

great stallions great value.

Seelster Farms is proud to present the following seven stallions for the 2010 breeding season:

pacers

Artistic Fella – New For 2010

Pacific Fella – Everything’s Easy – Artsplace
p, 2, 1:53.3; 3, 1:48.4; 1:48f (\$2,640,532)

Fee: \$5,000

Stonebridge Regal

Artsplace – Lady Joanna – Barberry Spur
p, 3, 1:49.3s; 1:48.1 (\$1,065,578)

Fee: \$4,000

Camluck

Cam Fella – Lucky Lady – Striking Image
p, 3, 1:52.4f; T1:48.4 (\$1,003,260)

Fee: \$12,500

Western Maverick

Western Hanover – Diamond Dawn – Laag
p, 2, 1:52 – 1:53h (\$236,278)

Fee: \$3,000

trotters

Federal Flex – New For 2010 – Book Full & Closed!

Muscles Yankee – Scully FBI – S.J.’s Photo
2, 1:56.1s; 3, 1:53.3 (\$840,643)

Fee: \$5,000

Pegasus Spur

S.J.’s Photo – Keystone Imperial – Speedy Crown
2, 1:58f; 3, 1:55.2f – 1:54 (\$1,302,599)

Fee: \$4,000

In Conchnito

King Conch – Ina’s Gaetane – Super Pleasure
2, 1:57s; 3, 1:54s (\$1,084,193)

Fee: \$3,000

We look forward to helping you make 2010 a success.

Foals OSS, Canadian Breeders & Breeders Crown Eligible



Stallion pedigrees and stats can be viewed online at
www.seelsterfarms.com

33618 Roman Line RR#3 Lucan, ON N0M 2J0 T: 519.227.4294 F: 519.227.1366 seelster@quadro.net

Highest Average Sale in Canada in 2009

The Forest City Yearling Sale

September 26, 2010 - Western Fair Agriplex

Entries are now being accepted.

Call, fax, or Enter online at
www.forestcitysale.com

Entries close April 1st



Forest City Horse Sales – Inquiries to General Manager: Randy Manges, Lexington Selected Sales
1251 Red Mile Rd., Lexington, KY 40504 t: 859-255-8431 e: randy@kentuckystandardbred.com,
Entries & contracts to Administrative Assistant Kristina Wilcox 1293 Tilston Dr., Windsor, ON N9B 3C6
t: 519 319-0650 | f: 519 915-8154 | e: kristinawilcox@cogeco.ca | www.forestcitysale.com

J. Wimbush photos

Making strides and taking pride to better serve your evolving needs

PFIZER'S NEW

EQUINE

PRODUCT PORTFOLIO

The brands you trust, the service you expect



QUEST

**Fluvac
Innovator**



**West Nile
Innovator+EWT**



HYLARTIL VET

DORMOSEDAN



Pfizer Equine Division

◆ Quest Gel is a trademark of Wyeth Holdings Corporation; Wyeth Canada Inc. Licensee. — ©Hylartil Vet is a registered trademark of Pharmacia Animal Health AB. Used Under licence by Pfizer Canada Inc. —
©Dormosedan is a registered trademark of Orion Corporation; Pfizer Canada Inc. Licensee. — Ω West Nile - Innovator+EWT and Fluvac Innovator are registered trademarks of Wyeth; Wyeth Canada Inc. Licensee.
CORP E JADV02 1109 E

LEXINGTON

Selected Yearling Sale

THE SALE *of* CHAMPIONS

Since the merger of the two Lexington sales in 2005,
THE LEXINGTON SELECTED YEARLING SALE
HAS POSTED THE INDUSTRY'S HIGHEST
YEARLING AVERAGE IN 2005, 2006, 2007, 2008,
AND AGAIN IN 2009

CONSIGN WITH US THIS FALL!
ENTRY DEADLINE: MARCH 15
2010 Sale: October 13-17 • Fasig-Tipton Pavilion

