the weekend.



Countmymuscles with Sierra Stewart under saddle and Haste with Roy Burns. Photo by Jessica Schroeder.

New Vocations had a great weekend with a busy booth and the adoption of three horses: Social Director, Haste and Countmymuscles. Thorpedia, a 16.1 hand pacing gelding by Real Desire with thirty-six starts and earnings \$21,383 was another weekend star. Thorpedia was donated to New Vocations in February by Beverly Ross of Ross Stables and Ross made the trip down from Rochester, MI to visit with Thorpedia.

"Ross bred and raced Thorpedia with trainer Randy Waples in Canada. Upon retiring, Thor was sent to Ross's Hunter/Jumper trainer for a year and learned how to trot, canter and jump up to three feet. Thor was a super star at Equine Affaire and was a true ambassador for the breed and

*Continued on page 5*



## Delaware County Fair Names New Sponsorship Manager

by Jay Wolf

Thomson has more than 25 years of sales and production experience, most recently with Brown Enterprise Solutions.

Thomson is the grandson of Henry "Hank" Thomson, co-founder of the Little Brown Jug and the son of W. D. "Tommy" Thomson, who ran the Jug for nearly 40 years.

Thomson replaced Phil Terry who retired in January. "I am honored to serve in

my new role with the fair and Jug," noted Thomson. "We are experiencing some exciting times in Delaware, with the passage of the bed tax and the revenue that will be created as a result of it. I am looking forward to working with the industry, business and community leaders to advance the Delaware County Fair and the Little Brown Jug."

"We could not be happier

than to have T as our Sponsorship Manager. He has a long history with the fair and Little Brown Jug going all the way back to his grandfather being one of our founding fathers," added Tom Wright, Delaware County Fair's Director of Racing. "His previous experience combined with a passion for Delaware is the perfect match to carry us forward in the harness industry."

**Attention: The office has not yet physically moved as we had planned, however you may start receiving mail with the new address on envelopes and in some communications. Please contact the office if you plan to visit us. Mail will come to us at both locations. We plan to move soon. Thank you!**

Ohio Harness Horsemen's Association

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# From Your Executive Director

Renée Mancino

Targeted Marketing and Advertising, May 1<sup>st</sup> Launch Statewide in Ohio to Recapture the “Lost Generation” of Harness Racing Fans.

The Ohio Harness Horsemen’s Association’s Board has been pro actively engaged in a marketing initiative since April 2015. The details have been discussed from that time forward in our publications. Most recently in the, December 2016 OHHA Newsletter, “Marketing and Advertising, ‘Just Do It’”, and January 2017 OHHA Newsletter, “2016. It’s a Wrap”.

The Association has been working with two firms, both based in northeast Ohio, the Richards Group and Marcus Thomas, LLC. In 2015 Marcus Thomas won three gold, 11 silver and 10 bronze Cleveland ADDY (American Advertising Awards) awards and one gold award from the AAF/Akron ADDYs. They were also named among the top 5 global agencies in the finals for Content Marketing Agency of the Year at Content Marketing World. The firm’s most notable award winning work has been for the Ohio Lottery and Akron Children’s Hospital. One of two firms servicing the Ohio Lottery, the Ohio Lottery’s total annual advertising budget is more than \$24 million (see, 2016 Ohio Lottery Certified Annual Financial Reports).

The entire process started in 2015 with research and analysis, which carried over into 2016. At the Ohio Horsemen’s October 25, 2016 Board Meeting, the Board allocated another significant sum to continue to move the initiative forward through the final research and development phase. This evaluation covered branding to tactics and was a comprehensive look at what approach and type of advertising would be necessary.

Unfortunately, in my opinion a significant amount of what is discussed and publicized about the industry and into the marketplace tends to primarily be negative. Open plenty of industry wide publications or visit industry specific websites and there is a significant amount of negativity being aired with a harsh and critical view of the sport. So, going into the project, the Association’s expectation was the research would show that our sport has a public perception problem, which would require re-branding. If in-fact re-branding was necessary it would add significantly to the costs of the marketing endeavor and result in a two-step process. One step would be to overcome the public’s perception in the marketplace and the second step, creating a marketing plan to re brand that perception.

The marketing firms unbiasedly went through the evaluation phase. Then a message map was developed to define a unified voice for us to speak to our target audience. Message mapping defines our sport’s value proposition, brand promise, and brand position.

From message map we tested frequent, occasional, and potential target audience members to evaluate and create a strategic marketing communication strategy. As part of that process Target Focus Group Interviews were held at three of Ohio’s Standardbred pari-mutuel racetracks for three-days each in early December. The interviews were well attended with all three days at each location at capacity with participants.

At the end of this process what we learned was encouraging. We learned



that in Ohio current and potential fans see Harness Racing as a form of entertainment, a gaming activity, and a sport. Current and potential fans say harness racing is “thrilling and exciting” and “an engaging social activity”. Most participants recognized Harness Racing as good family fun assimilating it with the County Fairs and Fair fun. Ohio is home to a significant County Fair system with sixty-seven that race of ninety-four County Fairs. They compared it to car racing or bowling instead of football, basketball, or baseball. And said it was more analogous to minor league sports than professional sports. They see the Horses as highly skilled natural born athletes and saw the drivers of those horses as a trained participant with acquired skills, that didn’t require natural or innate abilities. Among current fans only a few really knew of any specific horses or drivers.

