

RADIO CAMPAIGN IS UNDERWAY

New Jersey's horsemen have moved their pitch for a racino at the Meadowlands to the state's radio airwaves. The commercials are airing on the Millennium Radio Network of 11 New Jersey stations, including 101.5 FM, reaching more than 1.4 million listeners each week.

The ads play during morning and afternoon drive time [8:30 a.m. and 4 p.m.].

THE MILLENNIUM STATIONS

- ◆ New Jersey 101.5 [WKXW-FM]
- ◆ SoJo 104.9 [WSJO-FM]
- ◆ Fox Sports 1310 AM [WADB-AM]
- ◆ 94.3 The Point [WJLK-FM]
- ◆ 105.7 The Hawk [WCHR-FM]
- ◆ 92.7 Soft Rock [WOBM-FM]
- ◆ 1160 Great Songs/Memories [WOBM-AM]
- ◆ 97.3 FM ESPN [WENJ-FM]
- ◆ 107.3 Cat Country [WPUR-FM]
- ◆ 96.9 Light Rock [WFPG-FM]
- ◆ 1450 FM ESPN Deportes [WENJ-AM]

"Our message is that New Jerseyans need tax relief, and a Meadowlands racino – slots or video lottery terminals at a racetrack – offers a solution that could cover approximately \$1 billion a year in Trenton's budget gap," said Tom Luchento, president of the Standardbred Breeders & Owners Association of New Jersey. "The political leadership in every other state around us – Delaware, Pennsylvania and New York – has embraced gaming at its racetracks as one solution to its financial woes while New Jersey sits back and watches its citizens cross bridges to adjoining states to enjoy this entertainment option."

The commercials are a project of TrotPAC, the political action committee of the standardbred breeding and racing industry in

New Jersey. The Board of Trustees include SBOANJ directors Anthony Perretti, Mark Mullen, Bob Baggitt Jr., Jacqueline Ingrassia and Al Ochsner. Mike Gulotta and John Campbell serve as honorary trustees.

"We want New Jerseyans to hear our message and hope they will reach out to their legislators to support alternate gaming at the Meadowlands," Luchento added. "This is a win-win option for the State of New Jersey and would secure the future of our breeding and racing industry."

Those wishing to support the advertising campaign, which began on April 26, 2010, are asked to send checks made out to TrotPAC to 64 Business Route 33, Manalapan, NJ 07726.

SCHOLARSHIP APPLICATIONS DUE BY JUNE 15

The deadline is June 15 for applicants wishing to be considered for the Standardbred Breeders & Owners Association of New Jersey 2010 college scholarships.

Scholarships, totaling \$10,000, are for qualified students who plan to attend a two or four-year college or university, who are the son or daughter of a full-time participant in New Jersey harness racing or are themselves a full-time participant in New Jersey harness racing. Only one candidate per household will be considered.

The applicant must have taken either the SAT or ACT test, be accepted to or attend a college or university and fill out the SBOANJ's Scholarship Award application. Financial need, student involvement in community work, extra-curricular academic activities, evidence of strong character and leadership and interest in the equine industry will all be considered.

All scholarship winners and their families will be invited to a night at the races at the Meadowlands where they will be recognized for their accomplishment in the winner's circle and have a complimentary dinner on a date determined after the selection is completed.

Applications are available on the SBOANJ website – sboanj.com – or at the SBOANJ headquarters, the SBOANJ offices at Freehold [see Linda Goss] and the Meadowlands [see Paul Consol] and the Backstretch Community Assistance Program offices at the Meadowlands or Showplace Farms [see Dr. Chris Samaha].

For All the News of the SBOANJ, Visit sboanj.com Daily

From the Desk of President Tom Luchento

Concerns for the future of harness racing in New Jersey extend far beyond our state borders. Donations have arrived from throughout North America.

Those who have heard our call for funding for TrotPAC understand that a harness racing industry without our flagship racetrack, the Meadowlands, will be critically impaired. And we thank all of those who have responded with checks large and small.

But some of you just don't get it. If you want to race in New Jersey then you had better invest in New Jersey.

