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# Turf Publicists of America

## Official Newsletter

Summer 2015

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### Welcome back!

#### Welcome to the Turf Publicists of America newsletter.



In every article you read, people are asking - what will a Triple Crown mean to racing?

It's a legitimate question, of course, but the answers being posited are mere speculation that serve only to reinforce the respondent's pre-existing agenda. The honest response is that we have no idea. Thirty-seven years ago racing's place in the public consciousness was completely different, as was the world around it. Any comparisons between what a Triple Crown meant in the 1970s and what it will mean in 2015 are mostly useless.

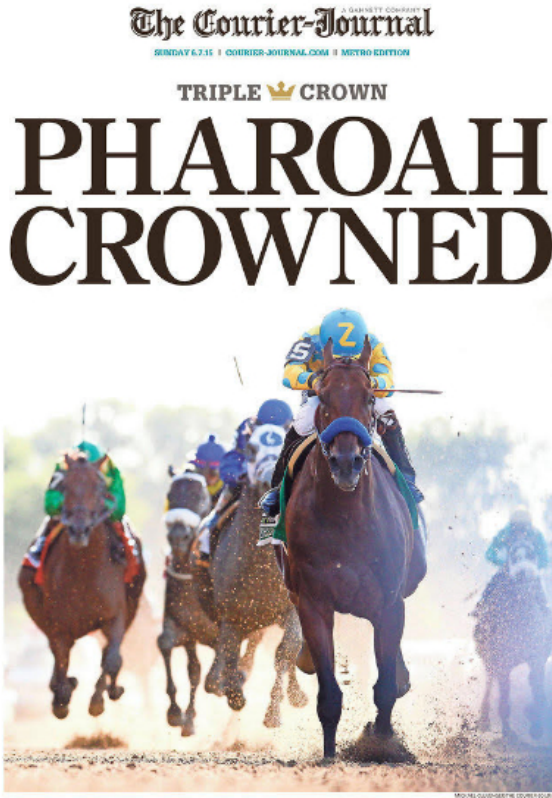
And yet, it's a question that won't go away, so we better try to have some answers. To that end, I've asked the officers of the TPA to tell us how the Triple Crown is already impacting their work lives and what long-term effects they expect the rest of this year. We've also got some excellent first-hand accounts from folks who were on the frontlines during the Belmont Stakes, either at the track or beyond.



It will be many years before we understand the long-term impact of this century's first Triple Crown. What I do know from reading these updates, though, is that turf publicists are working hard to harness the excitement and do their part to keep the positive vibes going.

See you at the races!

**Jim Mulvihill**  
**President**  
**Turf Publicists of America**



**The New York Times**  
Late Edition  
"All the News That's Fit to Print"  
VOL. CLXXV, No. 56,880  
SUNDAY, JUNE 7, 2015  
NEW YORK, SUNDAY, JUNE 7, 2015  
\$5.00

## The Secret History Of SEAL Team 6

Quiet Killings, Blurred Lines and a New Kind of American Warfare

This article is by Mark Hosenet, a New York Times reporter who has covered the military and intelligence communities for more than a decade. He is the author of the book "The Secret History of SEAL Team 6: Quiet Killings, Blurred Lines and a New Kind of American Warfare."

They have killed dozens of al-Qaeda leaders, including Osama bin Laden, and they have been instrumental in the war on terror. But the story of SEAL Team 6 is one of quiet killings, blurred lines, and a new kind of American warfare. The team has been instrumental in the war on terror, but their actions have also raised questions about the limits of military power and the role of the military in domestic affairs.

**Riding Into History by Five and a Half Lengths**  
American Pharoah is First Triple Crown Winner Since 1919

American Pharoah, the 12-year-old bay colt, won the Kentucky Derby, Preakness Stakes, and Belmont Stakes in a historic feat. The horse was trained by Zayat Stables and ridden by Victor Espinoza. The win marked the first time a horse has won the Triple Crown since 1919, when Secretariat won the same three races.

**Hastert Rushed To Earn Money Amid Payouts**  
Rep. Dan Burton (R-Ind.) was accused of rushing to cash in on the American Pharoah win.

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**Sunday Los Angeles Times**  
SUNDAY, JUNE 7, 2015  
latimes.com

## Auto title loans snag the unwary

High-cost loans are parking consumers to borrow against their cars as rules on other lending are tightened.

Auto title loans are a way for consumers to borrow against their cars. The loans are typically for short terms and have high interest rates. They are often used by people who need cash quickly and do not have other options. The loans are often used by people who are in financial trouble and need cash quickly. The loans are often used by people who are in financial trouble and need cash quickly.

