

THE HARNESS RACING MUSEUM & HALL OF FAME



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ANNUAL REPORT 2008 – 2009

*THESE REPORTS WERE SUBMITTED TO THE MUSEUM'S BOARD OF TRUSTEES
AT THEIR ANNUAL MEETING, HALL OF FAME DAY, SUNDAY, JULY 5, 2009.*

REPORT OF THE PRESIDENT

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Considering the economic environment and the turmoil in the financial markets, the Museum had a productive year as described in the Director's extensive report. Our major outreach projects — the Poster Series "What is Harness Racing?", our new Drive to Win traveling exhibit and the popular Currier and Ives Traveling Exhibit — continue to bring the Museum to large audiences both in North America and, most recently, Scandinavia. Notably, the number of visitors to the Museum itself, while down slightly due to a significant decline in the economic-sensitive Special Events category, rose over 20% in free admissions to a new high, justifying our decision to allow free admissions two years ago. Financially our endowment through April was down less than 15% from a year ago and the drawdown to fund the operating deficit exceeded 5% for the first time in several years, acceptable results under current circumstances.

That said, we recognize the current year will be challenging to say the least. The current year Budget to be presented by the Treasurer will show continued strict control of expenses but a worrisome trend in declining revenues that must be addressed if the Museum is to continue to promote our sport effectively in the years ahead. In this regard, we continue to be disappointed by the results of our membership initiatives. Despite our efforts and help from a number of Trustees, our total number of members remains a miniscule percentage of the people involved in our sport. Memberships are an important regular source of revenue for the Museum, as well as an indication of support for our work on behalf of the sport. We must increase our efforts to gain and retain members.

Another area under extensive review is our gift shop. An evaluation has been undertaken with the help of retail consultants, Doyle & Associates, and a summary of their recommendations has been forwarded to all Trustees. Some suggested actions have already been taken and others are under way as noted in the Director's Report. The Executive Committee has reviewed the Doyle report in its entirety and recommends that these efforts continue with the proviso that by fiscal year-end gift shop operations show sufficient improvement to justify continuation in its present form. The gift shop does contribute to our outreach efforts and helps the Museum promote the sport. We anticipate current actions will make it financially sustainable.

I strongly believe the Museum continues to be effective in our mission to promote the best in our sport and commend our staff, especially our energetic Director, for their dedication and hard work in these challenging times.

Finally and sadly, we lost, and pay tribute to, three great friends who passed away this year, Hall of Famer William S. Brown, Trustee George Paffenbarger and long-time Director Phil Pines. They will be long remembered for their contributions to our sport and for their tremendous support of this institution.

Elbridge T. Gerry, President

THE HARNESS RACING MUSEUM & HALL OF FAME

2008-2009 ANNUAL REPORT OF THE DIRECTOR

Overview

It is indeed fortunate that prudent fiscal policy and management has been the modus operandi for this institution. With the unanticipated and unprecedented global economic meltdown experienced in the third quarter of 2008 we were able to quickly refine our department operations and project planning to weather the current financial storm. Our income from several sectors is down, but so are our expenditures and we are committed to protecting the institution until an improvement in investments is forecast and this recession is just a memory. Looking ahead we recognize that next year will be pivotal for us and many of our supporters. It will be a year of challenge and opportunity and will likely involve fundamental changes in our operations. It won't be about getting through a rough spot – downsizing until the economy recovers. Rather it will entail new thinking and new strategies to place the Museum on a stronger financial footing by broadening support, streamlining operations and implementing innovative cost saving methods so that when the economy revives we are positioned to retain our reputation as being one of the strongest businesses, albeit nonprofit, in our community.

Department of Historic Collections

Since launching the Roosevelt Raceway Legacy Project in 2008, the work of caring for The Lew Barasch Roosevelt Raceway Collection has dominated the department's activities. Phase I has been completed and Phase II of the project, begun in 2008/09, received \$15,000 in New York State Council on the Arts funding. Technicians trained by collections manager Rebecca Howard completed processing an additional 3,500 pieces. Original estimates for the quantity of photographs contained in each file have been exceeded. Because of the current economic crisis and the subsequent need to fund the Museum's general operations, fundraising for the Roosevelt Project has temporarily been halted. Additional individual and grant support will be required to provide for the publication of a comprehensive pictorial catalog of the collection and the creation of an exhibit. As soon as we see an improvement in general operating income we will resume our efforts to raise money for this important program.