What the research showed overall was an “awareness issue”, not an issue with public perception. And we also learned that those of us on the “inside” of the sport are its harshest critics. We aren’t judged negatively as we suspected would happen. The current fans do not have deep rooted or negative perceptions. The potential fans have no “awareness” of our sport. This means that harness racing in Ohio in its current state is a marketable and viable product. In-fact the research in Ohio showed that our sport skipped an entire generation of fans and this “lost generation” had and continues to have no awareness of our sport.

This finding meant that we would not have to engage in the costlier two-step approach of re-branding to combat negative a public perception before marketing and promotion. Instead the research shows we have a marketable, viable product. The choice the firms gave us at this point was direct, “to invest in creating awareness about harness racing or continue to fade towards extinction.”

In response at the January 20, 2017 Annual Meeting, the OHHA Board approved a year-long Media and Media Production marketing program via multiple outlets. The goal for 2017 is to develop a consistent framework and content for our brand, which gives us the same look and feel across all forms of marketing during execution.

The target audiences identified are, foodies (Rotten Tomatoes patrons, craft beer enthusiasts), fantasy sports players (visitors to ESPN, Fox Sports, NCAA Bracket players), sports fans (those who frequent NFL, NBA, MLB websites), live entertainment seekers (Live Nation, Cleveland.com, and Columbus Underground patrons). From January 20<sup>th</sup> on the marketing firms have been traveling to the four pari-mutuel racetrack locations gathering media content. From videos to property still-shots, paddock stills, and live-action video. The first stop was at Miami Valley Gaming where the management team there couldn’t have been more accommodating. They graciously permitted the extensive personnel that came with the full-scale video crew and actors portraying fans, free and open-access to any part of the property for as long as necessary during live racing if accompanied by the OHHA Track Representative. The production was done on a very large scale and was impressive to those viewing the process.

# Get to Know Your Directors- Kevin Greenfield

by Regina Mayhugh



Kevin Greenfield, from Perrysburg, Ohio is the current OHHA President. He has been an active part of the OHHA Board for the past ten years. Over that time, he has been an actively involved member of the Executive, Breeders, Finance and Personnel committees.

Greenfield has been involved in harness racing since 1988. His interest in harness racing started when as a child his father took him to watch the races at Raceway

Park in Toledo, Ohio. He is co-owns Hickory Lane Farm, Standardbred breeding facility located just east of the city limits of Findlay, Ohio. He has been married to Nancy Greenfield for twenty-two years. Besides his involvement in harness horses, Greenfield has also been an attorney by trade for over thirty-five years, board-certified specialist in labor and employment law in Ohio. Greenfield has also served as Commissioner on the Ohio Standardbred Development Fund.

Two of Greenfield's stable stars over the years have include Pink Ribbons (Mr Vic-DJ Babe-Armbr Iliad) and Datsyuk (Explosive Matter-Pink Ribbons-Mr Vic). Pink Ribbons raced in the Hambletonian Oak in 2005. Pink Ribbons was Ohio bred and owned by Greenfield. Datsyuk raced in the Hambletonian in 2014 and was bred by Greenfield and

foaled at Hickory Lane Farm. DJ Babe has ranks as his favorite horse. She is now twenty-two years old and residing at Hickory Lane. A special race memory for Greenfield was when Datsyuk beat Father Patrick in the Thompkins-Greers at Tioga in 2014.

Greenfield has goals for harness racing in Ohio. This past year he has seen two of his goals that he has been working toward completed; Breeders awards have been put in place and a second-tier Sires Stakes program has been started for 2017. He also hopes to continue increasing service options for OHHA members and improve awareness of our sport to more Ohioans. Greenfield is spearheading the OHHA's comprehensive marketing initiative that will be unveiled this summer throughout Ohio.

Something you may not know about Greenfield is he was a Big Brother to three young boys for several years and has served on the Big Brothers board of directors. Each year you can find Greenfield at Charity Night at the Races that OHHA holds at Scioto Downs.

Like all horsemen, Greenfield does have dreams for himself and the industry in the harness racing world. His own dream would be to breed a Hambletonian winner. For the industry, Greenfield says "I would like to see our sport grow to the point it becomes relevant to the national media for both the athletes and its participants."

## Buckeye Stallion Series and Ohio Fair Championship Nominations See Increase in Nominations

The Buckeye Stallion Series, the newest Ohio staking race to be offered to Ohio-breds, was a highly popular staking choice this year! The Buckeye Stallion Series welcomed 1,222 two-and three-year old horses to the nomination list! There are 780 two-year-olds and 442 three-year old's eligible to participate in these races at Miami Valley Gaming, Eldorado Scioto Downs and Northfield Park this summer.

This series is sponsored by the Ohio Harness Horsemen's Association (OHHA) with a guaranteed \$12,500 purse per leg and a \$40,000 final! The first leg of the series will begin on Friday, May 5th for the 3-year-old fillies and the 3-year-old colts will start Saturday, May 6th, both at Miami Valley Gaming. The list of horses nominated can be found on the OHHA website [www.ohha.com/ohiobuckeystallionseries](http://www.ohha.com/ohiobuckeystallionseries) .

The Ohio Fair Championship nominations brought in high numbers for the third year of the event! The total number of horses nominated into the event is 862, a 7.75% increase from 2016. Both the two- and three-year-old divisions saw an increase in numbers. There are 532 two-year-olds eligible and 330 three-year-olds.

