

TOC Hires Two New Representatives

Richard Scheidt and Wayne Atwell have joined TOC as representatives for Northern California owners at Bay Meadows, Golden Gate Fields and the Fairs. Scheidt oversees TOC operations in the North, including new owner recruitment and education programs, liaison efforts with track management and officials, servicing day-to-day requests from owners for information and assistance, and our new e-newsletter. Atwell is responsible for the development and management of TOC's website, and will provide assistance to Scheidt to assure an owner-friendly, accessible presence for TOC in Northern California.

A native of the Bay Area, Scheidt became interested in the racing industry after frequenting Bay Meadows for many years. He holds a business degree from San Jose State University and also attended the Race Track Industry Program at the University of Arizona. He has worked on the Golden State Rewards Network ("GSRN") – California's statewide player rewards program – for the last five years, most recently as program manager.



Wayne Atwell, Richard Scheidt

Atwell's family has owned and raced horses in Northern California for more than 25 years. In addition to his experience as a horse owner, breeder, and fan, he has extensive experience in pedigree research and database work. Atwell holds a B.S. in Electrical Engineering from San Jose State University an MBA from Santa Clara University, and has 20 years experience working in high tech software and financial industries.

Wayne and Richard will be familiar faces this summer at the Northern California Fairs; but, if you miss them there, be sure to stop in to the TOC office at Golden Gate Fields when the meet opens next month!



John Martin provided a barn tour to seminar attendees.

TOC at Bay Meadows

TOC held two successful, well-attended events at Bay Meadows in May. "TOC Day at Bay Meadows" was held on Saturday, May 13th, in the owner/trainer lounge. During the afternoon of racing, TOC members had an opportunity to stop by to meet and chat with TOC Chairman, Alan Landsburg, Northern California Board member, Marty Bach, President, Drew Couto, and Director of Operations, Mary Forney.

On Saturday, May 27th, more than 30 people attended a seminar on "The Claiming Business" in the owner/trainer lounge. Moderated by Forney, a speaker panel consisting of trainers Art Sherman and Billy Morey, owner Monty Armi, and CHRB steward Dennis Nevin, discussed the how to's of claiming, "claiming jail," the "shake," and ownership change rules. Participants were then treated to a close-up look at racehorses when they visited the barns of Morey and John Martin.



Owners Jane Conway, Ken Smole, and Kjell Qvale chatted with TOC president, Drew Couto, during "TOC Day at Bay Meadows."

"Ownership 101" Planned for Sonoma County Fair

In an effort to provide ongoing owner education and recruitment programs during the summer months in Northern California, a seminar will be held at the Sonoma County Fair in Santa Rosa on Friday, Aug. 4th. Moderated by Vic Stauffer, the seminar will provide an overview of horse ownership – including how to acquire a racehorse, choosing a trainer, and the costs involved. For more information, or to sign up, call (800) 994-9909.