The Carol Fleming Messenger Fund for the Care and Conservation of Drivers' Colors continues to be a driving force behind the conservation treatment of the Museum's silks collection. Established in 2004, the Messenger Fund has raised \$37,000 through grants and individual sponsorships which has to date helped to preserve seven drivers' jackets and nine caps. Projects completed this year include the jackets and caps of Immortals Gabe Cartnal, Henry Thomas and Lon McDonald. Individual and grant funding support will be sought this coming year for colors that are not sponsored.

The work of preserving and expanding the Museum's unique collection of art and artifacts continues. Two paintings and one Currier & Ives lithograph were restored and a painting of the Immortal Messenger by artist George Ford Morris was purchased for the collection. Funding for these projects was provided through the Museum's Restoration/Acquisition Fund, an Orange County Heritage Grant and the Lower Hudson

Conference of Historical Agencies. The department's annual Restoration Raffle continues to thrive; last year \$5,823 was raised to support this important work.

The Museum provided several institutions with exhibit support, including The American Museum of Natural History in New York City for its exhibit "The Horse." (Currier & Ives lithograph "Trotting Cracks at the Forge," 1935 Houghton-Faber sulky, and a driver, horse and sulky wind-up toy). The exhibit has been transformed into a traveling display for an exhibition at the Carnegie Museum of Natural History in Pittsburgh, PA, and The Canadian Museum of Civilization in Gatineau, Quebec. Hall of Fame Immortal Ben White's cap has been on display at the Orange County Regional History Center in Orlando, FL, as part of that institution's exhibit, "Tourism Before Disney." On the request of U.S. Consul General Joseph Donovan, the Museum also loaned seven works of art for display in the embassy residence in Hong Kong. These international venues, along with the showing of "The Story of Harness Racing by Currier & Ives" at Sweden's own harness museum, the Nordiska Trvmuseet, Arjäng, Sweden, denotes a strong international outreach.

Among the 447 significant additions to the Museum's collection this year was a large assemblage of trophies from the legendary career of Immortal Frank Ervin donated by Jay E. Farrar, the colors of Steve M. Elliott, Joe Patchen's stall sign, and store ledgers from Chester, NY, dating from 1846-1873 which contained notations of sales to William Rysdyk, owner of Hambletonian 10. The Museum also received extensive collections from the estate of the late Frank O. Fredericks, and from Roosevelt Raceway publicist, the late Joe Goldstein. Also received were documents and other materials from George Morton Levy's law office.

The Department of Information Services

This new department was designed to combine the strengths and resources of the Peter Houghton Memorial Research Library with current education department programming and guest services, to better aid and inform Museum visitors and constituents. Through the combined efforts of Ashley Todd, information services manager, and Katie Vermilyea, education coordinator, this department has been able to extend the Museum's mission to a wider audience through targeted marketing campaigns, enhanced community outreach initiatives, a refreshed web presence and grant applications to support these new proposals.

The Peter D. Houghton Memorial Research Library

The Library, under the care of Ms. Todd, responded to 214 research requests this past year ranging from genealogical details and biographical information to historical facts and statistical figures. The library also provided onsite support to seven researchers.

A total of 354 books, periodicals, scrapbooks, videos, DVDs and sound recordings were added to the library shelves this year. Of these, 114 were received as donations from members and friends. One notable contribution was received from Hall of

Famer William S. "Bill" Brown of Blue Chip Farms and Kindergarten Stud. From among the 283 books Mr. Brown donated, the library has been able to compile complete sets of *Wallace's American Trotting Registers*, *Wallace's Year Books*, *USTA Year Books*, *USTA Sires & Dams* and *Hoof Beats*. This incredible collection will be made available for purchase. Proceeds from the sale will benefit the Library's Restoration & Acquisition Fund. In addition to these items, the Library received complimentary subscriptions from *Canadian Sportsman*, *Harness Edge*, *Hoof Beats*, *The Horseman And Fair World* and *Trot* magazines. Retired museum registrar Walter Latzko continues to index these periodicals and volunteer Mark Landau has reviewed and inventoried more than 200 video tapes, donated to the Museum in 2006 by Harness Racing Communications.