Throughout the summer, horses nominated into the Ohio Fairs Championship will earn points as they race at any Ohio fair starting with Paulding and the last fair included in points will be Coshocton. These points will be updated throughout the summer on the OHHA website Ohio Fairs Championship page <http://www.ohha.com/ohiofairchampionship>. The list of horses nominated can be found on the same page.

If you nominated into the Buckeye Stallion Series and/or the Ohio Fairs Championship, please check out the lists posted on the OHHA website and be sure everything is correct on your nominated horse. If there are any corrections, please contact the OHHA office at 614-221-3650. Have a great season!

## **Executive Director from page 2**

Many thanks to Miami Valley Gaming, management, and their personnel for being such gracious and accommodating hosts!

From media production to “media touchpoints” is the next phase and that is applying the media produced to the various places for deployment. In this first phase of the marketing plan the OHHA Board settled on wide deployment via Video, Banners, Website, Traditional and Digital Radio and Paid Searches.

The entire effort will be cohesive and coordinated. For example, the banner ads and paid searches online will direct those that click through to a completely new and separate Ohio Harness Racing Website. The radio ads deliver the same Website address. Every time someone clicks through on a banner ad or initiates a search among those being targeted by the campaign, it will take that individual to a custom website for the nearest pari-mutuel racetrack based upon the individual’s geographical location. On the custom branded website, the user can click through all the offerings available at the pari-mutuel racetrack within 40 miles of their location. At the web link is content including the current amenities and promotions that are being offered at that racetrack. In addition, they can access very rudimentary but highly entertaining short videos on how to make basic wagers, the racetrack’s schedule for live racing and other information on a very basic level. Users can access other racetrack locations and more sophisticated information, but must seek that out from the main offerings. Most certainly tailored to potential fans, the website has minimal appeal to current hard-core fans or gamblers other than being a convenient location to find promotions and other

basic information quickly and easily.

The process has been time consuming and costly thus far, the Association is on-target to have spent almost \$1.5 million at the end of 2017. One factor that we believe works in the Association’s favor is we are the only Association in Ohio representing all Participants for the four pari-mutuel racetracks and sixty-seven racing fairs, so the initiative is statewide, coordinated, and comprehensive. The OHHA Board Members balk at times on the costs when they haven’t yet seen any return almost two-years in. However, the benefit of having several USTA Board Members on the OHHA Board has led to a greater understanding of “impressions,” “matrix”, and ultimately realistic “returns” to expect. The Board has been patient and committed with the process. The initiative is at the point where the multiple media touchpoints scheduled for rollout are predicted to generate 50 million impressions in 2017.

With full media roll-out expected to start May 1, 2017 and rotate throughout the year to coincide with the live pari-mutuel racetrack schedules, we are optimistic that the groundwork has been laid and the coordinated and comprehensive approach will roll out smoothly. As the roll-out continues the marketing firms will continue to analyze, determine opportunities for improvement, update content, and fine-tune the plan. The end-goal is to increase attendance and wagering, get the word out, and try to make up for the, “lost generation”. In Ohio win, lose or draw, the Association is putting the best foot forward to market and promote the sport with a cohesive statewide positive, fun, and exciting campaign.

## **March OSRC Meeting Recap**

### **Regularly scheduled Ohio State Racing Commission (OSRC) Meeting recaps from Monday March 27, 2017 and Thursday March 30, 2017 meetings at the Columbus Riffe Center.**

In normal business for the Commission the monthly agenda items were split up between the two meetings. The Approval of the February 22, 2017 OSRC Minutes and ratification of The Executive Director’s Report items were handled March 27<sup>th</sup>. No documents relative to the approvals were provided or disclosed to those in attendance. There was informal discussion between the OSRC Executive Director and Chairman that Fair Waiver approval requests made under administrative rule 3769-15-31(B) (2) may result in the need to amend the Rule. The Racing Commission unanimously ratified the Executive Director’s Report items.

March 27, 2017 agenda items also included an Advance Deposit Wagering (ADW) discussion. No one in attendance provided any written comments in advance of the discussion. Appearing at the discussion with written comments was Luther Heckman who represented attendance on behalf

of his Client, Northfield Park. Mr. Heckman did not bring copies of his written comments so the comments were photocopied for the Commissioners to read during the meeting.

Mr. Heckman’s comments were presented general discussion points subject to modification. They set-out that regulation of ADW in Ohio started in the mid-90’s with Administrative Code Rule 3769-3-32 “Telephone Account Wagering” specifically to deal with Permit Holders that wanted to also provide ADW wagering and that Northfield was one of the first involved. Mr. Heckman further provided data that more than \$100 million or more is wagered yearly on ADW. He also opined that the time had come to update that Code provision to reflect industry changes and the fact that, “it is now practically impossible to claw back wagering shifted from Permit Holder Racetracks to ADW’s”. The comments suggested licensing and regulation be put forward to register, license, and regulates ADW’s. The proposal set forth that any ADW that was in existence prior to January 1, 2013 be exempt from licensing and that those in business from January 1-2013 forward should be subjected to a substantial licensing fee to pay for a suitability

review. Suitability would include a minimum net-worth requirement and fiscal responsibility mandate. In addition to licensure, the proposal offered a set-rate Source Market Fee of 6.5%. Of that Source Market Fee 3.5% was to be paid to the Permit Holders, 2% to Horsemen, and 1% to the State of Ohio and OSRC. The Source Market Fee was to be divided using a north-and-south dividing line with pro-rata division in each half of the State among the Permit Holders based upon each Permit Holder’s respective share of the total on-track handle. Added to the proposal was retroactive payment by ADW’s in the marketplace from January 1, 2013 forward of the historical Source Market Fee that would-have been paid if regulations had been in effect.