## HORSE RACING'S CROWN PRINCE

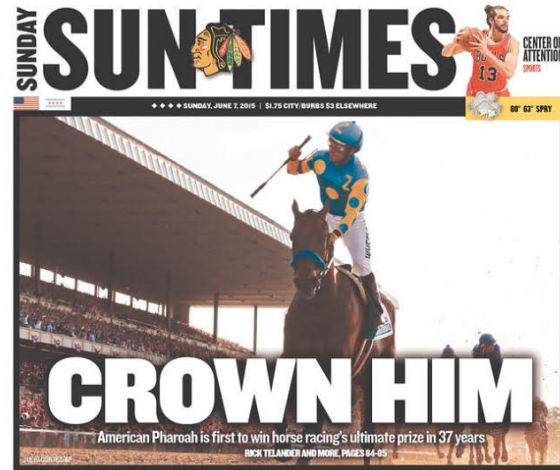
American Pharoah ends 37 years of frustration

American Pharoah, the 12-year-old bay colt, won the Kentucky Derby, Preakness Stakes, and Belmont Stakes in a historic feat. The horse was trained by Zayat Stables and ridden by Victor Espinoza. The win marked the first time a horse has won the Triple Crown since 1919, when Secretariat won the same three races.

## Funding, not ideology, fuels majority leader

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Welcome to our newest TPA members!

- Carrie Asalon, Director of Membership & Marketing, Thoroughbred Owners and Breeders Association
- Claire Crawford, Digital Content Manager, Del Mar
- Joel Cunningham, Editorial Director, PM Advertising
- Barbara Fossum, Board of Directors/Social Media, Old Friends
- Gemma Freeman, Industry Relations Manager, Stonestreet Farms
- Cindy Grisolia, Media Relations and Administration, Old Friends
- Mark Hoard, Copywriter, PM Advertising
- Danielle Nichter, Marketing and Fundraising Coordinator, Thoroughbred Aftercare Alliance

Inside Belmont Stakes Week with the NYRA Press Office  
by Lynne Snierston, TPA Vice President

***Bobby Orr's "The Goal" to capture the 1970 Stanley Cup. Michael Jordan's "The Shot" in the 1989 NBA playoffs. John Elway's "The Drive" in the 1987 NFL playoffs. Franco Harris' "Immaculate Reception" in the 1972 NFL playoffs. Bobby Thompson's "The Shot Heard Round the World" to win the 1951 National League pennant.***

Millions of avid sports fans across North America claim to have been in the stands for those most magical and memorable moments in sports history. If my guess is correct, years down the road plenty more will assert that they were among the 90,000 announced race goers at Belmont Park when American Pharoah ended the 37-year-old Triple Crown drought.

What the Zayat Stables' homebred colt and trainer Bob Baffert accomplished certainly ranks along with those moments at the pinnacle.

Almost everyone I know seemed to be not only part of it, but was emotionally invested in it.

Friends, family, neighbors, acquaintances, and non-sports and non-racing colleagues, most of whom normally show very little to absolutely zero interest in Thoroughbreds or racing, reached out to let me know that no matter where they were nor what was going on otherwise, they watched the Belmont on TV.

Not only did they watch, they said they were all rooting wholeheartedly and cheering like crazy for this extraordinary and exceptional colt to win, and they were genuinely excited, energized, and elated when he did.

Even for an old warhorse like me, someone who remembers when Secretariat, Seattle Slew and Affirmed raced into history, the moment was thrilling beyond measure.

Moreover, being a member of the crackerjack communications team that NYRA assembled for the Belmont Stakes Racing Festival, and the one assigned to cover American Pharoah and his entourage all week, was an incredible 10-day on-site experience and one to never be forgotten.



Although the experience was enormously professionally gratifying and what we all live for as turf publicists, it was also challenging.

While the Triple Crown quest was certainly the highlight of NYRA's Belmont Stakes Racing Festival, many of North America's best horses were competing in 16 stakes, about a dozen of them graded and six of them Grade 1s, over the three-day event. The communications crew was responsible for covering and handling all down to minute detail.

The print side of our team had the media kit to research, write and assemble; daily notes to report, write and disseminate on a timely basis; stakes advances, full recaps, and news releases to turn around on a dime; the post-position draw and luncheon in Manhattan to plan and execute, the follow-ups, and what seemed like 100 other things to handle every day.