The Library Restoration and Acquisition Fund benefited from \$9,500 in sales from used books. This was due, in great part, to the sale of a nearly complete set of *Wallace's American Trotting Registers*, *Wallace's Year Books*, *USTA Year Books* and *USTA Sires & Dams*, donated to the Museum in 2007 by P.J. Baugh of Almahurst Farm, KY. The proceeds have allowed seven books to be professionally restored and rebound.

With footage provided by racetracks worldwide, operations manager John Mayo produced a new volume in the Museum's series "*The Best Races of the Year.*" Aside from used book sales, the "*Best of*" series is another library fundraising project which contributes to the Restoration and Acquisition Fund.

The library provided editorial support for the Museum's latest publication, *A Drive to Win: The Heart and Soul of Harness Racing*. Museum member and volunteer Judy Johnson provided invaluable editorial assistance for this and other projects. The *A Drive to Win* publication, inspired by the Museum's traveling exhibit, is currently exclusively available as a membership gift. Ms. Todd has also continued her work towards making the library's wealth of resources more accessible. Key projects have included the re-housing of many of the library's unbound periodicals, an audit of the extensive twentieth century periodicals collection and the further indexing of numerous nineteenth century newspapers.

Traveling Exhibits

The Currier & Ives Traveling Exhibit — This popular exhibit, sponsored by the CTW Foundation and Bob Tucker of Stonegate Standardbred Farms has been extremely active. In March one module traveled, thanks to Honorary Trustee Margareta Wallenius-Kleberg, to the Nordiska TravMuseet in Arjäng, Sweden. A second module was on exhibit at the National Sporting Library in Middleburg, VA, until early July. It then travels to the Hoyt Institute of Fine Arts in New Castle, PA, in August, where it will stay through late October. In 2010 the exhibit will appear at the Orange County Regional History Center in Orlando, FL, and possibly the racetrack Stockholms Travsällskap in Solvalla, Sweden.

"*What is Harness Racing?*" *Poster Series* — The Poster Series, also sponsored by the CTW Foundation and Bob Tucker of Stonegate Standardbred Farms, traveled to five fairs in four states: Afton Fair, Afton, NY; Lewis County Fair, Lowville, NY; Illinois State Fair, Springfield, IL; The Crawford County

Fair (The Boots Dunn Stable), Meadville, PA; and Tunbridge World's Fair, Tunbridge, VT. More than 30,000 people saw the exhibits, bringing the total reported audience since start-up to 188,349.

The following are scheduled to host the Poster Series in 2009: Monticello Raceway, Monticello, NY; Afton Fair, Afton, NY; Otsego County Fair, Morris, NY; Richwood Independent Fair, Richwood, OH; and South Central Tennessee District Fair, Fayetteville, TN.

A Drive to Win — The latest of the Museum's traveling exhibits, sponsored by Hanover Shoe Farms, Hanover, PA, debuted in September 2008 at the Delaware County Fair, where it was enjoyed by an audience of 11,000 visitors. In 2009 the exhibit went to Rideau Carleton Raceway in Ottawa, ON, where it was seen by a reported 50,000 people. The exhibit then moved to the Saratoga Harness Racing Hall of Fame in Saratoga Springs, NY, for the month of June. Other confirmed bookings for the 2009 season are Cobleskill Fair, Cobleskill, NY; Tioga Downs, Binghamton, NY; Vernon Downs, Vernon, NY; Miami County Fair, Troy, OH; Little Brown Jug, Delaware, OH; The Stable of Memories at The Red Mile, Lexington, KY; and Scarborough Downs, Scarborough, ME. Since their inception, these three exhibits have traveled to 63 venues worldwide and have been seen by an audience of over 532,000 people.