Randy Manges • Geoffrey Stein
(859) 255-8431, fax (859) 255-0302
www.lexingtonselected.com

Joseph Kyle Photo



Key To Keeping ALBERTA RACING

Terry Keyko was recently named to one of the most challenging positions in Canadian racing, COO of Horse Racing Alberta. Story and photos by Jonathan Huntington

Alive

You know you are walking into a pressure cooker when:

1. The harness handle at the only 'A' track in the province is noticeably down.
2. Slot machine play is also down at that track to start 2010.
3. There is no apparent sign of hope for another 'A' track coming to life in the province anytime soon.
4. Top-level horses are leaving the area.
5. There are discomfoting comments coming from a key horsemen's group.
6. The upstart new provincial political party, which is fighting the governing Tories, has publicly stated its opposition to slot machine revenue helping racing.





KEY TO KEEPING ALBERTA RACING ALIVE



That is what Terry Keyko is staring at as the new COO of Horse Racing Alberta, the governing body of the sport.

"I hope in my term we can go from drinking out of a fire hose to drinking out of a garden hose," remarked Keyko. "That is the best way I can describe it."

After a six-month search for a new racing czar, which attracted several top-notch candidates with racing experience, Keyko emerged with the job on February 12. He brings virtually no experience within the sport to the table.

That brought critics to the surface with unsolicited comments within moments, quite literally, of his appointment. "Well, I guess all is really lost now," shot Elaine Macpherson, a prominent Thoroughbred owner and breeder, who sat on the HRA's marketing committee in 2009.

"Another government employee . . . and that's the kindest thing I can say. Not only is the boat waterlogged, the oars just fell off."

Keyko has spent 30 years within the government of Alberta. While that line on his resume and the lack of a racing back-

Racing action at Northlands Park resumed in early February and will continue until mid April. The Thoroughbreds will take over the only 'A' track in the province from mid May to October 11 leaving the Standardbreds with the coldest months of the year at the Edmonton oval.

ground has some fuming, it has others holding out hope.

"The (racing) expertise is there (within our industry)," said HRA chair Shirley McClellan. "What we need is somebody to work with those groups (in the industry), pull it together, to build this back into a cohesive, go forward, positive organization."

There is no shortage of dissension and squabbling to deal with. Since Stampede Park in Calgary closed its doors to live racing in 2008, the sport has taken a nosedive.

In the final year of Stampede Park's involvement in the game, the overall handle in Alberta was \$182 million, the fourth straight year wagering increased. But without a racetrack in Calgary, betting has dropped dramatically.

In 2009, wagering fell \$24 million within the province. Even worse, some experts suggest the industry has lost \$20

million in revenue without an 'A' track in Calgary. Stampede Park's closure has also left the harness industry with the short end of the stick at the only remaining 'A' track, Northlands Park in Edmonton.

On the latest 2010 calendar, it appears Northlands Park will only host 47 days of Standardbred racing, with the Thoroughbreds receiving 85 days. And those harness dates come at the worst time of the year in February, March, November and December.

It leaves the pacers in the small town of Lacombe from May through to the end of August.

If there isn't a solution in the Calgary market by the end of the year, be it confirmation that construction will re-start at the stalled Balzac racetrack project or Stampede Park re-entering the picture, there is speculation the harness sector will see some major defections in people and horses in 2011.

EqStim[®]

[boosts the immune response]



Travel and breathe easier. Think EqStim[®].

Travelling, intense training and competing challenge the horse's immune system making it more vulnerable to respiratory disease.

To promote faster recovery, use EqStim[®] as an adjunct to conventional therapy in the treatment of equine respiratory disease.

EqStim[®]. Get back on track faster.

EqStim[®] is a potent immunostimulant.

www.vetoquinol.ca

Vétoquinol
a Sign of Passion



KEY TO KEEPING ALBERTA RACING ALIVE

No wonder Alberta Standardbred Horse Association's manager Fred Gillis issued this response when asked his first impression on Keyko: "I guess it is how quickly he can adapt and if he can stand the stress of what he is going to face."