Then there were the countless, and I do mean countless, interview requests and demands from the national, international and local broadcast outlets, complete with 4 a.m. set-ups for live shots, that the electronic side of the team had to manage.

As turf publicists, you will appreciate that the demand for credentials was off the charts, starting the moment after American Pharoah won the Preakness, and three additional press boxes needed to be created and set up. But even though NYRA set a May 20 deadline for requests, interest kept growing so much that the deadline still had to be extended to May 29. By then, more than 1,200 credentials had been issued, and requests were still coming.

It should come as no surprise that even on Belmont Day, some "media" just showed up in the press office expecting to be issued an all-access credential and a press box work station.

As for the lead up to the Belmont, the intensity ramped up day by day, particularly once American Pharoah, Baffert and the Zayat family arrived on the grounds. While there were many very good stories we were telling about other very good horses and other very good races, the Kentucky Derby and Preakness winner's quest for the Triple Crown was The Big Story.

American Pharoah's connections and his entire entourage have my enduring gratitude for being nothing short of fabulous. They were kind, gracious, generous, cooperative, and accessible from start to finish.

Should you need proof, consider that on the morning after the Belmont and before American Pharoah was to get on the van to the airport for his flight back to Churchill Downs, Bob Baffert personally took down the barriers and invited the assembled media to come right up to his stable star and pet him!

As Bob said, he wanted to show everyone how sweet, loving, gentle and kind American Pharoah is and intended to share him. As anyone who has been around Thoroughbreds and racing knows, this

was something extraordinary.

Speaking of extraordinary, enough good things cannot be said about my NYRA communications teammates and enough high praise cannot be bestowed.

Headed by NYRA Communications Director John Durso and Assistant Communications Director Jenny Kellner, and with an assist from consultant Jim Gluckson, the publicity/public relations/media relations/communications effort was outstanding. The Triple Crown task, along with all of the other stakes, was Herculean but the Big Pressure was handled and the Big Story was covered with the best possible outcomes.

I don't know if any of my non-sports and non-racing people will continue to follow American Pharoah, become as passionate about our sport as we all are, or even attend their local track on some Saturday and make a \$2 bet.

What I do know is that is that the NYRA team in particular, and our sport in general, did a spectacular job helping to ignite their interest. Now it's up to all us to fan the flame.

**Arkansas Derby Winner American Pharoah Becomes Pride of Oaklawn**  
*by Jennifer Hoyt, TPA Vice President*

***American Pharoah did it! The Rebel Stakes and Arkansas Derby winner became the first horse in 37 years to win the Triple Crown when he completed the sweep in the 147th Belmont Stakes June 6.***

American Pharoah's Triple Crown win was the latest endorsement for Oaklawn's 3-year-old series and also helped erase the bitter memories of a failed Triple Crown bid by Smarty Jones in 2004 on a day that many longtime Oaklawn employees remember very well. Smarty Jones had been a much-needed shot in the arm for Oaklawn, which was celebrating its 100th year of operation, when he won the Southwest, Rebel and Arkansas Derby en route to victories in the Kentucky Derby and Preakness Stakes before his narrow defeat in New York. He also blazed the trail for horses like champions Afleet Alex, Curlin and Summer Bird along with Kentucky Derby winner Super Saver and Preakness winner Oxbow before American Pharoah put an exclamation point on arguably the best Triple Crown prep series.



"This was a great day for racing. It was great day for Arkansas and a great day for Hot Springs," said Oaklawn General Manager Eric Jackson after watching the race. "Today, we were able take a major step in fulfilling the promises we made to legislators and the citizens of Hot Springs in 2005. If they would allow us to be competitive with an additional product line, we would use those resources to enhance racing. And today, Arkansas and Oaklawn played a major role in creating racing history - a day that all Arkansans can take pride in."

Next to Belmont Park, the most enthusiastic crowd on June 6 was arguably at Oaklawn where we celebrated with American Pharoah Fest. In the days leading up to the race, both Governor Asa Hutchison and Hot Springs Mayor Ruth Carney signed proclamations declaring it "American Pharoah Day" and the fans responded in a big way. It was a memorable afternoon that included live music, cash giveaways and commemorative poster and trade card giveaways. When American Pharoah crossed the finish line 5 ½ lengths in front, the crowd erupted and the cheering went on for several minutes with everyone hugging and trading high-fives.

