
THE HARNESS RACING MUSEUM & HALL OF FAME



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ANNUAL REPORT 2010-2011

*THESE REPORTS WERE SUBMITTED TO THE MUSEUM'S BOARD OF TRUSTEES
AT THEIR ANNUAL MEETING, HALL OF FAME DAY, SUNDAY, JULY 3, 2011.*

REPORT OF THE PRESIDENT

For over 60 years the mission of the Harness Racing Museum has been to safeguard the great legacy of our sport and convey the history and excitement of harness racing to the broadest audience possible. We are committed to that goal by presenting ever-changing displays and important traveling exhibits to reach existing fans and hopefully draw new ones to our sport.

This past year we have continued to fulfill this mission with numerous new and updated exhibits in the Museum and an extensive outreach program that has been viewed by over one million people to date. The Annual Report of the Director deals extensively with these developments as well as all activities of the Museum during the current fiscal year.

Of special note during this past year, our highly acclaimed Currier & Ives exhibit achieved additional international acclaim by traveling from Sweden to a Museum in Grosbois, France, in conjunction with the racing of the Prix d'Amerique in January. Our sincerest thanks to our great friend and honorary trustee, Margareta Wallenius-Kleberg, for arranging this important event.

Looking to the future we are in the final stages of bringing the Roosevelt Raceway legacy to fruition. Total cost of the project is estimated at \$157,000 requiring an additional \$56,000 to be raised for completion. This is one of the most extensive and important projects undertaken by the Museum in many years. It is our hope that we can present it to the public in our next fiscal year.

In closing, our continued ability to showcase the rich history and excitement of harness racing would not be possible without the dedicated work of our small, energetic staff led by our imaginative and visionary Director. Their time and effort in planning and executing our many programs and exhibits and in the administration of the Institution deserves our sincerest thanks.

Elbridge T. Gerry, President

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&
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**THE HARNESS RACING MUSEUM & HALL OF FAME
2010-2011 ANNUAL REPORT OF THE DIRECTOR**

OVERVIEW

A multitude of successful projects have been completed, all with the goal of improving knowledge and understanding of our great sport. Some final numbers are disappointing and, for the most part, can be tied to the state of the economy, which we believe is still in poor health. Our constituents speak of the difficulty in making ends meet; even the most stalwart are delaying their membership renewals and extending payments due. We exist, for the most part, on discretionary income and that is the sector currently most under attack. But now is not the time to fall back, lick our wounds and wait for better times. Now is the time to retrench, reevaluate, regroup and move forward. This report is evidence and commencement of this plan of action.

Department of Historic Collections

Every year new donations of art and memorabilia to the Museum's historic collections affirm the trust we hold to preserve and share the history and traditions of our great sport. New donations this year totaled 677 pieces. Among the most significant were trophies, photographs and memorabilia documenting the careers of Immortals Dunbar Bostwick, Marvin Childs and Stanley Dancer. In addition to the trophies and photographs from the Bostwick estate, a print and three watercolor paintings by Vermont artist Arthur K.D. Healy were donated, expanding the Museum's outstanding Fine Art collection. Marvin Child's granddaughter, thrilled with her visit, donated a number of significant photographs including an image of Childs receiving the 1927 Hambletonian trophy for his winning drive with Iosola's Worthy. Joanne Dancer again honored the memory of the great Stanley Dancer by adding a selection of photographs and trophies to those pieces already placed in the Museum's care. Jim Brooks continues to build the largest collection of children's harness racing toys in the world, donating 79 new toys, pennants, posters, pins, and more. In partnership with the family of Athan Kaloidis, Mr. Brooks is also helping to secure funding for permanent exhibit space dedicated to this amazing collection. Additional funds were donated to the project through the Athan Kaloidis Memorial Foundation and one individual donor. The fund has a project goal of \$20,000. and the new exhibit is scheduled for FY 2012/2013.

Preserving the unique pieces within the collection for the education and enjoyment of future generations is the most significant function of the historic collections department. This is accomplished, in part, by securing conservation treatment funding through various fundraising initiatives and grant agencies. Grants approved this year included an Orange County, NY grant for the treatment of Richard Stone Reeves' painting, *Tassel Hanover*, and a federal grant from the Institute of Museum and Library Services (IMLS) and Bank of America to provide treatment for one of the most significant paintings in the Museum's collection, the 1831 *First Painting of a Trotting Race*, by R. S. Hillman. This grant provides funding for the care and conservation of collections significant to the history of the United States. In its approval of the Museum's application, reviewers noted, **"long-standing financial and other support of this museum is testimony to its**

significance in the equestrian world," and recognized that the Museum **"is clearly beloved by its geographic community."** (That's YOU!) Another hallmark painting, J. H. Wright's 1865 oil of *Rysdyk's Hambletonian*, the image from which the iconic Currier & Ives lithograph of the Standardbred foundation sire and his owner was drawn, received conservation treatment funding from the Greater Hudson Heritage Network (GHHN), in association with the New York State Council on the Arts (NYSCA), a state agency.

