

Saturday,  
January 28, 2012

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O'Brien Awards on Tap Tonight...p3  
Speed Still King at Meadowlands...p4  
Presidential Preview...p5



BRUSH  
and CRUSH  
Dean Towers

### Spending Money To Make Money: How Marketing the Sport Works

In August 2010, after almost two years of vigorous study, Standardbred Canada announced a "Racing Development and Sustainability" (RDSP) blueprint. The plan focused on several areas that they thought could grow the harness racing brand, put people in the seats, and increase handle.

Their press release at the time read, in part, "<http://trot.ca/ontarioracing>. The concept is to establish, fund and execute an aggressive plan aimed at making Ontario harness racing self-sufficient through a concerted investment in development, technology, marketing and advocacy. "

The price tag was about five percent of purses, primarily from the almost \$180M of slots money doled out each year. As we know, the idea was summarily rejected by the power brokers in Canadian racing and never got off the ground. When I read last week's Harness Racing Update it became even clearer how little the five percent asked for really was. Purses were up over eight percent at Woodbine and Mohawk Racetracks in 2011 for harness racing (where the bulk of Canadian harness purses are given out). If the RDSP was enacted, and even if it did not bring one more dollar into racing from an ROI perspective, participants would still be racing for more money at the flagship tracks in 2011 from 2010.

The plan may have been rejected, but the fact remains that spending money on just purses and breeding from slots has not grown the brand or helped the customer much. Purses grow the supply side of the curve, not the demand side, and it's simply not what successful entities do in the 21st century to grow.

According to Robert Scarpelli of HLT Advisory, horse racing spends only 1.7% of total revenues on product marketing and promotion. This compares to some casino's which spend over 20% of total revenues. In addition, bingo spends upwards of 500% more than racing does. When bingo outspends us at that rate, I think we can all agree we have a serious problem.

For a look at what a stand-alone, brand building organization does in terms of marketing and promotional budgeting, I spent some time with Peter Rotondo, Vice-President of Media and Entertainment for the Breeders' Cup.

The Thoroughbred World Championship has achieved growth so far this century, and it wasn't by accident. According to their most recent income statement, marketing and promotion spend (in all aspects) totaled about \$9 million, or just over 20 percent of their entire budget. This was done while paying out a record \$26 million in purses for the event.

"Marketing and promotion encompasses virtually everything we do," says Peter. "Our goal is to grow ticket sales, television viewership, increase handle - do everything we can do to build our brand."

How do they spend and allocate new spend? The list is long, it's ever changing and like most good plans, it rolls with the punches. If something works, they do more of it. If something fails, they scrap it.

"A lot of what we do for on-track promotion involves the community and local television affiliates," noted Rotondo. (Continued, page 2)



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"Saturday tends to sell itself, but for Fridays we try and fill the seats. Last year for the event at Churchill, we partnered with the University of Louisville by offering a "Free Ride" promotion where we gave away a \$10,000 scholarship. We gave away a \$10,000 free bet on the Ladies Classic, too, and we had a winner because they bet Royal Delta."

Not only do you need people in the seats, you need to spend money to increase handle. The Breeders' Cup gets a portion of each dollar bet as bottom line revenue, just like horsemen would've gotten back a portion of the RDSP revenue in Canada for purses.

"We brought advance deposit wagering companies aboard and looked for customers who had not made a bet since the Triple Crown," Rotondo continued "We offered bonuses if they played the Breeders' Cup. We also worked with 17 racetracks nationwide via a digital marketing program. If a customer signed up via a website, we emailed vouchers with free bets. We grew our database and the tracks that participated noticed a handle bump."

On Saturday's big day, the Breeders' Cup created a handicapping contest; again something the RDSP in Canada had as a plank in their platform.

"We have the biggest money handicapping contest in the World on Saturday," said Rotondo. "125 players entered last year, and we gave them the royal treatment with seats in the Gold Room at Churchill. The person who won started with \$100 at Bcqualify.com. He took home \$272,000 and had a ticket punched for the National Handicapping Cham-

pionship in Las Vegas with a chance at a million more. We try and treat our bettors right."

