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Pacesetter

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SBOANJ HIRES PUBLIC RELATIONS FIRM MWWPR

The Standardbred Breeders & Owners Association of New Jersey (SBOANJ) hired national public relations powerhouse MWWPR on Friday (Sept. 2) to provide better messaging and strategic guidance, as state voters are asked to vote this Nov. in favor of a ballot question that could provide much needed revenue to the horse racing industry.

On Tuesday (Nov. 8), voters choose whether to allow casino gaming outside of Atlantic City. If the ballot question passes, the New Jersey Legislature could authorize two new casinos to be built in northern New Jersey. A percentage of the state tax revenue collected from the new casinos would be dedicated to supporting the horse racing industry.

"MWWPR's proven background in positive brand building and public relations strategies will be a valuable addition to our association at this critical juncture," said Mark Ford, president of the SBOANJ. "With the very real possibility of new casino revenue coming to our horsemen, the team at MWWPR will help us leverage our assets and show how we provide critical entertainment and quality of life benefits to the residents and taxpayers of New Jersey."

MWWPR will be tasked with convincing the public to vote favorably for the ballot question through a series of public relations, media and advertising events sanctioned by SBOANJ. Additionally, the firm also will highlight individual members of the SBOANJ and the benefits they provide to their towns and communities.

"The horsemen are a vital part of the historic fabric of New Jersey," said Brian Hague, vice president of MWWPR. "This campaign will do everything to get their story told and ensure that the legislature provides the financial support necessary to protect this industry."

The MWWPR public relations campaign for the SBOANJ will begin Tuesday (Sept. 6).



The Official Newsletter of the
Standardbred Breeders & Owners Association of New Jersey
Representing owners, breeders, drivers, trainers & caretakers

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VOTE YES EXPAND GAMING

SAVE HORSES, SAVE JOBS
SAVE NJ OPEN SPACE



Anthony Perretti, chairman of the SBOANJ's TrotPAC, has contracted the powerhouse public relations and marketing firm MWW. The goal is to get out the vital YES votes for the upcoming gaming referendum, concentrating on the densely populated northern sections of New Jersey where the call for preservation of open space might not be quite as vital as it is in Monmouth and Ocean Counties.

“Basically we’re dealing with a two pronged approach here” said Mr. Perretti in a recent interview. “We’ve inundated the major roadways in those counties with highly visible road signs expressing the significance of open space preservation. In addition, we are producing videos and we had a highly effective aerial beach banner flyover on the packed Jersey shore beaches to help ensure the message is received and understood.”

“As for the northern sections, we thought a different approach was necessary, so we’ve enlisted the help of MWW. Designated by the American

Business Awards as the New Jersey Agency of the Year, MWW will design a specifically strategic campaign illustrating the benefits those areas will receive should gaming be approved in the northern part of the state”

“Many New Jersey voters are upset that Long Island and northeastern Pennsylvania casinos are thriving, yet the New Jersey Constitution forbids casino gaming anywhere in the state other than Atlantic City,” said MWW Vice President Brian Hague. “MWW will be implementing an aggressive grassroots media campaign to educate and inform these voters that voting YES on Public Question I will allow for greater gaming and entertainment options in North Jersey, more construction and permanent jobs, and more revenue for open space and senior citizen programs.”

“I’ll have more details as the campaign is developed,” Mr. Perretti continued. “Stay tuned.”

Written by Bob Marks

21ST ANNUAL SBOANJ GOLF OUTING

On Monday July 11th, the Standardbred Breeders and Owners Association of New Jersey held its 21st annual golf outing at Gambler Ridge Golf Course in Cream Ridge NJ. This year's event was dedicated to the memory of Leo McNamara, who passed away in June. Leo became Executive Administrator in 2006 after serving as a director for 5 years. He worked hard and devoted countless hours to help establish programs that would benefit the Standardbred horsemen and women in New Jersey.



