

## CONFERENCE SPONSORS

### GUEST SPEAKER

*Latin American Racing Channel*

### MONDAY AFTERNOON BEVERAGES

*AmTote International, Inc.*

### MONDAY RECEPTION

*California Authority of Racing Fairs  
Fairplex Park  
Hollywood Park  
Santa Anita Park*

*Del Mar Thoroughbred Club  
Golden Gate Fields  
Los Alamitos Race Course  
Thoroughbred Owners of California*

### TUESDAY BREAKFAST BUFFET

*Monarch Content Management  
Stronach Entertainment Group  
XPressBet, LLC & XBNet*

### TUESDAY MORNING BEVERAGES

*Equibase Company LLC*

### TUESDAY LUNCH

*Roberts Communications Network & Roberts Television Network*

### TUESDAY AFTERNOON BEVERAGES

*ONTrack Media & Entertainment & TRA - HTA - AGTOA*

### WEDNESDAY CONTINENTAL BREAKFAST

*International Sound Corporation & TRA - HTA - AGTOA*

### SIMULCAST PRODUCTION AWARD

*Post Time Technologies, Inc.*

### RESORT ROOM KEYS

*Sport View Technologies*

### DISPLAY SPONSORS

*OGn Racing, an Opera Glass Networks Co.*

*VEST Racing*

### CONFERENCE GIFTS

*Gulfstream Park  
Stronach Entertainment Group*

*Maryland Jockey Club*

*Monarch Content Management  
XpressBet, LLC & XBNet*

### CONTINUING PROFESSIONAL EDUCATION CREDITS

Conference participants holding professional accounting degrees (CPA) will be eligible to earn CPE credits. To receive the CPE credits, attendance at all three days of the conference is required. Anyone seeking CPE credit must sign log sheets at the beginning and end of each day to verify attendance. The log sheets will be available at the conference registration desk.



The Thoroughbred Racing Associations is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be addressed to: NASBA, 150 Fourth Avenue North, Suite 700, Nashville, TN 37219. Website: [www.nasba.org](http://www.nasba.org).

# INTERNATIONAL SIMULCAST CONFERENCE

October 3-5, 2011

**Scottsdale Plaza Resort**  
Scottsdale, Arizona

hosted by



**HARNESS TRACKS  
OF AMERICA**

In association with

**AGTOA**



## Monday, October 3

- 9:00 a.m. - 5:00 p.m. Registration** *Convention Foyer*
- 2:00 p.m. Welcome** *Grande Ballroom D*  
Chris Scherf, *Executive Vice President, TRA*
- 2:15 p.m. The Constant Challenge of Cybersecurity** *Grande Ballroom D*  
Joseph Menn, *Author and Columnist*
- 3:15 p.m. Refreshments** courtesy of *Convention Foyer*  
*AmTote International, Inc.*
- 3:30 p.m. The McKinsey Study and its Recommendations** *Grande Ballroom D*  
Jason Wilson, *Vice President-Business Development, The Jockey Club*
- Fewer, Better Races Through Judicious Scheduling**  
Brad Kimbrell, *Executive Vice President, InCompass Solutions*
- 5:00 p.m. Reception** hosted by  
*California Authority of Racing Fairs Del Mar Thoroughbred Club*  
*Fairplex Park Golden Gate Fields*  
*Hollywood Park Los Alamitos Race Course*  
*Santa Anita Park Thoroughbred Owners of California*

## Tuesday, October 4

- 7:30 a.m. Breakfast Buffet** hosted by *Grande Ballroom AB*  
*Monarch Content Management,*  
*Stronach Entertainment Group, XPressBet, LLC & XB-Net*
- 8:00 a.m. - 5:00 p.m. Registration** *Convention Foyer*
- 9:00 a.m. Complementary Betting Products and Services** *Grande Ballroom D*  
Tom Large, *Commercial Director, TVG-Betfair*  
Joe Asher, *President & CEO, Brandywine Bookmaking LLC*  
J. Curtis Linnell, *Director of Wagering Analysis, TRPB, Moderator*
- 9:45 a.m. Mobile Racing Applications** *Grande Ballroom D*  
Josh Rubinstein, *Senior VP-Development, Del Mar Thoroughbred Club*  
Victor Espinosa, Jr., *Vice President-Sales, Equibase Company LLC*  
Ben Murr, *President, United Tote*  
Jim Vanderbosch, *VP-Sales & Marketing, TrackMaster, an Equibase Co.*  
Jane Murray, *Director of Services, TRA, Moderator*
- 10:45 a.m. Refreshments** courtesy of *Convention Foyer*  
*Equibase Company LLC*

## Tuesday, October 4 (continued)

- 11:00 a.m. Discussion Groups** *Various*
- 12:00 p.m. Lunch** hosted by *Grande Ballroom ABC*  
*Roberts Communications Network & Roberts Television Network*
- 1:30 p.m. 2011 Simulcast Award Presentation** *Grande Ballroom D*  
*Trophy sponsored by Post Time Technologies, Inc.*
- 1:35 p.m. Prairie Meadows and AQHA:** *Grande Ballroom D*  
**Cross Marketing for Success**  
Derron Heldt, *Director of Racing, Prairie Meadows Racetrack & Casino*  
Jeff Nelson, *Director of Marketing, Prairie Meadows Racetrack & Casino*  
Jennifer Perkins, *Q-Racing Ace, AQHA*
- 2:00 p.m. A Younger Perspective** *Grande Ballroom D*  
*Panel of Univ. of Arizona Race Track Industry Program Students*  
Paul Estok, *Exec. VP & General Counsel, Harness Tracks of America,*  
*Moderator*
- 3:00 p.m. Refreshments** courtesy of *Convention Foyer*  
*ONTrack Media & Entertainment & TRA - HTA - AGTOA*
- 3:15 p.m. The Measured Impact of Takeout Reduction** *Grande Ballroom D*  
Greg Blanchard, *Asst. Raceway Manager, Western Fair Raceway*  
Raj Mutti, *Regional General Manager-BC, Great Canadian Gaming*  
Todd Bowker, *General Manager, Premier Turf Club*  
Chris Scherf, *Executive Vice President, TRA, Moderator*
- 4:00 p.m. Developing the International Simulcast Market** *Grande Ballroom D*  
Gene Chabrier, *VP-Regulatory Affairs & Business Development, XPressBet, LLC*  
Rene Schneider, *Vice President-European Operations, XB-Net*  
Ingo Dellbruegger, *VP-European Business Development, XB-Net*  
Jack Jeziorski, *Executive Vice President, Monarch Content Management*

## Wednesday, October 5

- 7:30 a.m. Continental Breakfast** hosted by *Grande Ballroom AB*  
*International Sound Corporation & TRA - HTA - AGTOA*
- 9:00 a.m. The Truth About Television and Racing** *Grande Ballroom D*  
Mike Trager, *Chairman, The Trager Group*  
Amy Zimmerman, *Exec. Prod./Sr. VP-Production/Programming, HRTV*  
Tony Allevato, *Executive Vice President, TVG*  
Ed Seigenfeld, *Seigenfeld Associates*  
Chris Scherf, *Executive Vice President, TRA, Moderator*