The Breeders' Cup does not only spend money on customers and work on cultivating them to come back, they also try and make the event the very best for participants. For example, celebrity chef and horse owner Bobby Flay hosted a "Taste of the World" event where chefs from participating Breeders' Cup countries made authentic dishes for participants.

Flay told WHAS-TV, "I thought why not have an event where we bring food from all the countries that compete in the Breeder's Cup and all the people who participating and competing in the Breeder's Cup the night before? It's almost like breaking bread, and the next day we go to work."

There are numerous other events the Breeders' Cup organizes each year that try and make participants feel welcome.

"It costs a good deal of money, with travel and time, to race in a Breeders' Cup race, and we want to show the owners, trainers and connections how much we appreciate them coming. We want them to have a great time and come back again," said Rotondo.

I often hear from our harness racing participants, "Why can't we do what the Breeders' Cup does?"

It looks fun and exciting. It brings a new fan to the track, or to a TV set or online, and it exposes them to our wonderful sport. We all love this game and we want others to love it, too, but the fact is it takes money and a central organization with everyone aboard to achieve that; it doesn't happen by itself.

Standardbred Canada asked for five percent of purses to try and achieve many of the things that Peter Rotondo and the team at the Breeders' Cup do. It was revolutionary, it was actionable and it was forward-thinking.

Can someone remind me again why the industry said "no?"

The groundwork has been laid by the Breeders' Cup and others. The planning has been studied and completed by organizations like Standardbred Canada. We just need to coalesce around the principles and give up a little bit of slot money today - state by state and province by province - so our sport has a chance to thrive tomorrow.

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## San Pail the Brightest Star at O'Brien Awards

By Keith McCalmont

**TORONTO**- On Saturday night the stars of harness racing will come out to shine at the O'Brien Awards honouring Canada's best in harness racing from the 2011 campaign.

Undoubtedly the brightest star of the night will be **San Pail** (San Pellegrino) whose owners Glenn Van Camp and trainer Rod Hughes will arrive at the banquet content in the knowledge of certain victory as their gelding was the unanimous choice as Canada's Older Trotting Horse of the Year.

It is the third trophy in this division for the son of San Pellegrino, who won 14 of 16 starts while banking a category best \$1.2-million. The fan favourite captured the

Glorys Comet, Maple Leaf Trot, Nat Ray, Credit Winner and Allerage Trot and then repelled a stacked field in the \$602,340 Breeders Crown Open Trot to win by a neck over European invader **Rapide Lebel** in a time of 1:51.4.

There's no doubting which one of the 23 O'Brien nominees is favoured to be named Canada's Horse of the Year by the end of the night.

Driver of the Year is a second category that could be singled on your scorecard by placing a checkmark beside the name, Jody Jamieson.

'Double J' topped all reinsman with \$11.6-million in purse earnings on the back of 468 wins. The 35-year-old boasts wins in the North America Cup and the World Driving Championship (WDC) to bolster his past performances while in search of his third honour. Just one look at the O'Brien finalists associated with Jamieson -

**Frenchfrysvinegar** (Angus Hall), **Monkey On My Wheel** (Mach Three), **Up The Credit** (Western Terror) and **Warrawee Nedy** (E Dee's Cam) - speaks volumes on the driver's talent.

If the stats don't impress you, just ask Jamieson's fellow finalist Scott Zeron, nominated along with Randy Waples, which driver would earn his vote.

"Jody...undeniable," states Zeron. "What an amazing year he had to represent Canada (at the WDC) and demolish the

competition and then he goes to another driving series (Tioga/Meadowlands Driving Competition) against the American drivers and wins that too."

The 22-year-old driver is in awe of Jamieson's accomplishments.

"Anything to think of, he did it," says Zeron. "He won the North America Cup which is my dream race. So I would be very honoured just to finish second to Jody. At the same time, Randy, he had San Pail who is going to be the horse of the year...I'm going to say that 2012 will be my year."

Despite his youth, it is no longer appropriate to describe Zeron as, 'up and coming' - - the kid has arrived and he's winning at an impressive rate having led all Canadian drivers in 2011 with 539 wins.

Earlier this month, Woodbine track announcer Ken Middleton issued the following tweet in support of Zeron.