Earned income for conservation treatment included funds from the continuing sale of silver-tone horseshoe necklaces donated by Mrs. Norman Dauplaise in 2005. The necklaces, a favorite among young girls attending the Museum on class field trips, have provided more than \$1,000 for conservation programming since the inception of this unique funding initiative. The annual Restoration Raffle provides a fun way for members and friends to support the conservation and acquisition of fine art and memorabilia. New prizes helped to raise the 2010 raffle by nearly 50% over 2009 income. Raffle and other earned income provided for the cost of treating Richard Stone Reeves' painting *Greyhound's Historic Mile* and will cover the unfunded balance for the treatment of Reeves' *Tassel Hanover* and an art print, *Black Rod* by Edwin Megargee. Total expenditures for Fine Art treatments this year were more than \$10,000, including the balance of payments on two paintings for which treatment was begun during the last fiscal year, deposits for two paintings and one print for which treatment was initiated during the 2010/2011 fiscal year, and payments for completed treatments of one painting and four prints.

Through the Carol Fleming Messenger Fund for the Care and Conservation of Drivers' Colors we continue to advocate for the preservation of the Museum's silks collection. Expenditures from the fund this year, supported by individuals, a 2010 GHHN grant and the Thomas W. and Florence Murphy Fund, totaled more than \$13,000. The cleaning and stabilization of the colors of Harrison Hoyt and Ben White, Sam Caton's jacket, and William Leese's cap and treatment of jackets worn by Thomas Murphy and Richard McMahan, begun last year, was also completed. Although no new "adoptions" of jackets or caps were made by individual donors during the fiscal year, Debra and Joel Kravet of Apthorp Cleaners in New York City, both avid harness racing owners, fans and Museum members, continued their commitment to this unique collection by completing the cleaning of two newly donated jackets and one pair of driving pants belonging to the late Bobbe Huntress Erdman. As a way to initiate or revitalize support for this important conservation program an application is planned for the 2012 IMLS/Bank of America grant program for funds to care for a sponsor-less set of colors. The choice will be based on condition and historical interest.

Textile conservation efforts also included an attempt to secure funding for the cleaning and repair of the only surviving blanket from William Rysdyk's Chester, NY farm. Rejected twice by granting agencies, the project was given new life through an unsolicited donation from the Orange County Arts

Council and the efforts of trustee Ellen Harvey who helped to secure additional support. On the basis of this support, treatment will begin. Any unfunded project costs will be applied against the Restoration/Acquisition fund supported by the 2011 Restoration Raffle.

In rare instances and with special reason Restoration Raffle proceeds are also drawn upon for acquisitions. This year the chance to add three of Salvador Dali's Currier & Ives-inspired prints to the Museum's collection was irresistible. Museum staff unsuccessfully attempted, in 2005, to purchase editions of the original collage prints. In January, however, Rebecca Howard, manager of Historic Collections, on behalf of the Museum, won the bid for *American Trotting Horses #1*, together with Dali's title print for the series, in online bidding. The Museum lost the bid for *American Trotting Horses #2* however staff will continue to pursue opportunities to add it to the collection.

In addition to conservation planning, grant submissions, and new collection management, the department also continued to complete the documentation phase of the Roosevelt Raceway Legacy project. We began the year with approximately 1,000 press files left to process; however by September project staff were reduced from the original three part-time aides to one. Efforts concentrated, with expanded hours for the remaining team member, on completing written documentation and scanning. Now all of the original 4,790 press files rescued from the once great racing venue have been cataloged, digitized and re-housed, and the final data entry portion of the project is nearing closure. Fewer than 3,000 records from the 7,603 forms completed by staff, representing more than 14,000 individual items retained from the original press files, remain to be added to the Museum's collections database. During the past fiscal year the project received almost \$30,000 in individual support meeting Museum trustee Bill Mulligan's \$10,000 challenge. His contribution was contingent on the Museum receiving double that amount from outside sources, especially individual donors. We are grateful to all who helped us meet his generous challenge.