In addition to the revenue plan, reporting, auditing, and transparency, Northfield’s proposal would require submission of ADW customer lists, ADW’s and Totalizator wagering and customer records, and prior approval for rebates, offers or other incentives that may be offered to Ohio residents. The last requirement would safeguard against out-of-state ADW’s being able to undercut what could be offered by Ohio’s Permit Holders to

# OHIO'S BREEDING FARMS: DUBLIN VALLEY BREEDING FARMS

BY REGINA MAYHUGH

The rolling hills of Holmes County in Ohio is home to more than just trail bologna, cheese and the bakery items, furniture and other handmade items that pull visitors into the county. Horses inhabit much of the land, whether they are for work, transportation or harness racing. Yes, there are many Standardbred harness horse farms in Holmes and other surrounding counties. One of these Standardbred farms, Dublin Valley Farms calls Fredericksburg, Ohio home.

Robert Hershberger is the owner of Dublin Valley Farms, established in 2007. Joe Yoder manages the four standardbred stallions that call Dublin Valley home: Dontyouforgetit, Southwind Spirit, Manhardt and Beachtree. In 2016, 190 Standardbred mares were bred. There are six full time employees as well as several seasonal part timers who take care of the day to day tasks of Dublin Valley Farms.

Royal Strength, the farms first commercial stallion, and one of the farm's favorite horses, came to Dublin Valley in 2007. "Royal Strength progeny was sought after in the driving horse world and was Robert's initial Standardbred Stallion. The way the Royal Strength progeny carried themselves while being driven was what made them so popular. He also bred a few mares for commercial and racehorse use, but Dontyouforgetit was the first Standardbred stallion that was there solely for the racehorse commercial market," shares Yoder.

Yoder started in the fall of 2013 with Dublin Valley Farms and was part of the first breeding season of Dontyouforgetit in 2014. "Dontyouforgetit has bred a large book of mares because he was a world champion as a 2-year-old on a half mile track making him very attractive here in Ohio. He also has one of the most fashionable families in not only Ohio, but the nation as far as trotting pedigrees go," explained Yoder. Dublin Valley Farm does not keep any offspring for racing, but Yoder is looking forward to watching Dontyouforgetit's first crop race this summer.

Since Yoder joined Dublin Valley Farm in 2014, he is busy with a variety of farm tasks. He is responsible for the marketing, pedigrees, contracts, coordinating the Standardbred breedings, yearling sales and various other farm management tasks. Yoder started working with Standardbreds in the eighties when his wife's aunt and uncle had racehorses. He purchased one of their mares and began raising his own foals. "I have raced a limited number of foals throughout the years, but mainly raised them to sell," Yoder shared. Yoder retired after thirty-five years of teaching in 2013, and when Dontyouforgetit moved to the farm in 2014 to stand, it has become a second career for Yoder.

Yoder shares that a challenge in the breeding farm business is the constant efforts to work with owners and clients to providing good service. What he loves about the business is meeting new people and enjoying the shared love of the horse industry. To better promote harness racing, Yoder says, "Continue to aggressively market the joy and fun in owning and racing standardbreds and to get people to enjoy whatever part of the sport they are part of, whether it is raising foals or racing."



## Equine Affaire Continued from Cover

sport!", explained Winnie Nemeth, Standardbred Program Director at New Vocations,.

Brewster, the Eldorado Scioto Downs mascot, also made appearances and gave the crowds quite a chuckle, especially when he took a walk with Haste. It was truly a fun weekend with so many excellent opportunities to share the Standardbred breed and its many talents! OHHA would like to give a special thank you to Lyndsay Hagemeyer, Logan Harris, Roy Burns and Kacey Burns for volunteering their time in the booth, as well as the USTA and New Vocations for partnering and providing volunteers for such a great public event!



Brewster takes a walk with Haste.  
Photo by Winnie Nemeth

## Chat with Us on Facebook!

### Why is it fun to be a harness race horse owner?

- Maybe this horse isn't "the one". The last horse wasn't... Maybe the next one...or the next. One day, one horse will be "the one". Whether it's an over-nighter that gets you to the winner's circle or the grand circuit champion, getting your picture taken is fun because your horse was the best horse on the track in the last two minutes.

- Travis Amos

### Share with us a favorite moment doing what you love:

- Getting a chance to paddock Purrfect Bags for JoAnn Jim King Jr. She tied the track record for 3-year-old filly pacers at Northfield Park in 2015.

- Raymond Lance

Join us on Facebook

<https://www.facebook.com/OhioHarnessHorsemenAssociation/>

# Ohio County Fairs

## Ohio County Fair History

Answers to April Crossword puzzle....

The first track to get lighting in 1929, allowing fans who worked during the day to enjoy harness racing was **Lucas County**. In the early 1900s harness racing was the main attraction at the Lucas County Fair. The track was the first to get lighting in 1929, allowing horses to race at night so those fans who worked during the day could enjoy the races.