If you think you can tap the purse money in New Jersey and move on when the well runs dry, then you are being foolishly shortsighted. Without the Meadowlands, harness racing could return to the days of racing for coolers at county fairs.

We need to make our case to save racing in New Jersey to the governor, the legislators and the voting public. To do so we need financial support for our political action committee, TrotPAC. Whether you donate \$50 or the \$7,200 maximum, each dollar is needed to fund our efforts to tell our story.

Most recently we have started airing a series of commercials on radio stations. Buying advertising time is costly and many ads are necessary to be impactful.

We continue to meet with legislators to push alter-

nate gaming at the Meadowlands as well as sports wagering.

This is a critical time. The Jon Hanson-lead commission that will make recommendations on the future of sports, entertainment and gaming in New Jersey must deliver its report to Governor Chris Christie by the end of June. We need to reinforce our position that not only would slots at the Meadowlands be good for racing and breeding in New Jersey but also for the state's efforts to fund open space, property tax relief and the needs of senior citizens.

These are tough times for many people, but we need you to step up and donate. And support New Jersey's racing program by entering your horses at the Meadowlands and Freehold.

The Meadowlands is still the preferred wagering option for serious gamblers, but it won't be if the fields aren't full and competitive.

We look forward to the stakes season when we see the best of the youngsters, especially products of the Garden State, in the Anthony Abbatiello New Jersey Classic, the Thomas D'Altrui Miss New Jersey and the New Jersey Sire Stakes. We wish all of those fortunate enough to have stakes colts and fillies the best of luck.

This is our season of renewal and optimism – for young horses and New Jersey's racing and breeding future.

STANDARD BRED BREEDERS & OWNERS ASSOCIATION OF NEW JERSEY

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IMPORTANT PHONE NUMBERS

New Jersey Sire Stakes
609-292-8830

Harness Horsemen International
609-747-1000

License/Fingerprint NJ Racing Commission
Trenton—609-292-0613
Freehold — 732-462-3800
Meadowlands—201-460-4137

NJ Trailer Ban—NJTP
800-336-5875

MEADOWLANDS STABLE AREA TO REMAIN OPEN ALL YEAR

The SBOANJ and the New Jersey Sports & Exposition Authority have reached an agreement to keep open the Meadowlands stable area all year.

"Traditionally, the stable area would close at the conclusion of the racing season in August to allow the Meadowlands to prepare for its fall thoroughbred meet," said Tom Luchento, president of the SBOANJ. "With the agreement reached this year to contest all of the 2010 thoroughbred dates at Monmouth Park, it becomes unnecessary for the Meadowlands track surface to be changed over."

The current standardbred meet continues through August 21 but with the elimination of thoroughbred racing dates in 2010, it has opened the way for a fall harness meet in October through December. Details of that fall meeting are awaiting legislative changes in Trenton.

"We appreciate that the Meadowlands has made this accommodation and will keep the stable area open for our horsemen all of 2010," said Luchento, who handled the negotiations on behalf of the horsemen.

MISS NEW JERSEY WILL JOIN CLASSIC NIGHT CELEBRATION



Ashley Shaffer

Ashley Shaffer, Miss New Jersey for 2009, will continue the tradition of meeting the four-legged winner of the Thomas D'Altrui Miss New Jersey Stakes on Saturday, June 12, 2010 at the Meadowlands Racetrack.

The \$175,000 Miss New Jersey for three-year-old pacing fillies is the companion event for the \$500,000 Anthony Abbatiello New Jersey Classic for three-year-old pacing colts. Both stakes are sponsored by the Standardbred Breeders & Owners Association of New Jersey and highlight a program that includes more than \$1 million in stakes for New Jersey-sired horses.

The Miss New Jersey and New Jersey Classic share the program with a pair of \$200,000 New Jersey Sire Stakes Finals for three-year-old trotters.

Shaffer, 23, is from the Perrineville section of Millstone Township and graduated Allentown High School. She earned her bachelor's degree in

broadcast communications, magna cum laude, from Marist College and hopes to pursue a career in law.