Although a part of me was wishing I was at Belmont, I was able to celebrate the Triple Crown victory with my husband and two kids as well as many friends and co-workers. It will definitely go down as one of my favorite days at the track. And, the best part is, it has kept racing in the forefront, at least here at Oaklawn. Normally this time of year gaming becomes the priority, but even the gaming employees are talking about American Pharoah and are already excited about next season.

Oaklawn is very fortunate to have media that are actually interested and knowledgeable about horse racing, but having a Triple Crown winner will certainly help generate even more excitement heading into our 2016 race meet. I actually received an email from a person in El Dorado, AR that said he became a racing fan watching American Pharoah and was looking forward to coming to Oaklawn next year for the first time. Our challenge here at Oaklawn and at every track welcoming the new fans will be to make sure that they come and have the best experience possible so they keep coming back.

## Making American Pharoah the Focus at NTRA — by Jim Mulvihill, TPA President



**Within minutes of American Pharoah's muddy romp in the Preakness Stakes my iPhone was inundated with text messages and voicemails from multiple producers at the Today Show.** They were eager to have Ahmed Zayat, Bob Baffert and Victor Espinoza as their guests for live interviews the next two mornings. Just as importantly, they also wanted to ensure that none of those guys appeared on their chief rival, Good Morning America.

These are the types of scenarios that only arise with a Triple Crown in play. After lining up Baffert and Espinoza from the Pimlico Stakes Barn on Sunday, our friends from NBC insisted I fly straight to New York City for the in-studio segment on Monday. My only missions were to make sure everyone got to Rockefeller Center on time and to guard against anyone going rogue and ending up on ABC, as California Chrome's owners had done a year prior.

Considering NBC put up tens of millions of dollars to broadcast the Triple Crown races, the network had every right to be disappointed in 2014 when Steve Coburn granted exclusive headline-generating interviews to Good Morning America. The Today Show was determined to avoid being burned again this year and went to great lengths to establish relationships with owners and trainers of all the top 3-year-olds leading up to the Kentucky Derby. The NTRA helped them accomplish this with personal introductions that paid off as the stakes got higher.

By the time American Pharoah captured the attention of the entire country, the Today Show was already in good with his human connections. The producers had shown up to congratulate everyone at the Derby post-race press conference and welcomed Team Pharoah onto their show twice after the Preakness. For other major sports, taking care of broadcast partners first is not only a given, it's usually a contractual obligation. But in the fractured world of racing, NBC is guaranteed practically nothing once they sign off from Belmont Park. The NTRA was all too happy to show them the ropes and assist them in securing important interviews for other NBC properties, such as The Tonight Show Starring Jimmy Fallon, Access Hollywood and Telemundo.

Now we want to keep the momentum going the rest of the year. For a variety of reasons - from an innate interest in "greatness" to being so bombarded with images of a horse that people feel like they know him - American Pharoah's appeal has crossed over to the mainstream. Even Baffert, who had won the Kentucky Derby three times before, said at his Churchill Downs barn one morning recently that he "didn't realize it was going to be this big."



At NTRA Communications, we've already adjusted plans and schedules to get the most out of this unprecedented attention. Both Joan Lawrence and I will be on the ground anywhere the Triple Crown winner shows up to race, regardless of whether it's a NTRA member track. We're here to facilitate positive coverage for racing and to support racetrack press offices that are rarely staffed to handle hundreds of credentialed media. If a national news outlet wants to do a story on American Pharoah or his connections, we'll help them navigate the idiosyncratic world of Thoroughbred racing.

Each fall NTRA Communications hosts a series of "Road to the Breeders' Cup" National Media Teleconferences that make it easy for journalists and broadcasters to connect with key players in important Breeders' Cup prep races. The usual schedule already includes previews of races that are possible targets for American Pharoah, such as the Haskell Invitational and the Jockey Club Gold Cup. However, more calls will be added should he run anywhere else. We intend to give the media -

especially those that can't travel to the races - as many opportunities as possible to connect with Zayat, Baffert and Espinoza, all of whom have been generous with their time.

Meanwhile, the popularity of American Pharoah is creating new opportunities that funnel through the NTRA. While most of the offers ultimately will be decided by the owner and trainer, the NTRA is a logical first point of contact for people who don't know how to reach the appropriate connections. From documentary filmmakers pitching ideas for television series to any number of manufacturers seeking merchandising rights, we're all too happy to explain the landscape and make introductions.

### Data Can Help Define Greatness — by Rhonda Norby, TPA Vice President

**Behind every great sporting achievement and outstanding athletic performance are numbers and statistics that help define it.**

- Joe DiMaggio's MLB hitting streak - 56.
- Bill Russell's number of NBA championships - 11 in 13 seasons.
- Brett Favre's starting streak in the NFL - 297 games over 18 ½ seasons.