"Engineers from Toledo Edison Co. planned and installed the lighting. Many of the 600 horses quartered here were used over several weeks to test the track for shadows and glare, both for the horses and spectators." - The Blade History of Horse Racing in Toledo 2/16/11  
This brought record crowds in. The track was one mile and many world records were held here. This track has changed names a few times. Before 1965, it was known as Fort Miami Fairgrounds. Later a portion of the fairgrounds became home to the baseball team Toledo Mud Hens.

**Geauga County Fair** disguised the races by calling them "Speed Trials" because harness racing was associated with brutality and gambling. The first races were held in 1860. The winner received a jug of whiskey and he was "expected to

treat the losers".

During WW II the end of the war was announced during the races during the **Mercer County Fair**. It looked like confetti was flying in the grandstands when fans threw their food ration tickets and food stamps into the air.

Various prizes were given during the **Stark County Fair** for premiums, including a \$50 sewing machine presented to an equestrian competitor that has been "purchased by the young men of the county". Other items examples of "premiums" that were given for various agricultural competitions in the 1800's included potato planters and diggers, corn cultivators and hay rakes.

After hosting a joint county fair for many years, the **Clark County Fair** held its first county fair in 1840. A local trotting association was formed then they built a racetrack and grandstand. They held racing until 1997.

**Clermont County** was one of the oldest fairs in Ohio with its first fair was held in 1849. This fair was once called the Boston Fair when it was moved to Boston, Ohio which is now known as Owensville in 1864. The fair has been at that location ever since.

Bobby Burns and Major Mallow raced in the early 1900's and are buried in the infield of the **Fayette County Fair's** racetrack. Their graves

have been destroyed but there are permanent markers where they lay. Bobby Burns was owned by "Uncle" Joe Rothrock. He was known as the nation's leading sire during that time. He was a direct descendant of Hambletonian 10. He was a grand sire to Major Mallow, gelding owned by Carl Mallow. Major Mallow was known as the "King of the half mile track" due to his speed. He didn't start racing until he was five years old and died on the track. He and Bobby Burns both died in 1913 and are buried side by side.



"Trotters and pacers get in final workouts June 6, 1947, before the opening of a four-week harness racing program at Fort Miami. The standard bred can be seen coming down the stretch in front of the grandstand in a morning drill. The site, which later became Maumee Downs, is now the location of the Lucas County Fairgrounds." - From The Blade website.

## HORSES OF THE PAST- CAN YOU NAME THE HORSE?

1.) This pacer was the first Standardbred trained by A.G. (Audra Guy) Gordon of Fayette County when he started in 1908, even though his preference was trotters. This horse was owned by his father.

2.) From 1898-1901 this gray filly from Fayette county raced. Her sire was Bobby Burns (one of leading sires in Fayette county 1890-1910) and dam was Silver Tail. Imp Leamington, a Thoroughbred from Ross county, was her grand-sire.

3.) This trotter in Fayette county was known as "the best racehorse bred in Fayette county" in 1905. He finished first in the Hoster Brewery Stake at Columbus Driving Park (on Livingston Ave.) and won a heat in Lexington, KY in 2:07 1/4, earning him the title of "Fastest Trotting Stallion in 1905".

4.) This chestnut filly had four white legs and a white spot on her belly. She was born in 1847 in Butler county, sold as a 2-year-old for \$30. She was used as a farm animal, then won her first race

at Queen City Course in Cincinnati in 1855.

5.) Foaled in 1909, he was the son of Peter the Great and Jenny Scott. He was the first to win \$50,000 in a single season. He stood in Lebanon, Ohio before his death in 1939.

6.) This horse became a World Champion in 1879, even though he was blind.

Answers will be revealed in the June issue---

## Upcoming Sales / Events

### May 8th- Blooded Horse Sale

Delaware County Fairgrounds- Delaware, OH

### May 21- Upper Sandusky Matinee

Wyandot County Fairgrounds- Upper Sandusky, OH

### May 27- Hicksville Matinee

Defiance County Fairgrounds- Hicksville, OH

### June 3- Charity Night at the Races

Scioto Downs

### May 7 & June 11- Ohio Standardbred & Friends Horse Show

Fairfield County Fairgrounds- Lancaster, OH

### June 15th & 21st- Delaware Qualifying Days

Delaware County Fairgrounds

## Scioto Downs Kicks Off 2017

Jason Roth

Scioto Downs kicks off its 2017 racing season on Tuesday, May 9 at 2 p.m.

With the racing season fast approaching, horsemen are reminded that any horse that wins out of the 8 hole will receive a 10% bonus and any horse that wins out of the 9 hole will receive a 20% bonus. To receive the bonus, the horse must be Ohio sired or fully Ohio owned. Returning to the 2017 Scioto Downs meet will be any horse that finish 6th place in a 10 horse field will receive 3% of the purse. Also on tap, for drivers that finishes 6th through last place will receive \$15.00. For drivers to be eligible to the \$15.00,

they must be an OHHA member. Any driver that would like to sign up to be an OHHA member may contact track rep Brett Merkle.

The condition sheets are available online and in the race office for the first full week of racing. Qualifiers will be regularly scheduled on Mondays starting on May 8 at 10 a.m.