Education Department

Newly appointed education coordinator Katie Vermilyea, with support from docent staff, operations manager John Mayo and information services manager Ashley Todd, has set the goal of re-branding the department for today's competitive youth market.

The department is extremely grateful this year to have received a significant grant from the Agriculture & New York State Horse Breeding Development Fund to offset printing costs for redesigned educational programming flyers and brochures in addition to covering bulk mailing expenses and providing adequate personnel support. Outreach opportunities during the year have included the Orange County Horse Council of NY's 1st Annual Horse Show and Expo, Girl Scouts Heart-of-the-Hudson Chapter's Creating Cultural Connections program, and the West Point Trade Show.

School and youth tour attendance totaled 2,486 students, remaining consistent with the previous year. 803 education-related free admissions (teachers and chaperones) and 526 education-related free group admissions (walk-in adult groups and special needs group visitors) were also accommodated. Adult tour offerings, ranging from general tours to those customized for special needs groups show a significant increase for paid adult tours of 528. Though there was concern over decreases in school budgets, many school groups were accommodated by offering an early booking special with seasonal program mailings. The community is presented with fun, hands-on children's workshops on the second Saturday of each month. Attendance for these programs has remained steady. With the workshops' new promotional campaign, which includes flyers sent to the pre-school set and a refined email list, we anticipate a successful response and increased attendance in the coming year. Currently bookings are being taken for the

summer camp program and a new fall school brochure is being designed, which will be mailed to schools in late summer.

The department is retooling many of the school program offerings. There has been a positive response from students and teachers to changes that have been made to “Why We Are Friends” and “Rolling Through Time.” There have also been modifications made to “Own Your Own Standardbred,” the latest program produced by the department. It is well on its way to becoming the most popular of our programs, and one we will offer for sponsorship.

Scout patch programs are also under revision. While 198 boy and girl scouts participated in these programs, this coming year the department will strive to increase those numbers by focusing on the Standardbred breed and the multi-faceted sport of harness racing as well as assisting local scout troops to satisfy badge requirements.

The department has revised the Museum survey. Entitled “Win, Place or Show?” it asks visitors questions that will help to identify the Museum’s onsite audience. The 3-D Simulator continues to be the highlight of the trip to the Museum; however, the Delvin Miller Historic Timeline is popular with older visitors while children love Stormy and Buddy, the horses found in the children’s area.

We are pleased to report that in spite of the current economic downturn children’s birthday party numbers are holding steady with 71 parties and a total of 1,624 children and adults attending. Competition for area attractions continues; however, efforts to remain price-competitive are having positive results. The children’s party flyer has been improved and a copy can be found in the goody bag of every child attending a birthday party and/or workshop. Posters are distributed locally and web advertising has been added. We are confident these efforts will boost participation in the coming year.

The Department of Information Services is taking a more positive role in producing and enhancing advertising and web content. The need for a strong web presence for the Museum through the use of a variety of new media technologies was recommended by Doyle & Associates, the Museum’s retail sales consultants. In this regard several projects are under discussion including plans to launch a variety of digital networking projects that will include a listing for the Museum on the social-networking website, Facebook. To improve search-engine success (another Doyle recommendation), we also plan to participate in the redesign of the Museum’s website, www.harnessmuseum.com, with a completion date of September 2009.

Development

Membership Program:

FY	New	Renewals	Total
2006-2007	69	705	774
2007-2008	80	718	798
2008-2009	78	678	756

*Number of Members: **Down 5.2% from 2007/08.***

Total Memberships Contributions:

Down 14.2% from 2007/08.

A 3.5% response was received from 1,150 membership

invitations sent to owners, trainers, drivers, Hall of Fame dinner guests and fans. 1856 renewal letters were sent during 2008/09. 52 members increased their level of giving in 2008/09 from between \$15 and \$200 (\$15 to \$700). On the downturn, 69 members decreased their level of giving from between \$15 to \$5,000 (\$15 to \$500).