"Renee (TV host, Kierans) keeps calling Scott Zeron an up-and-coming driver. He's not up-and-coming, he's here! Winning like crazy. :)," tweeted Middleton.

Zeron appreciated Middleton's missive.

"I saw that," laughs Zeron. "Ken calls every race I'm in at Woodbine, so for him to acknowledge that I'm not just somebody that's trying to work their way up the ladder...it's amazing he's suggesting that I'm there and winning races. Hopefully I'll be there for a long time."

Although Zeron seems somewhat dismissive of his own accomplishments, it must be acknowledged that the driver worked hard in 2011 to earn his current status as a Woodbine regular.

"I was trying to get my foot in the door on the WEG circuit," admits Zeron, who made 3015 starts in 2011. "At the same time I was working the 'B' tracks going as hard as I could everywhere. Come April, I started to get familiar with Woodbine and Mohawk and get a lot of drives and I just kind of stuck there all year. Towards the latter part of the year I focused more on the stake horses and followed them all over the place."

Zeron, who earned a nomination in this category in 2010 when he won 606 races, believes he grew as a driver in 2011.

"It's amazing that I had less wins this year than I did the year before, but I had almost double the money," states

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Zeron, whose bankroll bulged to \$8.1-million, up from \$4.4-million in 2010. "It was a far superior year. This year I'm going to focus again on driving more stake horses and quality versus quantity."

If Zeron accomplished enough in 2011 to split the vote, perhaps it will be Waples who accepts the trophy on Saturday.

The 46-year-old Waples, a three-time O'Brien winner, notched 227 wins in 2011 leading his horses to more than \$8.6-million in purse earnings. Waples is the regular driver of O'Brien finalist **China Pearls** (Kadabra), but will be best remembered for his sensational drive in the Breeders Crown pushing San Pail hard through the opening quarter to keep Rapide Lebel parked three-wide en route to a narrow victory.

If the driver category is destined to be lock, there will, however, be drama in other categories, in particular for Trainer of the Year, which sets up as a match race between Jeff Gillis and Tony O'Sullivan. The 34-year-old Gillis conditioned 108 winners as his stable banked \$3.8-million, led by O'Brien nominated older trotting mare Frenchfrysnvinegar. Gillis also conditioned top three-year-old pacer **Mystician** (Camluck) who earned \$695,000.



**San Pail is a lock to be named Canada's Horse of the Year** (Lisa Photo)

more than \$3.9-million in earnings thanks to a stable that included stalwarts such as pacing colt **Alsace Hanover** (The Panderosa) and pacing mare **Maureen Rocks** (Rocknroll Hanover).

The battle for Three-Year-Old Pacing Filly of the Year between Monkey On My Wheel and **See You At Peelers** (Bettor's Delight) is sure to be hotly contested. The Bettors Delight filly See You At Peelers thrilled harness racing fans by beating the boys in the Art Rooney and continued an incredible win streak that lasted 22 races before being toppled at the Meadowlands.

Monkey On My Wheel, a somewhat less heralded \$5,500 purchase in 2009, proved profitable in 2011 banking in excess of \$800,000 in a seven-win campaign topped by a victory in the Breeders Crown final in a personal mark of 1:49.3. The fleet-footed daughter of Mach Three is owned by Mac Nichol and trainer Travis Umphrey.

**Betterthancheddar** (Bettor's Delight) won more races but earned less 'cheddar' than his counterpart Up The Credit in the three-year-old pacing colt division, but did he do enough by winning the Breeders Crown to take the prize on Saturday?

The son of Bettors Delight ended his 2011 campaign with

five-consecutive wins taking his total to ten for the season, while banking \$771,116 in purses. In addition to taking the elimination and final of the Breeders Crown, his top wins included the American National and the Windy City.

Up The Credit earned \$1,118,953 in 2011 thanks to an emotional victory in the \$1.5-million Pepsi North America Cup for the father-son combo of Carl and Jody Jamieson. The final couldn't have been scripted any better had it been written by Hollywood screenwriters as Jody, on Father's Day, steered the Western Terror fellow first-over and powered on home down the lane to provide a lucrative gift for his father. Up The Credit's eight wins on the season also include scores in the Somebeachsomewhere, taken in a career-best 1:49, and The Diplomat.