The numbers "31" and "2:24" might not mean anything to general sports fans, but for horse racing fans those numbers define what is arguably the greatest performance of all time - Secretariat's 31-length triumph in the 1973 Belmont Stakes that was completed in a record-setting time of 2 minutes and 24 seconds flat to become the first Triple Crown winner in 25 years.

#### BELMONT PARK - June 6, 2015 - Race 11

STAKES Belmont S. presented by DraftKings Grade 1 - Thoroughbred  
FOR THREE YEAR OLDS. By subscription of \$600 each, to accompany the nomination, if made on or before January 17, 2015, or \$6,000, if made on or before March 23, 2015. At any time prior to the closing time of entries, horses may be nominated to The Belmont Stakes upon payment of a supplementary fee of \$75,000 to the New York Racing Association, Inc. \$15,000 to pass the entry box and \$15,000 additional to start. All entrants will be required to pay entry and starting fees; but no fees, supplemental or otherwise shall be added to the purse. The purse to be divided \$800,000 to the winner, \$280,000 to second, \$150,000 to third, \$100,000 to fourth, \$60,000 to fifth, \$45,000 to sixth, \$35,000 to seventh and \$30,000 to eighth. Colts and Geldings, 126 lbs.; Fillies, 121 lbs. The winning owner will be presented with the August Belmont Memorial Cup to be retained for one year as well as a trophy for permanent possession and trophies to the winning trainer and jockey.  
One And One Half Miles On The Dirt **Track Record:** (Secretariat - 2:24.00 - June 9, 1973)  
**Purse:** \$1,500,000 Guaranteed  
**Available Money:** \$1,500,000  
**Value of Race:** \$1,500,000 1st \$800,000, 2nd \$280,000, 3rd \$150,000, 4th \$100,000, 5th \$60,000, 6th \$45,000, 7th \$35,000, 8th \$30,000

EQUIBASE  
COMPANY

 [Video Race Replay](#)

**Weather:** Clear **Track:** Fast  
**Off at:** 6:52 **Start:** Good for all

Last Raced	Pgm	Horse Name (Jockey)	Wgt	M/E	PP	1/4	1/2	1m	1 1/4	Str	Fin	Odds	Comments
16May15 <sup>13</sup> PIM <sup>1</sup>	5	American Pharoah (Espinoza, Victor)	126	L	a	5	1 <sup>1</sup> 1/2	1 <sup>1</sup> 1/2	1 <sup>2</sup>	1 <sup>3</sup>	1 <sup>5</sup> 1/2	0.75*	ins, ask upr, drew clr
2May15 <sup>11</sup> CD <sup>4</sup>	6	Frosted (Rosario, Joel)	126	L		6	3 <sup>Head</sup>	5 <sup>1</sup>	2 <sup>1</sup> 1/2	2 <sup>3</sup> 1/2	2 <sup>2</sup>	4.10	ins 2nd, angle, no match
2May15 <sup>11</sup> CD <sup>7</sup>	7	Keen Ice (Desormeaux, Kent)	126	L		7	5 <sup>1</sup> 1/2	4 <sup>1</sup> 1/2	5 <sup>1</sup>	4 <sup>2</sup>	3 <sup>Neck</sup>	17.20	3-4w to 1/4, up for 3rd
2May15 <sup>11</sup> CD <sup>8</sup>	1	Mubtaahij (IRE) (Ortiz, Jr., Irad)	126	-	-	1	4 <sup>1</sup> 1/2	3 <sup>Head</sup>	3 <sup>1</sup>	3 <sup>1</sup> 1/2	4 <sup>7</sup> 1/2	14.10	left rail 1/2, no rally
2May15 <sup>11</sup> CD <sup>11</sup>	4	Frammento (Smith, Mike)	126	L		4	8	7 <sup>Head</sup>	4 <sup>1</sup> 1/2	5 <sup>4</sup>	5 <sup>2</sup> 1/2	21.70	rail run 2nd, 4w upper
9May15 <sup>3</sup> BEL <sup>1</sup>	3	Madefromlucky (Castellano, Javier)	126	L		3	6 <sup>4</sup>	6 <sup>3</sup> 1/2	6 <sup>1</sup>	6 <sup>1</sup>	6 <sup>2</sup> 3/4	14.60	3w 1st, 4w 2nd, tired
16May15 <sup>13</sup> PIM <sup>2</sup>	2	Tale of Verve (Stevens, Gary)	126	L		2	7 <sup>2</sup>	7 <sup>1</sup> 1/2	8	7 <sup>1</sup> 1/2	7 <sup>1</sup> 3/4	19.90	2p & ask 2nd, empty
2May15 <sup>11</sup> CD <sup>8</sup>	8	Materiality (Velazquez, John)	126	L		8	2 <sup>1</sup> 1/2	2 <sup>Head</sup>	7 <sup>Head</sup>	8	8	5.40	3w turns, gave way