A total of 678 members renewed. 58% renewed after receiving their first renewal request. 14% of the total renewed following the second reminder. 16% renewed after reminders were sent several times during the year, and at fiscal year end we resorted to personal contact by phone. 12% of the total renewals were those who were on a multiple year renewal plan, which has since been eliminated, or whose membership was on automatic renewal.

Benefit gifts for 2009/10 new and renewing members were a trotter magnet and the in-house publication, *A Drive To Win*.

Application was made for General Operating Support to the New York State Council on the Arts, a state agency, and to Senator Larkin for member item support.

We are grateful to the following major contributors in 2008/9: Agriculture & New York State Horse Breeding Development Fund, CTW Foundation, Elbridge T. Gerry, Jr., Ted Gewertz, Delvin Miller Amateur Drivers’ Association, Gladys & Roland Harriman Foundation, Hambletonian Society, Hanover Shoe Farms, Hanover Shoe Farms Foundation, Mary W. Harriman Foundation, The Meadowlands, Lawrence B. Sheppard Foundation, New York Community Trust, New York State Council on the Arts, Perretti Farms, Barry and Marilyn Rubenstein, Jerry Silva, State of New York, Jimmy and Christina Takter, and The United States Trotting Association and its members.

The members of The Delvin Miller Amateur Drivers’ Association and the drivers in the Billings Series provided \$22,288. Fees earned by Hall of Famers driving in the Hall of Fame Race at Historic Track on Hall of Fame Day 2008 were also included in this revenue sector’s final results.

We assume that the state of the economy was the factor for the 56% decrease in the sale of bricks and granite pavers for the Walk of Fame. Most inquiries and orders were received prior to or immediately following the Hall of Fame Weekend which indicates that seeing the pavers provides incentive to purchase. Since the Walk was introduced in 1997 more than \$174,000 has been raised from this project for Museum operations.

The number of racetracks supporting the work of the Museum decreased from 17 to 10 tracks and 33% in contributions that provided \$5,807 in operating support. Contributions were received from Harrington Raceway, Hazel Park, Hoosier Park, Jackson Raceway, The Meadowlands, Plainridge Racecourse, Pocono Downs, Saratoga Gaming and Raceway, Tioga Downs and Vernon Downs. Reasons given for cutback in support were reduced track budgets (even from those with Racinos), track contributions limited to local distribution and track closings.

Stallion Breedings donated for the 2007 and 2008 seasons increased 7.5% over the previous year. Managed by

development director Joanne Young, this year's auction had 56 donated services to 49 stallions standing in the United States and Canada. 56 bids were received: 41 were successful.

The membership benefit Holiday Concert, featuring performers from the local high school, was attended by 175 people. The event was sponsored in part by the Orange County Tourism/Orange Arts and the County of Orange and museum member Edie Haughney.

John Mayo, the Museum's golf tournament coordinator, reports that the 16th Annual Hambletonian Charity Golf Tournament was held on Monday, July 28, 2008 at The Montclair Golf Club in West Orange, NJ. Sponsored by the Hambletonian Society and The Meadowlands Racetrack to benefit the Museum and The Standardbred Retirement Foundation, over \$44,000 was raised and shared by the two charities. Plans are underway for this year's event featuring a new date and new venue. It will be held on Monday, August 17th, 2009 at Hall of Fame driver John Campbell's local club, Hackensack Golf Club in Oradell, NJ.

The department's outlook has remained positive in spite of the drop in third quarter income. Many if not all of our contributors have suffered severe economic setbacks this past year. One supporter's letter spoke volumes, *".....however, I don't know if I'll be able to continue my membership as I have left the business. I sold my last horse share about a month ago ... Like so many others, I took a big hit from the market downturn. I've no doubt that the downturn is affecting the Museum's finances, too. So, even though I'm no longer in the business I'll try, but can't promise to renew again for 2010. Let's see how this stimulus package works."*

Facility Maintenance

Thanks to a grant sponsored by Senator Larkin and administered through the NYS Department of Agriculture and Markets, crucial repair work was completed on the exterior of the 1913 Good Time Stable. All copper valleys have been replaced and slate shingles, gutters and downspouts have been repaired or replaced. Copper snow guards were installed and the Tudor façade was cleaned, replaced or repaired. Repair work was also carried out on other areas of the roof.