Ironically, Keyko didn't come looking for this new job. "One of the recruiters came to me and said, 'I think this is a job for you,'" he recalled of that October discussion.

"I am really intrigued. There is opportunity, but there are huge challenges. Maybe this is the biggest challenge I have ever had and I have had big ones.

"But that is me. I am about taking on these things and trying to figure out how to help organizations through it and see where we end up."

Keyko has a long history of working on immensely successful events including as director of operations for the Edmonton 2001 World Championships in Athletics, a volunteer with the 2002 Edmonton Grey Cup and the 2003 Molson Heritage Classic outdoor NHL game

and executive director of the Alberta 2005 Centennial project.

It is that last event on the list that brought the biggest challenge before joining HRA. "Being called in 2003 and asked to lead Alberta's Centennial, the challenges of that were political, financial, organizational and timing," he remembered.

Politics, finances and timing can be

linked to almost every challenge the Alberta racing industry faces right now.

Besides the Calgary market problem, the second major issue coming Keyko's direction involves growing criticism of racing's tie to slot machine revenue at Northlands Park and smaller community tracks.

The Wildrose Alliance – the new right-wing provincial political party – has made horse racing part of its platform.

"I am really intrigued. There is opportunity, but there are huge challenges. Maybe this is the biggest challenge I have ever had and I have had big ones."

– Terry Keyko



Ray Bednarz



Jeff Ruch

PARK INSURANCE

**IF YOU'RE RACING WITH THE BEST,
WHY NOT INSURE WITH THE BEST?**

Equine athletes are always at risk and like any other valuable asset, they need to be protected. Park Insurance has the knowledge and experience to help you protect those investments with the best possible coverage at competitive rates.

Call Jeff Ruch or Ray Bednarz for a free no obligation quote.

Park Insurance
A Division of



260 Nebo Road, Hamilton, ON. L8W 3K5
Tel: (905) 575-1122 • Fax: (905) 575-4250
1-800-265-9933

PROVEN IS THE WAY TO GO

There has never been more confusion in choosing a pacing sire than there is today. There is an abundance of unproven, young horses who may or may not make the grade which is why smart breeders are going the route of breeding to a proven commodity.

In Ontario there is no better option than BLISSFULL HALL. As you can see his numbers are simply amazing. Year after year he continues to kick out quality performers that do nothing but make money.

There is no such thing as a guarantee in the breeding business. BLISSFULL HALL is as close to it as you will get.

- Winners of over \$40 million lifetime.
- 124 \$100,000 earners from 666 foals
- Almost 1 in 5 earn \$100,000
- Average earnings per starter of \$73,489
- Offspring earned over \$7.8 million in 2009
- \$8.3 million in 2008
- Sired 206 in 1:55 and 423 in 2:00
- 87.1% of his starters took records



ARCTIC WARRIOR

p,3,1:49.3s (\$497,047)



LED SUITCASE

Winner of \$311,000 Australasian Breeders Crown in Australia giving her \$216,290 as a two-year-old.



MELISSAS FANCY

p,3,1:54f (\$192,925)

BLISSFULL HALL

p,2,1:53.2, 3,1:49.2 (\$1,468,648)

Cambest – Hundred Kisses – Abercrombie

SERVICE FEE - \$4,000*

Multiple mare discount to apply.

25% DISCOUNT IF BOOKED BEFORE APRIL 1, 2010

NOTE – IF STUD FEE IS PAID UPON 42 DAY POSITIVE PREGNANCY TEST SERVICE FEE WILL BE \$3,000



Larry Drysdale, Farm Manager, Canada

PO Box 26, Caledon, ON L7C 3L6

888-815-4797 or 905-838-2145

stallions@winbakfarm.com • www.winbakfarm.com

CLICK TO SEE VIDEO OF BLISSFULL HALL

KEY TO KEEPING ALBERTA RACING ALIVE

Surging in political polls against the governing Tories, the Wildrose is opposed to slot machine revenue flowing to the sport.