Seelster Farms Inc. and Warrawee Farm are the nominees in the Armstrong Breeder of the Year category. Seelster Farms boasted a whopping 154 starters in 2011 who banked in excess of \$2.7 million from 281 trips to the winners circle. The Ontario-based breeder's top talent include **Prodigal Seelster** (Camluck), **Traverse Seelster** (Angus Hall) and **Adaymer Seelster** (Modern Art), who all topped the \$100,000 mark.

The 31 starters from Ontario's Warrawee Farm won 101 races in 2011 while banking more than \$2.4-million. Top Warrawee Farm starters included Mystician, Warrawee Needy and **Mister Herbie** (Here Comes Herbie).

The winners will be announced Saturday evening at the O'Brien Awards banquet at the Delta Meadowvale Hotel in Mississauga, Ontario.

## Meadowlands, More Speed-Favoring Than Ever?

By Bill Finley

Despite the new banked turns, speed is still dominating at the Meadowlands.



Through the first nine nights of racing at the Big M, 50 of the 102 (49 percent) races contested have been won by horses that were first or second at the half-mile call.

Thirty-one of those races were won by the horse who had the lead at that point.

If anything, the Meadowlands is even more speed favoring than it was at this same time last year. There were 106 races held during the first nine programs in 2011 and 41 of those races (39 percent) of those events were won by horses who were first or second at the half-mile call. Twenty-five of those races were won by the horse who had the lead at that point.

Closers are having a hard time winning in 2012. Twenty-three horses have closed from sixth or further behind to win after nine nights this year for a rate of 23 percent. During the same point last year, 27 winners from sixth or more for a rate 25 percent.

New track operator Jeff Gural had the turns banked at the Meadowlands in hopes that that would give closers a better shot by giving them a slingshot effect on the turns.

Gural had been told by gamblers that the racing had become too speed-oriented.

The chart below shows where the winners were at the half-mile call in 2012 and 2011:

2012

Position	Winners	Percentage
1st	31	30
2nd	19	19
3rd	10	10
4th	12	12
5th	7	7
6th	9	9
7th	8	8
8th	2	2
9 +	4	4

2011

Position	Winners	Percentage
1st	25	24
2nd	16	15
3rd	13	12
4th	16	15
5th	9	8
6th	14	13
7th	9	8
8th	3	3
9+	1	1

**USTA Offers Standardbred Driving School at New Venue** (USTA press release)

**Columbus, OH** --- The 14th annual edition of the USTA Standardbred Driving School will be held in the Goshen, N.Y., area from May 30-June 3.

“We are very excited to be able to conduct this year’s school in the New York area which will make the school more accessible for people who live in the East,” said Chip Hastings, the school’s founding director. “In addition to the new venue, the school has been extended to five days and will offer more hands-on instruction with horses than in year’s past.”

Classroom instruction will be held at the Harness Racing Museum and Hall of Fame with stable work taking place at both the Goshen Historic Track and the Mark Ford Training Center.

The school begins Wednesday evening, May 30, with a welcoming reception/dinner and special keynote speaker. Classroom and hands-on instruction will be conducted each day, Thursday through Saturday, with six lucky students being chosen to drive in a special driving school race during the Sunday afternoon matinee program at the Goshen Historic Track on June 3.

Join the fun and excitement in this one of a kind opportunity for educational and hands-on experience. Participants must be at least 16 years of age. There is a registration fee of \$350. Students must provide their own transportation and lodging. Most meals are furnished.

For more information, or to enroll online, go to

<http://www.ustrotting.com/standardbred-driving-school>

Those who might be interested in attending should not delay, enrollment in the USTA Driving School is limited.