The Jug Preview was well received in the first year since its hiatus 10 years ago. 71 of the top three-year-olds were nominated to the race that will be held on closing night, September 9. Also, on tap for closing night will be the \$225,000 Jim Ewart Memorial. 44 of the sports best aged pacers have nominated to the race that took the honor of "Race of the Year" in 2016.

On Saturday, June 10, the top trotters in the country will make their way to Columbus to compete in the Charlie Hill Memorial for a purse of \$200,000. 45 horses were nominated to the Charlie Hill Memorial including last year's winner and aged male trotter of the year, Obrigado. To see all the nominations to races at Scioto Downs, including the Ohio State Fair, visit [www.sciotodowns.com](http://www.sciotodowns.com)

Scioto Downs will be racing for over \$15-million in purses for the 2017 racing season. Racing will be held at the Columbus, Ohio oval Tuesdays-Saturdays. Wednesday through Saturday post times will be at 6:30 p.m. (EST) while Tuesday and special holiday cards will start at 2 p.m. For a complete race schedule, visit the Scioto Downs website.

## Top Racehorse, Stallion Dragon Again Dies at 22

Sugar Valley Farm

Delaware, OH --- Dragon Again, a winner of more than \$2.3 million on the racetrack and the sire of the winners of more than \$122.7 million, including the \$7.5 million-winner Foiled Again, the sport's all-time richest racehorse, was euthanized Wednesday afternoon (April 19) at Sugar Valley Farm in Ohio, where he had stood stallion duty since 2014.

Dragon Again's death comes one week after Sugar Valley Farm announced the retirement of the 22-year-old son of Dragon's Lair. In making that announcement, Sugar Valley Farm co-owner Joe McLead said Dragon Again had a fused right ankle that was ailing him.

"He's had that fused right ankle the last 14 years and in the last day or so the ankle became just too much for him to deal with. It had begun to take its toll on the rest of his body," McLead said on Thursday morning.

Dragon Again was bred by Andray Farm and was purchased as a

yearling for \$40,000 by Ohioan Ed Mullinax. Mullinax owned Dragon Again his entire racing career and is still the majority shareholder in the Dragon Again Syndicate.

"I consulted with Mr. Mullinax



and we made the decision to euthanize together," said McLead. "We did not want the horse to suffer."

Dragon Again won 29 of 70 starts, with his biggest victory coming in the \$450,000 Hoosier Cup in 1998 at Hoosier Park. Other big wins for Dragon Again included the \$350,000 Canadian Pacing Derby at Mohawk Racetrack and the \$250,000 Prix d'Autumn at Hippodrome de Montreal in 1999, and the \$150,000 Battle of Lake Erie in 1999 at Northfield Park.

Dragon Again's career best of 1:48.3 came on June 17, 2000, when he won the \$87,600 Pacing Classic at Woodbine. At the time the mile was the fastest ever paced in Canada.

Dragon Again was retired following his 5-year-old season in 2000, going on to a stud career at Hanover Shoe Farms in Pennsylvania. He stood at Hanover for 13 years before moving to Sugar Valley in 2014, where the size of his books were 116, 107 and 82 in years 2014-16. Dragon Again bred some mares this season, with a few already pronounced in foal.

In addition to Foiled Again, Dragon Again's other \$1-million-plus performers include My Little Dragon (\$2.3 million); Atochia (\$1.8 million); Aracache Hanover (\$1.7 million); Wakizashi Hanover (\$1.3 million); Versado (\$1.2 million); and Tidewaterdragonfly (\$1 million).

Overall, Dragon Again sired 334 lifetime \$100,000 winners from 940 performers. From those performers, 562 took marks of 1:55 or better. His fastest progeny

were 1:48 winners Foiled Again, Wakizashi Hanover and Vlos.

McLead said Dragon Again was buried on the farm near his paddock by the Sugar Valley office.

"We have a pond near his paddock and there are two oak trees at the back of the pond, and we buried him between those two trees so he can see all the broodmares and his paddock," said McLead.

### CONGRATULATIONS

Aaron Merriman won his 9,000th career win April 4th at The Meadows.

Dot Morgan was selected as a finalist for the 2017 Equine Industry Vision Award from Zoetis and American Horse Publications. The official announcement of the winner and presentation of the award will be made at the Equine Industry Vision Award Breakfast on Friday, June 16, 2017, during the AHP Equine Media Conference and Awards at Saddle Up for Scottsdale in Scottsdale, Arizona. The recipient will be presented with the Equine Industry Vision Award Trophy created by master artisan Peter Wayne Yenawine.

**Thank You to our 2017 P.A.C.E.R.  
Contributors OHHA Pacesetters  
as of 4/25/17 (in alphabetical order)**

Indalcio Arriaga	Aimee Hock	Thomas Miller
Carl Atley	Amy & Calvin Hollar	Harold J Moore
Stephen Bateson	Ryan & Holly Holton	Virgil Morgan, Jr
Harold Lee Bauder	Don "Skip" & Tamara	Dr. John Mossbarger
Donald Bean	Hoovler	Ed & Janet Mullinax
Jason Beattie	Carl Howard	Linda Nance
Betty Beatty	Sheila R Hummel	Laura Nault
Barry & Deberah Bird	Dr. Robert Hutchison	Ronald Oldfield
Brian Boring	Randall Hutchison	John Oliverio
Richard Brandt, Jr	David & Sandra	Christopher Page
Harold & Dianna	Kessen, DVM	Mike Polhamus
Breidenbach	Jeff & Tracy Kidd	Dayle Roof
Jason Brewer	John Konesky, III	Dominick Rosato
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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).

