

# Symposium to address improving racing's image

How the outside world perceives the racing industry, particularly younger generations, is a focus of the 35th annual University of Arizona Race Track Industry Program's Symposium on Racing and Gaming in Tucson.

The industry gathering, which runs from December 8-11, includes the Turf Publicists of America Big Sport of Turfdom award reception as well as 30 exhibitors in a trade show-style setting.

The symposium's panel discussions begin on December 9 and run through the event's conclusion, and

topics related to the perception of racing are on the agenda for each of the three days.

The afternoon sessions on December 9 include a Mark Kaufman workshop on the power of blogs and a panel entitled "Perceptions, realities, and pressure" about the changing face of racing.

On December 10, National Thoroughbred Racing Association Senior Director of Marketing Fritz Widaman



**RON McDANIEL**

will discuss how to speak to racing's diverse demographic target market in a panel entitled "Gen Y and Baby Boomers."

The symposium concludes on December 11 with Ron McDaniel, chief executive officer of the marketing agency Buzznoodle.com, offering a discussion and

workshop on e-marketing.

Two of the biggest factors that affect people's perception of the Thor-

oughbred racing industry are horse safety and tote security. Safety and welfare discussions will dominate the closing sessions with a discussion about reporting and preventing horse injuries kicking off the afternoon on December 11, and an update on industry initiatives concluding the symposium. The Jockey Club is heavily involved in both discussions.

This year's annual luncheon has shifted from offering a keynote address to conducting an awards cer-



emony with the TPA presenting trainer Larry Jones with the Big Sport of Turfdom award and the RTIP presenting its alumni and students

with various awards.

The symposium begins with the inaugural Conference on Officiating Horseracing. Other industry meetings include an Association of Racing Commissioners International Model Rules Committee meeting and an International Tote Protocol meeting.—*Ed DeRosa*