**Saturday at the Meadowlands**

**Race 10. \$110,500, Pace. The Presidential Final**

Post Horse	Sire	Trainer/Driver
1 Summer Camp	Rocknroll Hanover	Green/D. Miller
2 Golden Receiver	Village Jove	Harder/Sears
3 River Shark	Four Starzzz Shark	Ford/Tetrick
4 Blatantly Good	Albert Albert	Fraley/Pierce
5 Fred And Ginger	Real Artist	Burke/Callahan
6 I Wanna Go Fast	Three Olives	Samartino/Page
7 Silent Swing	Northern Luck	Ford/A. Miller
8 Annieswesterncard	Western Hanover	Burke/Gingras
9 Vintage Master	Western Ideal	Takter/Dube
10 Rockin The House	Rocknroll Hanover	Burke/Kakaley

To view TrackMaster pps of the Presidential click [here](#)

**Presidential Is Tough Spot For Golden Receiver**

*By Bill Finley*

Through the first two legs of the Presidential Series at the Meadowlands **Golden Receiver** (Village Jove) has been outstanding, winning in successive weeks in fast times. But tonight’s \$110,500 final could turn out to be a much stiffer task for the 7-year-old gelding, who will have to overcome some tough competitors and, perhaps, a pace scenario that won’t be to his liking.



**Golden Receiver is the 9-5 favorite in the Presidential Final** (Lisa Photo)

With Brian Sears driving, Golden Receiver played catch-me-if-you-can in the opening two rounds, leading every step of the way. With the speedy **Silent Swing** (Northern Luck) having drawn outside of him and with **Summer Camp** (Rocknroll Hanover), a horse who has some gate

speed, getting the one post, tonight’s race could include a hot and heavy pace.

“When they go for money like this generally they race hard,” Golden Receiver’s trainer Mark Harder said. “It could be a mess, but that’s beyond my control. It will be up to Brian Sears, and I have all the confidence in him. Our horse doesn’t have to have the front. He’ll come off the helmet.”

Should the race set up for a closer then **Vintage Master** (Western Ideal) might go out a winner. With \$2.15 million in career earnings, this will be his last start before he heads off to stud at Winbak Farm of Canada.

"Vintage Master is a great horse and there's a reason why he's going to stud," Harder said. "He's probably the best closer in the field and Golden Receiver is probably the best speed horse. We'll see how it plays out."

Golden Receiver will be making his 100<sup>th</sup> career start and will be seeking his 40<sup>th</sup> win.

"We'll probably put him in the odd big race here and there in the summer," Harder said. "He hasn't been able to do it in the past and whether he can in future remains to be seen. Maybe he is better now than he's ever been. He deserves a chance to race them and see what happens."

## HANDICAPPING TONIGHT'S PICK 4

*at the Meadowlands*

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By Brett Sturman

### Race 6: Clyde Hirt Final

THEBESTOFJOEL made a good first impression two weeks ago when he first landed here from Canada to just miss in that hard used 1:51:3 mile. As expected, he did one better last week in the second leg of this series when he turned the tables on his new rival to win in the fastest time of that night, 1:50:1. Yannick has already won 5 races on Thursday, off to a hot week. CAM B ZIPPER got the worst of it in an oddly run race last week, but a week prior would have won if not for a skip late in the stretch. Notice that Daley now lists Pierce. BOLERO ANDREW just got nailed up the inside last out by the top choice; it was still another top effort after brushing to the lead in a :54 half. That was some mile last out for SPECIAL T ROCKS with Bier, get's the ultimate test now. The Fraley entry of REAL FLIGHT and FLOWMASTER obviously has to be respected, but I thought both of them might have been just a little stronger last week; particularly Flowmaster on the barn change.

### Race 7: N/W \$23,750 L5

WARNING ZONE followed up his 1:49:2 mile two weeks ago with another front end mission win in 1:49:1 last week. He confidently fended off the 9/5 pocket sitting Burke horse, and even more amazingly paid another 5/1. In career form. NEW RELEASE is another on a tear and may give the choice some fits in trying to make the front tonight. Goes first start for Remmen off the claim from Crogan; let's see how his form stays. DOUBLETROUBLE moves all the way to the inside now and he can go with these. Has beaten these types before here, and had sneaky pace from an

impossible spot last week. TRANSCENDING couldn't get by last week despite the garden trip; can still win tonight if the pace sets up for him. BET ON ROULETTE lost all chance when he was unexpectedly forced out three wide last week when marching up strongly.