**Fractional Times:** 24.06 48.83 1:13.41 1:37.99 2:02.33 **Final Time:** 2:26.65  
**Split Times:** (24:77) (24:58) (24:58) (24:34) (24:32)

**Run-Up:** 80 feet

**Winner:** American Pharoah, Bay Colt, by Pioneerof the Nile out of Littleprincesemma, by Yankee Gentleman. Foaled Feb 02, 2012 in Kentucky.  
**Breeder:** Zayat Stables. **Winning Owner:** Zayat Stables, LLC

After a 37-year wait, Thoroughbred racing has a new Triple Crown champion, and once again data is being used to access where American Pharoah's Belmont Stakes win rates among other Triple Crown winners in their respective final leg:

- His final time of 2:26.65 was second only to Secretariat's 2:24.
- He ran the fastest final quarter of all 12 Triple Crown winners.
- His 5 ½ length margin of victory ranks fourth behind Secretariat, Count Fleet (25 lengths) and Citation (eight lengths).

As the official record keeper of the sport, Equibase's primary role is data collection and producing the official charts for every Thoroughbred race in North America. Every chart represents a piece of history and therefore is taken seriously, but you can believe some of the best chartcallers were assembled and extra care was taken in producing the chart for the first Triple Crown winning Belmont

Stakes winner in 37 years!

[Click here for the official Belmont Stakes chart.](#)

Equibase also support its racetrack partners, industry organizations and the media in promotion of the sport. As the marketing and communications manager for Equibase, I serve on the front lines in assisting with whatever statistics are needed to promote racing - whether the stat needed is for an individual story, a specific race/event or for the television talent teams covering the sport's biggest events. There is no bigger event in racing than a horse going for a Triple Crown, and it was personally rewarding for me to not only support colleagues who have covered the sport so well for years but to help many from the mainstream media such as CNN, CBS Sports, Wall Street Journal, etc., who were being exposed to racing for the first time.

Equibase over the years has also developed many services that package data and deliver it in a way that helps serve the fan base. Fans can follow American Pharoah and his human connections through Equibase's free Virtual Stable notification service and they can relive all of American Pharoah's graded stakes wins with the free America's Best Racing app. The Stats Central area of equibase.com provides race fans, the media, and turf publicists much greater access to data. The uptick in pageviews for American Pharoah's profile page, along with the profile pages for Bob Baffert, Victor Espinoza, and the graded stakes pages for each leg of the Triple Crown, is one small indicator that this achievement has resonated well beyond racing fans.

What ultimate impact will be felt from American Pharoah and his thrilling Triple Crown win? Will more people tune in to horse racing? Will wagering increase? Will business at racetracks improve? Will the sport attract new owners? Only time will tell, but one thing is for sure...data will play a role in the measurement of whatever impact happens whether great or small.

Equibase has developed many tools to leverage and assist in the promotion of stars at each and every racetrack, both equine and human. And I am here if you ever have a question or a data need...just give me a call!