She decided to make her service issue "a healthy way to feel great," after struggling with being 40 pounds overweight and seeing her grandmother die from an obesity-related illness. A vocalist, she performed Giacomo Puccini's Turandot during the talent portion of the Miss New Jersey competition.

TrotPAC Still Needs Your Help

The future of racing in New Jersey is going to depend on the future of gaming at our racetracks. Without the addition of income from slots, sports betting and other forms of gaming, New Jersey's preeminence in the world of harness racing is in jeopardy.

But it will take funding to tell our story and make our case both directly to legislators and through the mass media. Without your financial support, we cannot succeed. This is a critical time to INVEST in racing's future in New Jersey through your support of TrotPAC, the New Jersey standardbred horse industry's political action committee. For more information visit www.TrotPAC.com.

Send checks for TrotPAC to: 64 Business Route 33, Manalapan NJ 07726.

Election laws require occupation & employer info. Maximum per person donation to a PAC is \$7,200. Visit www.trotpac.com for more information.

TIME TO ROTATE THE CROPS

It is time to rotate the crops.

The casinos in Atlantic City have enjoyed the lowest state tax – eight percent – East of the Mississippi, a gaming monopoly for three decades and now have built their own competition across state lines in Pennsylvania and New York.

But for some reason the Atlantic City politicians and casino interests are obsessed with blocking Video Lottery Terminals [VLTs] at the Meadowlands Racetrack.

Despite double digit declines in their Atlantic City locations, these same individuals and corporate entities stand in the way of gaming at the Meadowlands and a source of state income that could go a long way toward covering budget shortfalls.

While casinos are sprouting all along New Jersey's borders, Atlantic City's business is on the decline.

"That ground is not fertile anymore," said Tom Luchento, president of the Standardbred Breeders & Owners Association of New Jersey. "You've got to rotate the crops, and North Jersey is the place to be. What we need is a

visionary in Trenton who understands what's at stake.

"This is not about hurting the workers who are dependent on Atlantic City's casinos," Luchento noted. "Those people are already reading the handwriting on the wall and pursuing jobs at the racinos in Pennsylvania.

"This is not about hurting the corporations that own the casinos in Atlantic City," he added. "These same companies have been offered the opportunity to operate the racetrack-based slots in New Jersey.

"What this is about is creating a world-class gaming mall at the Meadowlands Racetrack, producing jobs and revenue for the state and reversing the flow of dollars currently being wagered in neighboring states.

"All racing is asking for is a modest portion of the hundreds of millions that will be wagered at what would be the most ideally and strategically located racino in the country – the Meadowlands Racetrack," Luchento said. "In return, we will utilize our share of those funds not only to support our purses but also to create a 21st century version of racing in a 21st century facility. It's a win-win for all involved."

SBOANJ GOLF OUTING SLATED FOR JULY 12; SRF GOLF ON JUNE 1

The annual mid-summer golf outing to benefit New Jersey horsemen will take place on Monday, July 12, 2010.

The Standardbred Breeders & Owners Association of New Jersey's event will once again take place at Gambler Ridge Golf Course in Cream Ridge, NJ. The money raised through the golf tournament supports the SBOANJ's Horsemen's Benevolent Fund.

Check www.sboanj.com in May for details.

The Standardbred Retirement Foundation (SRF) will host its 18th Annual Charity Golf Tournament on Tuesday, June 1, 2010 at Knob Hill Country Club in Manalapan, NJ.

Greens fees, cart, lunch, cocktail hour, dinner, charity auction, raffles, trick golfer, trivia, and all the fun costs \$195 per player if paid before May 24 and \$225 after May 24.

To sponsor, play, make a donation, or for more information, call Dana Letual at 609-324-1500 or e-mail admin@srfmail.com to receive a brochure, or visit www.adoptahorse.org.

HRYL HEADING TO NEW JERSEY

The Harness Horse Youth Foundation's Harness racing Youth League will travel to Gaitway Farm, located in Englishtown, NJ, for the HHYF Sumer Camp on July 12–16, 2010.