Northlands Park is home to more than 625 slot machines. The revenue the industry earns from those is the lifeblood of the sport. More than 60 per cent of the purse pool is from slot revenue. Eliminating that part of the equation, which is what the Wildrose Alliance is suggesting, would be deadly.

"If you link up the Wildrose's political philosophy and you think of who would be in the horse racing business, aren't they shooting themselves in the foot?" remarked Keyko. "Isn't that the people who support them?"

"What we need is somebody to work with those groups (in the industry), pull it together, to build this back into a cohesive, go forward, positive organization." - Shirley McClellan

Whether it is finding the solution to the Calgary issue or dealing with growing political noise, Keyko is facing a stiff test

on a short timeline. The 56 year-old wants to start winning battles by the summer.

To help prepare him for those battles, McClellan publicly stated on February 12 that Keyko will not start 'answering the phone' until March 15. It will be a one-month cram session on learning the inside of HRA. He's already learning the politics within the industry.

While ASHA had several representatives at the media conference to announce the COO appointment, the Thoroughbred horsemen's group didn't send one. The first media question from the floor dealt with that glaring signal.

Within moments, the HBPA chimed in via email with their thoughts. "At this time, the HBPA of Alberta has no comment with respect to HRA's hire of the COO," shot Mat Monaco, the executive director. Reading between the lines, that says a lot.

Stating calmness is one of his most important attributes, Keyko will surely be challenged on that front during his two-year contract term.


"I don't over-react (to situations)," he remarked. "Not to say I won't react. I am not dead. Sometimes you think a guy who has been in government for 30 years - does he fall asleep at the job?"

"What I try to do is bring focus to the issue. And really try to bring calmness around that issue. A lot of times when you are rushed around those things then you are dealing with the symptoms, not the problem.

"I hope I can bring a focus for the board (of directors at HRA). And bring some focus to the industry and let's see where it takes us." 🐾

STANDARD BRED Showcase

Sunday, August 1, 2010 • Grand River Raceway in Elora



A professional show, now in its third year, to promote the Standardbred as a true performance horse

Classes will include:

- halter
- English pleasure
- equitation
- hunter
- jumper
- dressage
- Western pleasure
- equitation
- games
- driving

CONTACT:

Kelly McLaughlin at
standardbredshowcase@live.ca
(905) 335-8115

web updates:
www.standardbredshowcase.com



Class Sponsorships available - please inquire!

VILLAGE JOLT



ADD A JOLT TO YOUR BANK ACCOUNT!! BREED TO VILLAGE JOLT!!

- Only two-year-old ever to win the Woodrow Wilson and Breeders Crown
- Two-Year-Old of the Year in United States and Canada
- Won Historic Goshen Cup, Metro Pace elimination, NJSS and was second in \$1 million Metro Place final (timed in 1:50) at two
- Captured The Adios (in straight heats), a Little Brown Jug heat (second in final), Progress Pace elimination (career best 1:50.4), finished second in \$1 million Meadowlands Pace (timed in 1:49.1), NJSS at three
- Fastest and richest two-year-old ever by Cams Card Shark

VILLAGE JOLT

p,2, 1:51.1, 3, 1:50.4f-1:52.3h-'05 (\$1,634,220)

Cams Card Shark-Village Jingle-Life Sign

2010 FEE \$4,500 (U.S.)

Semen Transport Available

From just one crop:

- From only 33 starters, the sire of 15 winners and 2 PASS winners (8 stakes placed in all).
- 56% started as two-year-olds while 45% of those took records.

Fashion Farms

625 Street Rd., New Hope, PA 18938
(215) 598-0886 • Fax (215) 598-0786

www.fashionfarms.com