#### **Farms, Sale Companies and the Triple Crown Impact --- by Joe Bacigalupo**

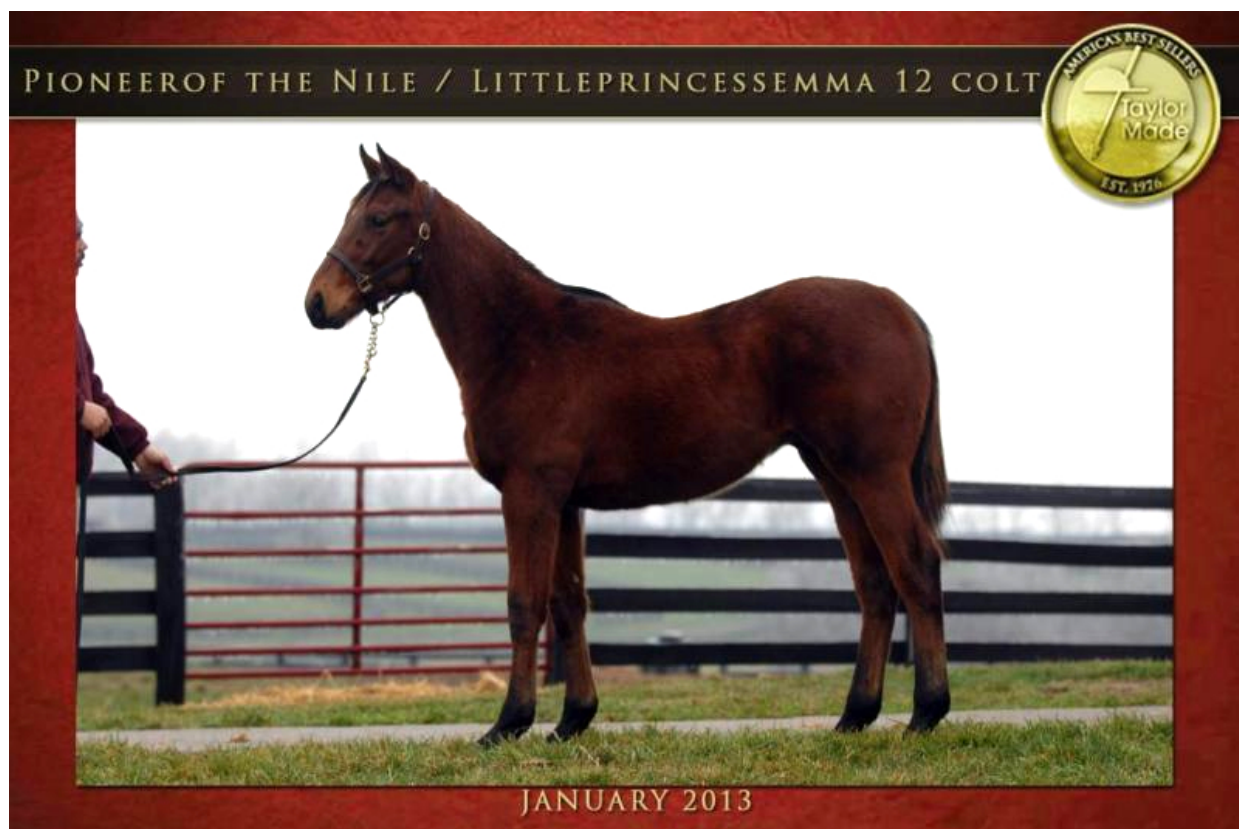
***How will American Pharoah's Triple Crown sweep impact the horse racing industry?*** No one really knows at this point but everyone can speculate, so I will too with a little help from my friends.

I'll take a stab at what all of this may mean for racehorse ownership. Are legions of new owners going to line up to get involved now that the 37-year Triple Crown drought has ended? Will American Pharoah's historic spring campaign rejuvenate former owners who left the game and inspire their return? Both are interesting questions, especially for me and the position that I hold at the National Thoroughbred Racing Association (NTRA).

My role with the NTRA is closely tied to owners, breeders, consignors and sale companies. The NTRA partners with all major domestic Thoroughbred sale companies to raise money to support its federal legislative work on Capitol Hill. Each month on the calendar has at least one sale and some have several, giving sellers and buyers the opportunity to contribute to the NTRA a small percentage of the sale price of each horse. We call it membership development. Some call it fundraising. No matter, the NTRA relies on this arrangement to maintain its presence in Washington, D.C., and in the halls of Congress.

I attend nearly 20 sales each year at venues in Lexington, Ocala, Saratoga Springs, Del Mar and elsewhere and have witnessed new owners enter the game as individuals and quickly depart when their return on investment either is low, slow or both. A better approach for new owners may be through joining a partnership, which makes owning a racehorse more economical and less risky than going solo. And, maybe most importantly, partnerships offer ease of entry for someone with little prior knowledge of what is required to be an owner. Interestingly, longtime owners also have started to join partnerships as a way to reduce risk, share some comradery and maybe add a dash of good karma. Call it a trend if you like, but I believe partnerships will continue to grow in popularity and those who manage them will see more interest from newcomers following American Pharoah's success.

You may already know that the 12th Triple Crown winner was for sale as a yearling at a public auction and could have been purchased by one of many individual owners or partnerships who bid on horses that August evening in 2013. Taylor Made Sales Agency consigned the colt at the Fasig-Tipton Saratoga Selected Yearling Sale for owner/breeder Ahmed Zayat. But no bids reached the reserve price and Mr. Zayat bought back the son of Pioneerof the Nile and sent him to Florida to begin his early training. The rest of the story is, well, legendary but still unfolding.