HRYL camps are designed for young people ages 12 to 14 who want to learn more about harness racing. No previous experience with horses is necessary. During the five-day program, participants are immersed in the daily care of seven horses, learning about their equipment and the regular routine of barn chores. In addition, the participants are introduced to career opportunities, equine conformation, driving techniques and strategies and many other facets of the horse industry.

The Gaitway Farm camp joins five HRYL events previously scheduled. Those include Odds On Racing June 16–20; Vernon Downs July 6–10; Goshen Historic Track July 18–22; Mohegan Sun at Pocono Downs July 27–31; and the final at the Meadowlands August 6–7.

For more information and applications, visit www.hhyf.org or call the HHYF office at 317-867-5877.

RUTGERS EQUINE SCIENCE CENTER LAUNCHES YOUTH SITE

The Rutgers Equine Science Center has launched Equine Science 4 Kids! - a redesigned, interactive youth section to its website.

The address is www.esc.rutgers.edu/kids/launchPortal.html

The component features Lord Nelson, a 37-year old American quarter horse, as the figurehead guiding youth through the revamped site.



“Lord Nelson has witnessed the development of the Equine Science Center and experienced over 20 years of Rutgers University history,” says Dr. Karyn Malinowski, director of the Center. Malinowski brought Lord Nelson to Rutgers University in 1978.

“Lord Nelson had a long, storied career at the university before his retirement in 2000,” Malinowski noted. “He worked with university police as a mounted patrol horse and entertained thousands of university fans as the horse ridden by the Scarlet Knights football mascot. Lord Nelson is not only

the perfect candidate to help teach budding scientists and young horse enthusiasts about equine science, but at 37 years young, he is truly a testament to the scientific research conducted at the Equine Science Center.”

The online classroom features Lord Nelson as the lead educator.

The primary focus is equine science specifically developed for youth ages 10 - 14 years., featuring three modules: Healthcare and Nutrition - covering scientific subjects such as the odd things horses eat, aging, and keeping horses healthy; Exercise Physiology - discussing similarities in how horse and humans exercise, antioxidants, and oxygen consumption; and Horses & the Environment - detailing how horses and humans fit harmoniously in a clean environment.

Lord Nelson also has a blog, “Holy Hoofprints!” to share his thoughts and perspective — a day in the life of a horse — with Equine Science 4 Kids visitors. Members of the Lord Nelson’s Fan Club receive email notification of new content, blog entries, and interactive games as they are added to the youth component.

SPECIAL EVENTS SCHEDULED AT THE MEADOWLANDS

EVENT: MOTHER'S DAY BRUNCH AT MEADOWLANDS RACETRACK
WHEN: Sunday, May 9 Gates open: 11 a.m. First race: 1:10 p.m.
COST: Pegasus: \$42.95 per person (includes buffet, admission & live racing program; excludes tax & gratuity)
WHAT: It's okay for Mom to play favorites at Meadowlands Racetrack! Treat her to a gourmet brunch and the money-winning excitement of live harness racing on Sunday, May 9. All Moms receive a complimentary mimosa and commemorative bottle of champagne. Children 6-12 dine for half price; Five & under, dine for FREE. Terraces Restaurant will feature a la carte brunch specials. See www.meadowlandsracetrack.com for complete menus. For reservations, call 201-THEBIGM.

EVENT: SPRING BEER FESTIVAL, PADDOCK PARK AT THE MEADOWLANDS RACETRACK
WHEN: Friday, May 14 Gates open at 5:30 p.m. First race: 7 p.m.
COST: \$38 per person (excludes tax and gratuity)
WHAT: Raise a glass to warmer weather at the Meadowlands Spring Beer Festival, Friday, May 14, in Paddock Park. The \$38 per person package includes a BBQ buffet, unlimited beer samplings, racetrack admission and program, and prize drawings. The festival features selections from Flying Fish (including Farmstead Summer Ale & Oktoberfish), Ramstein, Twisted Teas (Light, Half & Half, Backyard Batch & Original), Budweiser (Bud Select 55, Bud Light Lime, Bud Light Golden Wheat) and many more! Walk-ups welcome. Advance reservations receive a \$5 betting voucher. For reservations, call 201-THEBIGM.