Leo's Clan: Brendan Kennedy, Dan Dooley, Matt Morris and Pat Kennedy

It was a perfect day for a golf outing. The best foursome award went to the co-ed team of Ross Croghan, Karen Fagliarone, Mel Owens and Jeff Webster, each receiving \$100 for their accomplishments. The longest drive contest in the mens division, sponsored by Rick's Saddle Shop, was won by 17 year old Sam Goldberg, who drove his ball 261 yards. Sam took home a Nextbook for his great shot. John Macri of the La Ferla Group was the winner of the putting contest, which was sponsored by The New Jersey Farm Bureau. His prize was \$150. The closest to the pin contest, sponsored by Horseman's Publishing in honor of Leo McNamara, was won by John Calabrese.

John was six feet and eight inches from the pin. He received a patio umbrella and stand for his accuracy on the course.

After the golfers finished their round they gathered in the club house for a moment of silence to honor the memory of Leo McNamara, followed by a great prime rib dinner. During dinner numerous door prizes were given out. A big thank you to the winner of the \$665 50/50 drawing, Rich Pasternak, who graciously donated his winnings back to the Benevolent Fund.



Longest Drive Male: Sam Goldberg

Proceeds from the event totaled \$26,571, all benefiting the Benevolent Fund and TrotPAC. A special thank you to all golfers, silent auction winners, those who donated prizes and money and those who sponsored the event. Sponsors included but not limited to: Freehold Dodge who sponsored the Hole in One contest again this year, Pennsbury Enterprises who donated a 2016 Track Trainer Jog Cart, Shay Cowan of Katz/Pierz Inc. and the La Ferla Group who were Platinum Sponsors. Gold Sponsors were Drucker, Math & Whitman PC, The Meadowlands Racetrack and Open Space

Pace. Silver Sponsors Paul Rutsky and Michael Gara of UBS Financial Services hosted the scrumptious desert table. It was a very fun filled and successful day.



Best Foursome: Ross Croghan, Jeff Webster, Karen Fagliarone, and Mel Owens



Closest to the Pin Winner John Calabrese with SBOANJ employee Polly Hartzell

NEW JERSEY TROTTERS SHINE AT FREEHOLD RACEWAY

Two SBOANJ sponsored races, the Helen Smith for three-year-old filly trotters and the Harold Dancer for two-year-old colts were held on September 2, 2016 at Freehold Raceway.

The Helen Smith, Freehold's eighth race was won by the Julie Miller trainee Southwind Hope who left from the rail position to wire the field in a time of 1:58.3. This was her fifth win for the season and boosted her lifetime earnings to \$178,973. The Muscle Hill filly was bred by Southwind Farms, in Pennington, New Jersey. Unica Steed finished second for trainer Jimmy Takter while Southwind Venus completed the trifecta for Marcus Melander.



In the Harold Dancer, New Jersey Viking dominated the field winning by nine lengths in 1:57.3. Steve Smith drove the Muscle Hill colt to victory for trainer Ake Svanstedt. Bred by Winbak Farm, New Jersey Viking has three wins in six lifetime starts. The second and third place finishers were Long Tom and Fly On both Muscle Hill sired colts. [photos courtesy of World Wide Racing Photo]

Scholarship Recipients

Presented July 30, 2016



From left to right John McDermott, Tyler Miller, Jennifer Lauer. Photo courtesy of Lisa Photo
Not pictured: Maya Brown

SBOANJ and BCAP scholarships are awarded based on academic excellence, community service and an affiliation with the New Jersey Standardbred industry. This years recipients were John McDermott of Lyndhurst, NJ, son of John and Nancy McDermott; Tyler Miller of Millstone, NJ, son of Andy and Julie Miller; Jennifer Lauer of Hightstown, NJ daughter of Bruce and Marie Lauer and Maja Brown of West Orange, NJ, daughter of the late John and Nancy Brown. The students were invited to a family dinner and a winners circle presentation at the Meadowlands Racetrack. Each student was presented with a \$2,500 check and plaque from the SBOANJ and BCAP associations. Congratulations to the winners and their families.