The Museum continued to collaborate with cultural institutions worldwide, providing exhibit support to a number of organizations. Scott Leighton's painting of trotting champion St. Julien was loaned to the University of Kentucky Art Museum for its exhibition, "Hoofbeats and Heartbeats: The Horse in American Art," while twenty-two lithographs, paintings, trophies and other memorabilia were provided to the Headley-Whitney Museum in Lexington, Kentucky for its exhibit, "The Horse in Decorative and Fine Art." "The Horse," an exhibit by the American Museum of Natural History in New York City, which includes items on loan from the Harness Racing Museum, appeared at The Field Museum in Chicago, IL. It will travel to the San Diego Natural History Museum in 2012. Planning and preparation were undertaken this year in support of the National Sporting Library & Museum's inaugural exhibition, "Afield in America: 400 Years of Animal & Sporting Art, 1585-1985." *Greyhound's Historic Mile* and Walter Winans' sculpture, *Trotter*, donated in 2009 by the late Mrs. Delvin Miller, will support this presentation. These cooperative efforts, including the French exhibition of "The

Story of Harness Racing by Currier & Ives," confirm a strong global outreach by the Museum on behalf of its members and the American harness racing community at large.

Goals in the coming year center on the continued care of existing collections through audit and conservation. A review of the Museum's 1,473-piece object collection that includes cigar boxes, toys, pins, stopwatches, signs, buttons and more, will be conducted. Condition assessments and storage protocols will be reviewed and adjusted to assure long-term preservation. Conservation planning includes application to the GHHN for funding for the treatment of one of the oldest oil paintings in the collection, *Jenny Lind*, c.1850 by Kinny, as well as application to Orange County, NY for assistance in conserving the Currier & Ives' lithograph *Ready for the Trot*. Textile conservation will continue to work toward providing care for the Museum's one-of-a-kind drivers' colors while continuing to build the collection with the colors of new Hambletonian and Little Brown Jug drivers and trainers. Additional grant opportunities will be sought and applications made to expand the program's sources of income. The documentary phase of the Roosevelt Raceway Legacy project will be concluded and the department will support exhibit planning as required. Several potential donations of Roosevelt Raceway memorabilia have been delayed until the press office collection could be finalized. With this concluded the Museum will move to pursue these potentially significant additions to the collection.

The Peter Haughton Memorial Library

Sadly, this past September marked the passing of former Museum registrar and researcher Walter Latzko. He and his contributions to the Museum over the years will be truly missed. For more than ten years, although home-bound, Walter had provided magazine subject-indexing services to the Museum. This important work is now being administered by the librarian, Paul Wilder. This past year Mr. Wilder has also assumed responsibility for production of the Museum Newsletter.

Major department responsibilities include providing accurate research information for Museum projects as well as editorial and proofreading support and coordinating traveling exhibit operations. During the year 84 research inquiries were received from the public. Seven research clients became new Museum members as a result of this free service. Enthusiastic volunteer Judy Johnson continues to provide valuable research and editorial assistance.

75 books, 811 periodicals, 7 scrapbooks, 69 DVDs/videotapes and a dozen vintage sale catalogs were donated by Museum members and friends. Notable contributions included 49 bound volumes of '70s and '80s *Sports Eye* and *Past Performances* newspapers from Harness Eye, a treasure trove of books, magazines and memorabilia from the estate of the late Hall of Fame Communicator John Bradley, and a DVD recording of a Lebanon, Ohio TV station's coverage of the "What is Harness Racing?" Poster Series' appearance at Lebanon Raceway. Complimentary subscriptions were received from *Canadian Sportsman*, *Hoof Beats*, *Horseman And Fair World* and *Trot* magazines.

An increase in used book and periodical titles available through the Museum's gift shop website has resulted in some satisfying sales numbers. More than \$1,000 was received with a portion of these proceeds going to the repair of J.D.B. Stillman's rare 1882 classic, *The Horse in Motion*. Other titles are scheduled for restoration in the coming months. Two major library projects are nearing completion: The 2006-2009 Immortals volume and three Cracker Barrel oral history transcripts. These productions will be available as membership gifts in the coming year.

Traveling Exhibits

To date, the Museum's three traveling exhibits have appeared at 85 venues worldwide and have been seen by an audience of nearly 1.1 million people.

"The Story of Harness Racing by Currier & Ives." sponsored by the CTW Foundation and Bob Tucker of Stonegate Standardbred Farms, continues to delight and educate large audiences. This year the presentation appeared at the Abraham Lincoln Presidential Library & Museum in Springfield, IL, the Orange County Regional History Center in Orlando, FL, the Long Island Museum in Stony Brook, NY, the Museum of Transportation in St. Louis, MO, and the Musée du Trot in Grosbois, France during the Prix d'Amérique. The latter involved the proofing and redesign of the storyboards in French. Since inception in 2001 the Currier & Ives attendance is at more than 400,000.