### Race 8: N/W \$16,000 L5

WESTERN SHORE drops to a level he probably hasn't seen in years, as he comes off races against River Shark and Golden Receiver. The 'Shore' of old would beat these by double digits, but this isn't exactly a lock. We'll see. NOBLE FALCON has raced incredible the last two weeks despite the wear and tear on him from last year. Would have swept two back if not for the break and still almost got there last week after the winner was already long gone. See how New Release did in the 7th tonight for further possible hints. MIAS BOLD MANEUVER was used through a :26:1 opening quarter when he won two weeks ago, Coleman barn off to another strong start. WESTERN TRADEMARK is another that closed from out of the clouds last out. He won following the layoff since September and while some of these might be just bit too much, I'm shocked no one dipped in and took him last week for \$30K.

### Race 9: N/W \$10,000 L5

It's fascinating seeing how some of these NZ imports adjust here. BONDY N shows recent lines Down-under against the likes of Auckland Reactor and Monkey King, and put up a 1:51:1 win last week despite not starting since September and now being 11 years old! I don't think many U.S. based horses could have accomplished that feat, well done by Tritton. That was a deserved win too, I'm anxious to see if he's good again tonight against a slightly better field. LAHAYE had to need his start last week, and if Ford has him ready he can threaten here at a big price. Watch out. BLUERIDGE WESTERN might be the favorite from the rail. He's another that looks to be a couple steps behind his prime and wasn't exactly super when last seen here two starts ago. If I'm live in the Pick 4 however heading into this race, I wouldn't exactly feel great if he were not on the ticket. RESCUE PLAN didn't inspire last week when he was the even money favorite. If you can overlook that one race though, he does fit. Chance for redemption.

#### The Plays

\$16 ticket: 6-7 / 6-8 / 2-4 / 1-9

\$54 ticket: 6-7-8 / 1-6-8 / 2-3-4 / 1-9

## HAVE SOMETHING TO GET OFF YOUR CHEST?

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## Meadowlands Report

### Friday's Results:

**6, M, \$25,000, Pace**, Mares Preferred, M, 27.1, 56.0, 1:24.4, 1:53.1, FT

**Higher And Higher (m, 5, Western Terror--Pro Bowl Best, by Cambest)** O-Daryl Scott Bier & Glenn F Del Russo & Charles A Dombeck. B-Perfect World Enterprises. T-Daryl Bier. D-Daryl Bier, \$12,500, Lifetime Record: 48-20-10-9, \$781,338

To view replay click [here](#)

## Woodbine Report

### Friday's Results:

**3, Wdb, TROT, \$75,000.** LIFETIME DREAM - FINAL - 4 & 5 YEAR OLD MARES. NW \$200,000 LIFETIME AS OF OCTOBER 31, 2011. 28.2, 58.2, 1:28, 1:58.1, GD

**1-Firstclassprincess (br,m,4 - Classic Photo-Princess Pan-Supergill)** O-Michael D Andrew B-Georgia Coyle,NCSherri K Meir T-Ron Burke D-Jody Jamieson Lifetime Record: 30-6-9-7, \$234,715

**2-Sashay** (b,m,4 - Yankee Glide-Invincible Dream-Conway Hall) O-Steve H Stewart, Randall W Day B-Steve H Stewart,KYJohn A Schm T-Frank Oreilly D-Sylvain Filion

**3-Nordic De Vie** (b,m,4 - Angus Hall-Nordicdish-Yankee Glide) O-Kjell Magne Andersen B-Joie De Vie Farm Llc,NJ T-Torgeir Hagmann D-Randall Waples  
Winning Margin: 3

To view replay click [here](#)

Firstclassprincess (\$7.80) was at the top of her class as she cruised to victory in the \$75,000 Lifetime Dream Trotting Series final.Driver Jody Jamieson sent Firstclassprincess uncovered as they straightened up down the backside and took over command at the half-mile mark. She remained strong on the lead and cruised home for the three length score in 1:58.1. Sashay (Sylvain Filion) settled for second while Nordic De Vie (Randy Waples) rallied home off cover for third.

It was the first win this year for 4-year-old mare who

improved her lifetime record to 6-9-7 in 30 outings and boosted her career earnings to \$234,715. She previously hit the board in her two prior 2012 starts in the Lifetime Dream Series.