MAY/JUNE 2010 SCHEDULE OF MEETINGS

May 11	Board of Directors Meeting	June 8	Board of Directors Meeting
May 25	Insurance Meeting	June 29	Insurance Meeting

SBOANJ DIRECTORS SPOTLIGHT: ANTHONY PERRETTI

In both horse racing and the movie business, it is all about selling dreams.

"A film starts as a thread of an idea and you build on it," said Anthony Perretti, who from 1995 to 2001 was partner in a company that produced independent films in California. "It may work and it may not. It's the same as the horse breeding business. It's a gamble in both businesses. It takes three to five years to develop a major project. And you go into it because it's a dream to have a winner."



Anthony and Bill Perretti at their Cream Ridge farm

When Perretti returned from Hollywood to New Jersey in 2002, he thought it was for a short term project to disperse his father's broodmares at Perretti Farms in Cream Ridge, NJ. Instead, the farm expanded and currently stands some of the sport's most in-demand stallions – Rocknroll Hanover, Matt's Scooter, Muscles Yankee and Revenue.

"Dad [William] was 75 then," the son recalled. "He had been an owner of the Red Mile and then sold it. He needed to do something else and had sold the last of his car dealerships. Then he physically moved to live at the farm. Our so-called hobby farm became a true commercial farm with 200 mares and six stallions.

"I had a passion for horses and was raised in the car business, but I had no clue about running a commercial farm," explained Perretti, who with his wife of 24 years, Gloria, splits his time between a home on the farm in Cream Ridge and a weekend place in Asbury Park. "I'd been away from it for 18 years."

He availed himself of breeding insights from friends like Frank Antonacci, George Segal, Ron Gurfein and longtime Perretti Farms marketing director Bob Marks.

"Bob Marks was the Yoda that fed me information," noted Perretti, who earned his BA in business administration from Fairleigh Dickinson in 1982 and his MFA from the American Film Institute in 1997. "He'd give me my homework on the pedigrees."

Perretti has thrown himself wholeheartedly into the standardbred industry with an appointment to the New Jersey Sire Stakes Board of Trustees in 2007 and the boards of both the Hambletonian Society and Standardbred Breeders & Owners Association of New Jersey in 2010.

"I believe that you cannot complain unless you put time in to solve the problems," he said of his commitment to the industry.

"The harness racing business offers so much," he noted. "But it is not a money making proposition for us. Every dollar we make goes back into the business, reinvested in maintenance and stock."

Bill Perretti was in the horsepower business before he discovered horse racing. The senior Perretti was a highly successful auto dealer for four decades.



Anthony and Gloria Perretti

The family moved to Oradell, NJ in 1965 so that he could open Hackensack Chrysler. Their first farm was in the Poconos where they learned to ride. More time on horseback would come when the Perrettis lived in Texas from 1975 to 1977 on a cattle and cutting horse ranch.

When the family returned to New Jersey, the Meadowlands Racetrack caught Bill's attention and he entered the industry as an owner. While he was in college, Anthony apprenticed in the training stables of George Berkner and then John Campbell.

Anthony was involved in the Perretti automobile business from 1982 to 1995, managing Paramus Chrysler on Route 4, Stateline Toyota in Ramsey and Honda of Port Charlotte in Florida.

Now Perretti, who was born in Bethpage, NY in 1960, has brought his car and movie-making savvy to the operations of the 900-acre farm.

MEADOWLANDS RACETRACK CHAMPIONSHIP MEET



Saturday, July 17

HAMBLETONIAN
ELIMINATIONS



Saturday, July 31



Saturday, August 7

it's all about being hereSM
MEADOWLANDS RACETRACK

MEADOWLANDSRACETRACK.COM

(201)THE-BIGM

MAY/JUNE 2010 PACESETTER



It's springtime in New Jersey and the babies are flourishing like this one at White Birch Farm who is trying to get her resting mother's attention with a well-placed hoof. Photo by Vicki Wright.



**Standardbred Breeders & Owners
Association of New Jersey
64 Business Route 33
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