Help support those legislators who support us.

Donate by sending a personal check, LLC check\* or money order to:  
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The OHHA offices receive calls every week from state legislators asking for campaign donations as they attempt to raise campaign financing throughout the year. Thank you do everyone who has donated!

\*Corporate checks are not acceptable for PAC donations. LLC checks only are acceptable for PAC donations.

**Horsin' around with....**

Trainer: Ryan Angus

Angus Race Stable in Northfield, OH.

**How long have you been training? Do you train full or part time?** I train full time and have been doing so on and off for the past 24 years.

**How did you get started?** I got started in the business from helping my grandfather Fritz Beinhauer, great uncle George Beinhauer and uncle Rick Beinhauer.

**Any favorite horses over the years and what makes them a favorite?** That's a tough question. I've had many over the years. It's tough to not like one that makes money and goes fast. Reel MN Don, Classic Rock 'N Roll, I Like It Hot, Nova Scotia Hanover, Big Risk to name a few.

**Share something about one of your current horses? Anything you'd like to highlight about one of them.** Classic Gent, he's a tough racehorse and made over \$130,000 just racing at Northfield alone last year.

**What is your favorite food?** Crab Legs.

**Any other hobbies besides harness racing?**

Wrestling, hunting and fishing

**Do you have any family/friends involved in racing?** My wife and kids are involved in the business along with anyone with the last name Beinhauer and many friends.

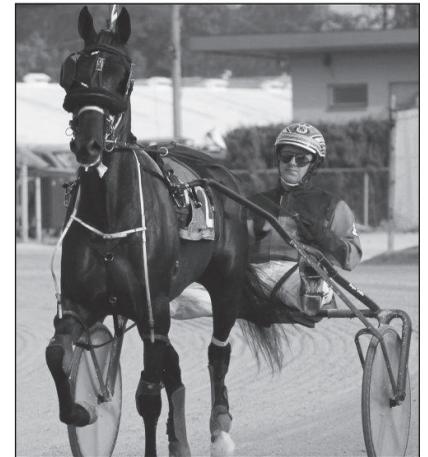
**How can horsemen do a better job of promoting harness racing and help build the number of fans in the stands?** You have to cater to a younger crowd, shorter times in between races, more action throughout the time. The tracks could do a better job of having live bands, open bars, promotions and give aways. People want deals and rebates not expenses.

**Share some fun facts about yourself.** I am 42 years old and have been in harness racing my whole life. I drove horses a couple of years and was also a blacksmith for many years. I am a family man with 3 kids and another on the way in July.

**If you also drive, tell me a little about your experience driving? How long have you been driving and how did you get started?**

I've been driving horses on and off since I was 16.

**Are you also an owner and/or breeder?** I don't own any at this time.



**JOIN US!**

**SATURDAY, JUNE 3<sup>RD</sup>**

**AT SCIOTO DOWNS  
FOR CHARITY NIGHT**

**AT THE RACES!**

**Charity Night  
at the Races**



**Racing To Make a Difference!**

**2017**



## OSRC March Report Continued from page 4

Ohio Residents.

Chris McErlean Penn Gaming's Vice President of Racing appeared without written testimony to provide oral comment on Penn Gaming's perspective as a multi-jurisdictional racing entity with an iGaming platform. His discussion included commentary on Pennsylvania, Massachusetts, and New Jersey Regulation. He also discussed West Virginia, who is engaged in the same process that Ohio is right now, a legislative initiative to regulate and enforce ADW wagering. He also discussed Penn's operations in Texas and Florida as being in the same position that Ohio is, without regulation or enforcement. And in New Jersey, Penn's Freehold Raceway has a closed state-operated system which they do not participate in as an operator, but share in the revenue. Mr. McErlean opined that ADW is the largest single-source of revenue in the industry right now. Overall there were a multitude of different jurisdictional approaches to regulation and oversight and no one-size-fits-all strategy. Penn Gaming's perspective was reasonable licensing and regulation with the goal of all being able to participate on a level and fair playing field.

Dave Basler Executive Director of the Ohio Horsemen's Benevolent and Protective Association (OHBPA) provided additional comment on fixing Host Fee rates and ADW's using their market share powers to their benefit. On fixing Host Fee rates only those with strong wagering power like the New York Racing Association, Churchill Downs, and Del Mar can move their Host Fees upwards without losing a significant amount of customer base. Same with ADW companies, the environment is very complex and Source Market Fees is a difficult area to regulate because they are starting to be phased out and the larger companies will withhold signals they control if they are not happy with price points. Mr. Basler provided the example of the Elite Turf Club and Racing and Gaming Services, with their pricing model being electronically set and extremely cost conscious. These two ADW's operate on spend margins and know what they will or will not spend at. Within Ohio Mr. Basler approximated 20-25% of all Ohio ADW handle was contributed by these two ADW's and the price-points they were contracted at are firm price points, they will not contract for deviation from their set-price point without withdrawing handle from a racetrack on an equivalent basis. Additionally, they do not pay

Source Market Fees.

After individual comments the Chairman set forth that further study and input from industry stakeholders would occur as the regulation and enforcement of ADW's was considered.

The Racing Commission adjourned into Executive Session to discuss employment hiring, and employee-related compensation. Upon the conclusion of the Executive Session there would be no further business so the Motion and Vote was taken to adjourn into Executive Session and conclude the meeting.