**6, Wdb, PACE, \$50,000.** BLIZZARD - FINAL - 3 & 4 YEAR OLD FILLIES & MARES. NW 2 RACES OR \$20,000 LIFETIME AS OF OCTOBER 31, 2011. 27.3, 57.3, 1:25.4, 1:55, GD

**1-D Gs Tinkerbelle (br,m,4 - Cambest-Bolero Ultima-Jate Lobell)** O-Daniel Surprenant-Guylaine Fortin B-Denim Stable,NY T-Guylaine Fortin D-Luc Ouellette  
Lifetime Record: 17-8-6-2, \$94,661

**2-The Summer Wind** (b,f,3 - Rocknroll Hanover-Sundowner Lilly-Artsplace) O-Gestion R Zane Inc B-Stormi And Bruiser Stable,NY T-Tony Osullivan D-Scott Zeron

**3-Bee Fullof Steinam** (b,m,4 - Life Sign-Caliterra-Camluck) O-ICR Racing, Michael Timpano, Anthony Leber B-Kendal Hills Stud Farm LtdDr T-Dean Nixon D-Paul Macdonell

Winning Margin: 1T

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D Gs Tinkerbelle (\$6.70) won the \$50,000 Blizzard Series final by 1-3/4 lengths in 1:55. It was her second win this year after winning her first leg division of the Blizzard Series and finishing a close second in round two.

Driver Luc Ouellette sent D Gs Tinkerbelle first over from fifth. They moved into second and applied pressure to favorite Bee Fullof Steinam as they approached the third quarter mark. That rival gave way as the pressured was turned up and D Gs Tinkerbelle pushed ahead in deep stretch and edged away.

The 4-year-old Cambest-Bolero Ultima now has a career record of 8-6-2 in 17 starts with earnings totalling \$94,661 for trainer Guylaine Fortin who also co-owns.

**8, Wdb, PACE, \$35,000.** FILLIES & MARES PREFERRED. 27.2, 55.3, 1:24, 1:52.4, GD

**Voelz Hanover (b,m,7 - Astreos-Vassar Hanover-Big Towner)** O-Richard Berthiaume B-Hanover Shoe Farms Inc, T-Benoit Baillargeon D-Mario Baillargeon  
Lifetime Record: 99-25-19-13, \$1,187,864

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**12, Wdb, PACE, \$27,000.** FILLIES & MARES, NW 4 RACES OR \$110,000 LIFETIME. AE: 4 YEAR OLDS, NW \$7,200 LAST 3 STARTS. AE: OPT. CLM. \$35,000. 27.1, 56, 1:23.4, 1:53.1, GD

**Hat Trick Honey (b,m,5 - Million Dollar Cam-Naughty Nettie G-Albert Albert)** O/B-Stuart L Bolender,Elora,ON T-Tan Micallef D-Sylvain Filion  
Lifetime Record: 36-6-6-4, \$116,565

To view replay click [here](#)



# Yonkers Report

## Friday's Results:

**5, YR, \$20,000, Trot, NON-WINNERS OF \$18,000 IN LAST 6 STARTS, M, 27.3, 58.2, 1:28.0, 1:59.1, FT**

**Mugshot Jess (g, 5, Jailhouse Jesse--Photo Emmy, by S J's Photo)** O-Walter Gower. B-Fred E Morgan Jr. T-Taylor Gower. D-Taylor Gower, \$10,000, Lifetime Record: 52-11-6-11, \$104,318  
To view replay click [here](#)

**6, YR, \$33,000, Pace, F&M OPEN HANDICAP POST POSITIONS 1-4 ASSIGNED POST POSITIONS 5-8 DRAWN, 27.1, 57.1, 1:25.0, 1:55.1, FT**



**Oceans Motion** (Lizzi photo)

**1-Oceans Motion (m, 5, Camotion--Cr Charisma, by Dream Away)** O-Robert J Lovett. B-Rod Allen Inc. T-Chuck Connor Jr. D-Jordan Stratton, \$16,500, Lifetime Record: 50-15-4-9, \$161,590

**2-Arctic Fire N (m, 6, Courage Under Fire--Smooth Ice, by Smooth Fella)** O-Noel M Daley.

B-Jordash Breeding Trust, NZ. T-Noel Daley. D-James Rattray, \$8,250

**3-Bling (m, 6, Scoot Outa Reach--C The Glory, by Raging Glory)** O-Baron Racing Stable. B-Polo Stables. T-Pj Fraley. D-George Brennan, \$3,960