As soon as the recession became apparent, several maintenance projects were cancelled or suspended. They included carpet cleaning, replacing rotting exterior buttresses, relaying the old patio surface, and upgrading several exhibits.

Robert Partington, museum custodian, maintains grounds and provides general housekeeping and support for the Special Activities and Education Departments; he reports to the operations manager, John Mayo.

Gift Shop Services

This has been a difficult year for this sector of Museum operations. The Museum Trustees were disappointed in the store's performance in the past several years and authorized the services of a museum retail consultant to survey the store and make a determination as to future revenue potential.

The store manager resigned her position. An extensive search for a replacement was not successful and, in the interim, department activities are being supervised by the museum director with dedicated support from part-time (full-time equivalent) sales associates Melissa Gillespie and Ruth Giordano.

Doyle & Associates was hired and completed their study. A report was provided, together with a Summary which was distributed to all Trustees. Consultants concluded that the retail program provides a valuable form of public outreach and institutional brand recognition. With careful attention to overhead costs and inventory management it was their opinion the retail program could earn a modest net profit in the range of five to ten percent. Many of the recommendations contained in the Doyle report have been addressed and we are continuing to be guided by the firm's expertise.

Outreach activity continues to be popular with our members and customers and the retail sales department, in cooperation with the Museum's development department, traveled to The Meadowlands for both Hambletonian Stake Day and the Winter Sale; Delaware OH, for the Little Brown Jug week, and to Harrisburg, PA for the Standardbred Sales week. This year the gift shop's gross sales for offsite business shows a modest 3% increase. We continue to represent harness supplier Big Dee's during Little Brown Jug Week and this collaboration has helped to offset what could have been a decline in this sector's year-end results.

We are strengthening our procedures and tightening merchandize purchasing. Inventory control is in line with Doyle recommendations and we are pleased to report that levels have decreased significantly since the beginning of the fiscal year. We will implement the Doyle recommendation to ramp up web sales blitzes and our online catalog and decrease our hardcopy catalog both in size and circulation. The gift shop floor display will be closely monitored and a more creative experience will be the goal. We continue to have a positive outlook on the gift shop's ability to become a significant revenue producer and will request a 12-month moratorium on any far-reaching decision on the fate of gift shop operations.

Hall of Fame

Sunday, July 6, 2008 Hall of Fame Day saw the inductions of Chuck Coon and Lou Guida into the Living Hall of Fame and horses Amour Angus, Camluck and Malabar Man into the Living Horse Hall of Fame. Sonny Werblin, Rosemary and Silk Stockings were Immortalized and Communicators' Corner honorees were Murray Janoff and Alan Prince. 322 people attended the dinner. To help offset expenses and help fund significant elements of the induction ceremonies and awards, a souvenir journal was again produced. John Campbell won the Hall of Fame Invitational Trot at Historic Track.

Marketing & Public Relations.

Weekly press releases spotlighting all phases of the Museum's activities continue to be distributed, mostly by email. Paid advertising has been curtailed in almost all cases, resulting in a reduction in expenses against budget allocation of almost 50%. We were dependent upon the support of industry publications

for free advertising space and acknowledge the help of *Horseman And Fair World*, *Hoof Beats*, *Canadian Sportsman*, *The Trotting & Pacing Guide*, many stallion directories and sales catalogs including the Harness Horse Breeders of New York State, *Hoosier Hoofprints*, Lexington Select Yearling Sale, Morrisville College Yearling Sale, 2 Tattersalls Sales at The Meadowlands, and Standardbred Horse Sales Company's *The Black Book*, as well as dinner journals and race programs. In late fall Rick Lamb and his RFDTV program *The Horse Show*, produced a program featuring the Museum and Historic Track. It proved enormously popular, with viewers nationwide calling and emailing that they had seen the program and were planning to visit. Lamb was encouraged to visit the Museum by member Dr. Ron Fuller. A promotional give-away, (the idea of volunteer Mark Landau) in cooperation with Gary Siebel at TVG was also initiated. The Museum's rack cards were widely distributed to hospitality businesses in the tri-state area and visible road signs on State Route 17 and feeder roads led many visitors to the Museum.