Boyd Browning, Jr., president of Fasig-Tipton, America's oldest Thoroughbred auction company, shared his thoughts on the potential effect of American Pharoah on the industry:

*"The remarkable performances by American Pharoah in the Triple Crown races have certainly created a significant amount of positive attention and interest in Thoroughbred racing. Although I don't expect a dramatic impact on auction sales short-term, the Triple Crown winner will certainly have a positive influence on both current and potential participants at the sales."*

Mark Taylor, Vice President of Public Sales and Marketing at Taylor Made Sales Agency, consignor of American Pharoah at the Fasig-Tipton Saratoga Select Yearling Sale added:

*"A Triple Crown winner is definitely going to help. However, it would be hard to guess how much because we have not had this happen in 37 years. The market has changed so much that there really are not any meaningful comparisons. I believe that there are many people in America who have considered getting into racing but for whatever reason have not taken the first step. An event like this could give them the push they need. Also, there are many existing owners who have watched with envy as this Triple Crown unfolded. I think many of them will up the ante in pursuit of that life-changing horse. Our industry has major systemic problems that American Pharoah cannot solve. Hopefully he can at least remind everyone how great this sport CAN be when the right horse comes along!"*

I agree with Mark, especially on his last two thoughts. Like many sports and other forms of entertainment, horse racing has its share of internal and external struggles that cannot be solved even by the biggest star athlete or performer. But we have horses, and it's hard not to be invigorated by one as magnificent and accomplished as American Pharoah.

Not that I necessarily expect any of you to jump into racehorse ownership this year but I invite TPA members from all over the country to attend a yearling sale in 2015, especially those of you who have never done so. There is a decent chance that I will attend a sale near you, so look me up ... I would enjoy accompanying you on your maiden voyage. The first yearling sale on the calendar is at Fasig-Tipton on July 9 in Lexington, Kentucky, a sale that in 2013 produced two of American Pharoah's closest pursuers this spring - Dortmund and Firing Line. I'll bring my checkbook if you bring yours, partner.

### **Inside the OTB: A Temp Teller's Triple Crown Experience**

*by Dave Zenner, TPA Secretary/Treasurer*

***Suburban Chicago OTB players erupted with joy as American Pharoah completed his sweep of the elusive Triple Crown after 37 years of varying degrees of futility. But to get a feel of the reaction in this particular facility, one needs to go back to the Kentucky Derby five weeks earlier.***

Shortly before the Derby, this facility nearly closed as the food and beverage partner was facing severe issues. There's never a good time for that to happen but the stellar management at Hawthorne Race Course - who operated the wagering operation under its Club Hawthorne moniker - was able to get enough F&B to keep the operation. A strong marketing attempt to dispel any rumors floated by its competitors was launched and proved quite effective.

I had the privilege of trying one of the few frontside jobs I had yet attempted - mutuel clerk. And let me tell you folks, it ain't easy. I was fortunate enough to be surrounded by clerks with far more experience and very quickly the savvy Pick 3, Pick 4, and Pick 6 players knew to stick to the more experienced crew. In fact, when I'd see lines backing up, I'd shout, "Open over here - can help newbies!" And that's what I did for the lion's share of the time.

During the race everyone was cheering but, this being the Derby, there was cheering for pretty much all 18 horses. After the race, with it being somewhat chalky, I cashed a lot of tickets. I stayed on into the evening so the day shift - all whom put in long hours - could go home at a decent hour.

I served a different role on Preakness Day, helping people use the self-service terminals, as well as signing them up for the new Club Hawthorne wagering app. Of the three races, the Preakness was the lightest crowd and I was able to get home to sit in front of my 52" screen long before Larry Collmus said, "They're off in the Preakness!"

Back behind the lines for the Belmont, I was alone in a section mostly propagated by SSTs but still did brisk business. By this time I was more comfortable at the controls and could handle almost bet sent my way.

As the field loaded for the Belmont, it got eerily silent in the facility. The manager cranked the volume and you could hear the crescendo not only in Collmus' voice as he called history, but amongst even the most grizzled cynics. I recorded much of it for posterity but didn't record much after the race as one of my customers wanted to bet the next at Hoosier!

Back to reality. After the race I cashed very few tickets. I think many - especially the \$2 Win or \$2 WPS - will remain that way. As will mine.



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