### ***The remainder of the OSRC regular monthly agenda was continued to Thursday, March 30, 2017.***

In normal business March 30<sup>th</sup>, the Commission approved the Executive Director's Report items for Scioto Downs, Thistle Downs, and Belterra Park. All three requested a waiver of their Surety Bond for 2017, approval of their Officials List, Number of Races and Wagering Format, Post Times, Simulcasting Schedule, and Letter to the Fire Marshall for their 2017 race meets. There were no documents disclosed or discussion surrounding the applications. The Racing Commission unanimously approved all requests.

By way of a Letter request, Hollywood Gaming at Dayton Raceway volunteered to re-open their 2017 permit and apply for one additional make-up day from the 2016 cancellations on their racing calendar, the Wednesday prior to Thanksgiving, November 22, 2017. The Racing Commission asked for input from the Ohio Harness Horsemen's Association. The Association inquired as-to whether there would be further consideration on the three remaining 2016 cancellation days under the Association's letter request made on December 27, 2016 and 3769.089(B)(2). The Chairman of the Racing Commission set forth an inability to apply make-up days in 2017 under the new permit for those cancelled in 2016 under the old permit as the basis for denial. Despite the 2017 permit currently being re-opened to add 2016 days for the cancellation. The Chairman further cited 3769.089(B)(5) "natural disaster" or "unexpected circumstance" as the basis for waiver on the minimum number of days required in 2016. Therefore, it was within the Racing Commission's discretion not to reschedule the three additional 2016 days cancelled onto the 2017 permit. The Association respectfully disagreed that the cancellations fell within the definitions of a natural disaster or unforeseen circumstance as the only basis provided for in Ohio Revised Code, at that

time the Association was summarily dismissed and ordered to sit down. The Racing Commission unanimously approved Penn Gaming's request.

There was no monthly status update on Permit Holder and Horsemen's Agreement Negotiations between Belterra Park and the Ohio Horsemen's Benevolent and Protective Association (OHBPA).

The Racing Commission's Consulting Veterinarian, Dr. Robertson provided the details on the horse racing related catastrophic fatalities for 2017. For the month of March there was 1 Thoroughbred fatality and 1 Standardbred fatality. The 2017 year-to-date totals being 6 Thoroughbreds and 1 Standardbred.

The OSRC Financial Report was provided with February totals putting the OSRC \$64,000 ahead of February 2016, but that was somewhat illusory because the Department of Agriculture's bill was \$100,000 less than it should have been, which will be carried over. The biennium end still shows them in good fiscal shape tracking with 2016. The amount of revenue in the bank was up from the prior report to approximately \$1,848,000.

The last agenda item was a reconsideration of Amended Administrative Rule 3769-2-43 for the Thoroughbred stakeholders, which is a rule necessary for Belterra Park and the Ohio HBPA's net VLT revenue share percentage to be set. There was a ten-minute recess for those in attendance to receive and read the rule. After the recess the Racing Commission unanimously approved sending the amended Rule to the Common Sense Initiative.

For a transcript of either meeting contact the State Racing Commission. The next scheduled Racing Commission meeting date is April 24, 2017 at 10:00 which includes an Out-of-Competition Testing workshop at 10:00 a.m. in Room 1948, Riffe Center, 77 S. High St., Columbus.

***OHHA SENDS CONDOLENCES TO THE FRIENDS AND FAMILIES OF DAVID ABBOTT, LEE BLODGETT, KATHY BURLINGAME, TAMI SUE SMITH & ARNOLD STANLEY.***

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Ohio Harness Horsemen's Association  
850 Michigan Avenue, Suite 100  
Columbus, Ohio 43215-1920



## Regina's Equine Spotlight



Sydney Rain Williams poses with McRaven. Photo by Raymond Lance.

Congratulations to the connections of McRaven (McArdle - Scooch - Real Desire) for winning the Hackett at Miami Valley Raceway on April 22<sup>nd</sup>!

Sydney Rain Williams, McRaven's groom, shares about McRaven:

He is a complete sweetheart & loves attention. He is a bit more feisty this year than he was last year though. I fell in love with him as a two year old because he's so easy going, and great to take care of. On top of that, just a happy personality. If he would have it, he would get attention and love all day. Not to mention he's quite handsome. Before they came home from Florida last year, no one really thought highly of him. Not until he got to Delaware and really got trained down did it click. He just might be a really nice horse. He is my favorite. He makes me proud and I really hope the summer goes well for him!

Note: Correction on Horse Spotlight in the April Issue. Trainer was Jeff Fout, not Stout. Apologies for the typo.

## NAME THAT HORSE!

Scotch McEwan was named in memory of the breeder's brother, Scot Ewing, who had passed away at age 56. The name was an adaption of his name with a slant toward the family's Scottish ancestry.

-Rebecca Ewing-Buckner

MC Girl was named after Milford Center, the small town we are from and Kaceys Snow Day was born on a day school was cancelled for snow, so I got to see her.

- Kacey Burns

Krusty the Clown was named after Simpsons character and his mom is Giggles the Clown.

- Kenneth Terpenning

Have a fun name to share and maybe a story behind it? Comment on the Facebook link, call the office or send an e-mail to [rmayhugh@ohha.com](mailto:rmayhugh@ohha.com). Thank you for sharing!