BLUE MOON STRIDE AND DON'TCALLMEFRANCIS WIN SBOA SPONSORED RACES AT THE MEADOWLANDS

The spotlight was on New Jersey sired three year old pacers Saturday night, July 30th, at the Meadowlands. Blue Moon Stride continued her winning ways by dominating the \$85,000 Thomas D'Altrui for 3 year old fillies. Don'tcallmefrancis nosed out the competition in the \$150,000 Anthony Abbatiello Classic.



Winner circle presentation of the Abbatiello Classic photo by Lisa Photo

Blue Moon Stride a Rocknroll Hanover sired filly, bred by Perretti Farms and driven by Andrew McCarthy wired the field from start to finish stopping the clock in 1:51.2. JK Fannie [Rocknroll Hanover] finished second six lengths back while Rocknroll Vision finished third. Miss New Jersey 2016 Brenna Weick presented the trophy to the Mark Harder trainee's winning connections.

Don'tcallmefrancis, a son of RocknRoll Hanover, took the colt companion race, the Anthony Abbatiello Classic in 1:51.0 over a sloppy track.

Driver Yannick Gingras managed a two hold trip behind heavily favored Boston Red Rocks. The rail opened up enough for Gingras to nose out the competition. Ideal Rocky was a fast closing third on the outside.

Trained by Ron Burke, Don'tcallmefrancis a Harrisburg Sale purchase, improved his record to four wins in 2016 pushing his lifetime total to \$172,998. He was bred by Stephen P. Dey III.



Miss NJ winner circle presentation - Lisa Photo

Reminders

GAITWAY FARMS MEDICAL TRAILER

OPEN SEPTEMBER 26
UNTIL DECEMBER 19,

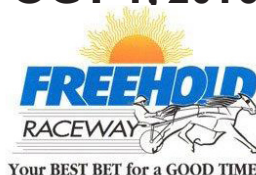
The pamphlet is
posted at SBOANJ.com.

For more information
contact Chris Samaha
732-740-5376

UPCOMING NJ STAKE RACES

NJSS GREEN ACRES
FINAL TROT
SEPT 30, 2016

NJSS GREEN ACRES
FINAL COLT PACE
OCT 1, 2016



ANNUAL SBOANJ MEETING

OCTOBER 14, 2016
AT FREEHOLD
RACEWAY
1:00 PM

BUFFET LUNCH
served at 12:00 PM

Director's Spotlight



Anthony Romano

Anthony Romano has spent the majority of his life as a hard working union man. One of his father's coworkers was also a racehorse trainer on the side. It was in the late 70's when Anthony began joining him on his trips to the barn. During this time he learned how to jog and train horses. He got his trainer's license in 1984 and bought a horse with his brothers. He stabled his horses at Johnson Park in New Brunswick. To this day Anthony along with his wife Maggi continue to own and race horses in New Jersey.

One of Anthony's most memorable moments as a horse owner and trainer was when his horse Paragrין won the last race at Freehold Raceway on May 4, 1984. This date is relevant to Anthony and many New Jersey horsemen because this was the last race at Freehold Raceway before the grandstand was completely destroyed by a fire.

Anthony has held leadership roles in every job he has worked in, including a supervising engineer at PSE&G and his current managerial position at Napp-Grecco Company. He has car-

ried those leadership skills over to his career as a director with the Standardbred Breeders and Owners Association of New Jersey.

Anthony has been on the Owners Committee since 2004; during that time he has chaired several committees. In addition, he has acted as the Executive Board Secretary since 2007. As chairman of the Health Insurance Committee, benefits have increased while premiums have stayed the same. In addition, Anthony spearheaded a project in 2016 that rolled back insurance rates for grooms from \$100 a month to a more affordable rate of \$50 a month. As a director he has been part of negotiations for two supplements to increase purses at the New

Jersey Racetracks and monies for the NJSS Programs and Breeding Industry. Anthony has worked very hard in his time as director on behalf of all New Jersey horsemen and women.