Two 12-page newsletters and the 2007/8 annual report were published on the web and a hard copy was mailed to all Museum contributors. In deference to the Doyle retail survey, we will implement upgrades to the Museum website.

Promotional displays and museum information were made available on Hambletonian Stake Day at The Meadowlands and various other venues. Promotional support was provided to several travel writers and as a result articles and advertisements have appeared in several newspapers.

The Hall of Fame Day Souvenir Journal continues to be a popular publication and an excellent source of revenue. Copies were mailed, together with the 2007/08 Annual Report, to members in good standing last August. The journal was made available at the Kentucky Sales Company Jug Sale in Delaware, Ohio, The Little Brown Jug, The Meadowlands, Monticello Raceway, Morrisville College Yearling Sale, Plainridge Racecourse, Pocono Downs, The Red Mile, Saratoga Raceway, the Standardbred Horse Sales Company sales at Harrisburg, Tioga Downs, and Vernon Downs.

The Museum continues to make its facility available without charge to its friends and benefactors. This year we were honored to host The William S. Brown Memorial Reception, The Cornell Cooperative Extension, The YWCA/Scouts Recognition Program, The George C. Paffenbarger, Jr. Memorial Reception, the trustees of The Agriculture & NYS Horse Breeding Development Fund, the directors and members of The Historic Track (2), and The Equine Job Fair, in cooperation with Harness Racing Communications.

Management, Administration & Special Activities

Kim Green, business manager, is the Museum's bookkeeper. Mrs. Green also provides secretarial assistance to the Delvin Miller Amateur Drivers' Association, and oversees personnel services.

Special Activities – Facility Rental

Mrs. Green also coordinates Special Activities Department events. This department provides important revenue and audience support. 212 private events were held at the Museum in FY 2008/2009. This represents a decline of 7% over last year which we attribute to the current economic recession.

Admissions

Although total admissions showed a 4.6% decline, we are pleased to report that general walk-in admissions increased by 21% and the education department's audience rose 7.2%.

Fiscal Year	Annual Total
2004/05	24075
2005/06	25287
2006/07	26780
2007/08	28137
2008/09	26837

Exhibit Design Department

This has been a year to regroup for Judi McMahon, the Museum's exhibit designer. No major exhibit installations were scheduled and this allowed her to concentrate on updating several permanent exhibits: this included the Ervin exhibit, Amateur Downs, the Hambletonian and Little Brown Jug exhibits, Horse of the Year, and the toy exhibit as well as downsizing "The Kentucky Connection." The display was designed in 2007 for a much larger area (at The International Museum of the Horse in Lexington, KY). "The Story of Harness Racing by Currier & Ives" was installed in the hallway leading to The Haughton Memorial Hall and a retrospective on the work of the late Phil Pines was designed and installed.

Traveling exhibits, "A Drive To Win" and the Currier & Ives' shipment to Sweden, were redesigned to accommodate their new venues. Posters were designed and the latter work also included the translation of the English storyboards into Swedish.

Additional services from the exhibit design department also included seasonal changes in the admissions area, holiday and Hall of Fame decoration design and preparation, gift shop and special event signage, exhibit memorial service oversight, and support for membership publications.

Conclusion

This has been a difficult year for charitable institutions and in this respect I believe we are luckier than most because our constituents believe in us, want us, and appreciate us. They might not be able to remain at the levels of giving before the recession, but they are still there for us; sometimes in little ways, and sometimes just in encouragement. We know they are thinking of us and they believe in our work -- to keep alive this sport's great times! Our supporters are from all segments of the industry. They are members of families who used to be connected with the sport, they are families whose daily lives depend upon the sport, and they include the breeders, the owners, the amateur drivers, the professional reinsmen and reinswomen, the caretakers, the merchants, the retired and those actively engaged in harness racing's tomorrows! We are doing the best we can to support each and every one of them because their mission, and ours, is to show Harness Racing, always, At Its Best!

Gail C. Cunard, Director