Calls: 4T, 1, 4, 7, 3

Finish Order: Pancleefandarpels, Breakheart Pass, Delightful Diva, Celtic Danser, Monochromatic

To view replay click [here](#)



**Son Of Nordic** (Lizzi photo)

**8, YR, \$33,000, Trot, OPEN, 28.0, 58.1, 1:26.2, 1:56.3, FT**

**1-Son Of Nordic (g, 7, Keystone Nordic--Chings Cameo, by Joie's Cha-ching), \$3,000 2006** GRLAKES O-Lrl Racing LLC. B-Frederick C Shiery. T-M Doug Noland. D-Eric Goodell, \$16,500, Lifetime Record: 83-30-12-4,

\$221,469

**2-Equity (g, 6, Kadabra--Earl Of My Dreams, by Earl)** O-Charalambos Christoforou, CA & Banjo Farms. B-Banjo Farms & Charalambos Christoforou, CA & William L Jones. T-Ron Burke. D-Jason Bartlett, \$8,250

**3-Four Starz Credit (g, 8, Credit Winner--Motorcraft, by Carry The Message)** O-Barbara Bongiorno. B-F S Starzzzz Stables Inc. T-Keith Armer. D-George Brennan, \$3,960  
Calls: Q, 2T, 3H, 2H, 1H

Finish Order: Definitely Mamie, Play Fair, Winning Fireworks, H And M's Hit, Ipo Blue Chip

To view replay click [here](#)

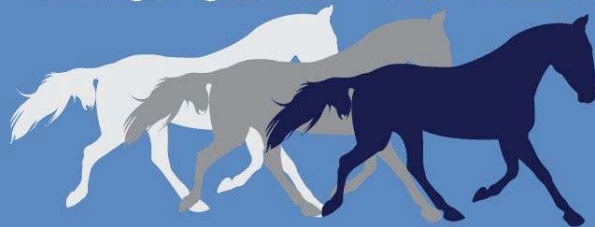
**9, YR, \$20,000, Pace, F&M NON-WINNERS OF \$18,000 IN LAST 6 STARTS, 29.1, 1:01.3, 1:29.4, 1:59.2, FT**  
**Southwind Swallow (m, 7, No Pan Intended--Sing Fat Lady, by Artsplace), \$70,000 2006 LEX-SEL O-Adam Victor & Son Stble LLC & Blue Chip Bloodstock Inc.** B-Southwind Farm. T-Noel Daley. D-George Brennan, \$10,000, Lifetime Record: 108-15-10-27, \$557,497  
To view replay click [here](#)

**10, YR, \$20,000, Pace, F&M NON-WINNERS OF \$18,000 IN LAST 6 STARTS, 28.0, 57.4, 1:26.2, 1:55.2, FT**  
**Ramona Disomma (m, 7, Pacific Fella--Cinplicity, by Abercrombie)** O/B-Anatolia Racing Stb Inc. T-F Hartline Jr. D-Larry Stalbaum, \$10,000, Lifetime Record: 149-28-27-21, \$837,415  
To view replay click [here](#)

**11, YR, \$23,000, Trot, NON-WINNERS OF \$27,000 IN LAST 6 STARTS, 27.4, 58.0, 1:27.0, 1:57.2, FT**  
**Sarkozy (g, 6, Credit Winner--Excuse My French, by Donerail), \$20,000 2007 SHS-HBG O-Robert F Bongiorno.** B-Phillip R Hunt. T-Keith Armer. D-George Brennan, \$11,500, Lifetime Record: 63-10-14-15, \$170,820  
To view replay click [here](#)

**12, YR, \$23,000, Pace, F&M NON-WINNERS OF \$25,000 IN LAST 6 STARTS, 28.1, 58.0, 1:25.2, 1:54.1, FT**  
**Keystone Katherine (m, 5, Western Hanover--Mai Katie, by Shady Character), \$25,000 2008 SHS-HBG** O-James F Snyder & Sally A Bolon. B-George F Hempt. T-Mark Ford. D-Eric Goodell, \$11,500, Lifetime Record: 67-15-10-9, \$215,766  
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