Most recently, Anthony has joined other directors in promoting the "Vote Yes" to expand gaming in North Jersey message. He has attended numerous rallies, political meetings in both North and South Jersey, and political fundraisers to spread the word of the importance of expanded gaming. According to Anthony, "Casino gambling expansion in New Jersey is key to the survival of our sport, including racing, breeding, the show horse industry and backyard pleasure horses." New Jersey racing is a major part of Anthony's life. He does not want to see the residual effects of what will inevitably happen to the industry if something does not change soon. He believes "we in the New Jersey horse industry have to help create awareness and educate friends, family, neighbors and folks we work with of the importance of voting Yes for casino expansion in November."

FOR THE LATEST SBOANJ NEWS "LIKE" US ON FACEBOOK!

From the Desk of President Mark Ford

Dear Members

The next few months are very important to all New Jersey horsemen and women. We have two crucial elections fast approaching. The first one is this October when the SBOANJ is holding elections for new directors.

This year we have three first time challengers for seats on the Board.

Joe Jannuzzelli is the challenger in the owners committee. He is running against incumbents Anthony Perretti and Anthony Romano. Jacqueline Ingrassia, incumbent director in the Driver/Trainer category faces challengers Yannick Gingras and Vincent Ginsburg. In the breeder's category, incumbents Michael Klau and Mark Mullen are running unopposed.

Your vote is important to help our association move forward in a proactive manner during these crucial times. The more member involvement we have, the more likely we are to succeed. So please take the time to mark your ballot and place it in the pre-paid return envelope by October 10th.

The second election is the Presidential Election this November 8th. As we all know by now this election has a

very important referendum question attached to it. Public question 1 addresses the gaming expansion outside of Atlantic Counties which is vital to the future of the equine industry. Our goal here at the SBOANJ is to inform as many voters as we can to "Vote Yes" for the passing of this referendum.

Most recently the TrotPAC committee chairman Anthony Perretti, along with Mike Klau, Bob Boni, Mark Mullen and Al Ochsner hired the national public relations firm MWWPR. They will help the SBOANJ to convince the public to vote YES. MWWPR has the capabilities to take our grassroots marketing to a much higher level. So, look for their innovative advertising techniques this fall.

Although we are working with an outside public relations firm to help promote the positive vote, you must do your part too. If you can display a "Vote YES" lawn sign, please stop by the SBOANJ office to pick one up free of charge. We have already distributed over 500 signs. Every little bit you can do will help in a big way. I want to thank everyone in advance for all their hard work in our effort to inform voters of the importance of the "Vote YES" message.

Mark Ford

LONG TIME FREEHOLD PADDOCK JUDGE MIKE FUSHINI DIES

Mike Fuschini passed away on September 3, 2016. I had the pleasure of working with Mike for over 20 years while he was the paddock judge at Freehold Raceway. Thanks to Mike, we always knew what the lunch specials were and always had snacks in the afternoon. We had the rundown for every race and always had the payouts. Mike sold thousands of boxes of Girl Scout cookies throughout the years and always collected food for the "Open Door" food pantry in Freehold. He would bag up all the donated items and personally deliver them to the church. If anyone needed to sell something for a good cause, Mike was there to help. If you needed to get something front side, Mike got it there for you. If you needed a band aid or an eye glass screw, Mike had it. Just don't take his good pen off the desk.

I have never met a more generous or caring man. He helped so many people in so many ways and I don't think the horsemen and women really knew how much of that help was done without acknowledgment and behind the scenes. With his great sense of humor, Mike always made the day fun and sometimes we would laugh so hard we would cry. He knew the horsemen and women personally and although a very private person, we learned much of his past escapades in the horse business while he learned about our lives and our families. I think many of us considered Mike family. I will miss him. I think we will all miss him.

-- Written by Linda Goss



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Linda Goss

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INSURANCE COORDINATOR

Maritsa Quijada

PUBLICITY CONSULTANT

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IMPORTANT PHONE NUMBERS

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Harness Horsemen
International
609-747-1000

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Trenton—609-292-0613
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