"What is Harness Racing?" Poster Series – This offering, also sponsored by the CTW Foundation and Bob Tucker, traveled to the Suffolk County Farm & Education Center, Yaphank, NY; the Afton Fair, Afton, NY; Clearfield County Fair, Clearfield, PA; Chenango County Fair, Norwich, NY; Hazel Park Raceway, Hazel Park, MI and Lebanon Raceway, Lebanon, OH. More than 165,000 people saw the Poster Series in the past year, bringing its total reported audience since start-up to over 415,000. "What is Harness Racing?" is currently at the Columbus-Lowndes Public Library in Columbus, MS and is scheduled to appear at The Meadows in July 2011 and the Delaware County Fair, during Little Brown Jug Week in September.

"A Drive to Win" – The latest of the Museum's three traveling exhibits is sponsored by Hanover Shoe Farms, Hanover, PA. This year "A Drive to Win" appeared at the Meadowlands during Hambletonian Week, Batavia Downs, Batavia, NY and Lebanon Raceway, Lebanon, OH. Since its debut in September 2008, "A Drive to Win" has been enjoyed by more than 250,000 people. The exhibit will be at Vernon Downs and Tioga Downs in June 2011, followed by a return to the Meadowlands during Hambletonian Week.

This coming year the library will provide research assistance for an updating of the Delvin Miller Historic Timeline. A closer involvement with the Museum's website as well as providing used books and magazine offerings on the gift shop catalog site is anticipated.

Education Department

Gretchen Weerheim, education coordinator, has been with us for one year and has spent this time learning and evaluating the department's educational offerings. With the guidance and support of operations manager John Mayo and the docent staff, she has become proficient in overseeing the department's activities and programs and continues to seek new ways to introduce the sport of harness racing to schools, scouts, 4-H'ers and the public at large.

Although this past year has been a challenge for museums and their education departments, the Harness Racing Museum still continues to attract a steady stream of visitors, many from around the world. Harness racing fans from Canada, Argentina, Australia, New Zealand, England, Ireland, Holland, Belgium, Norway, France, Israel, India and other countries have sought out the Museum as an essential destination during their American vacation.

The department is extremely grateful to have the continuing significant support of the Agriculture & New York State Horse Breeding Development Fund to assist in its endeavors to educate the public on the sport as well as equine-related programs. These funds provide the means for adequate personnel support as well as help with supplies and other operating expenses. The support also enabled the redesign and printing of teachers' educational guides and lesson plans and booklets for all levels of Girl and Boy Scouts, and 4-H groups. Families have also benefitted as these funds made it possible to purchase supplies for some of the most successful family workshops the Museum has hosted.

Though there was concern over decreases in school budgets, many school groups were accommodated by offering an early booking special through seasonal program mailings. New email lists were developed and existing mailing lists were updated. Programs are offered to schools as an engaging yet educational experience, presenting students with hands-on opportunities to learn more about the sport of harness racing, as well as enhance curriculum requirements, such as math, English and science, while at the same time fulfilling New York State Educational Standards. Teachers highly admire our school programs for their ability to constantly engage and interest students throughout the duration of their visit.

Education-related free group admissions (walk-in adult groups and special-needs group visitors) more than doubled in 2010/11. We are also pleased to report that summer camps find us an attractive destination for their charges, with 12 camps enjoying our entertaining and engaging programs. A mailing directed at nearly 400 regional camps has been sent for this year and bookings are being taken.

As part of an evaluation process, the department has upgraded its current educational program offerings to better align with improved state educational standards. Changes have been made to several programs and they have been well received by participating schools. Each school course now has a formal lesson plan for teachers to prepare their students for their visit. Teachers' guides have been created for most programs and

both pre- and post-visit materials are now offered as a way of enriching and extending the learning experience. Most are posted on the Museum's website for easy access by schools. Promotion of the education department has been expanded in several low-cost ways, by sending flyers home with visiting school groups, scout patch program participants and group tour visitors; flyers have been distributed to local libraries and frequent posts on Facebook and Twitter. A new school brochure designed for the 2010/11 year included programs offered throughout the school year as well as a registration form, eliminating the need for multiple mailings.

consistent in her solicitation and reporting methods. This past year continued to be a challenge in attracting support income. It should be noted that Ms. Young not only oversees the solicitation and recordkeeping of most of the Museum's active fundraising efforts, her familiarity with the Standardbred industry, its people and its horses, makes her an extremely valuable staff member whose expertise is called upon regularly in the proofing and direction of research projects. This department also attended the Little Brown Jug, Harrisburg Sale and the World Equestrian Games at the Kentucky Horse Park, Lexington, KY.

EDUCATION ADMISSIONS 2008/09 2009/10 2010/11

School Children	2486	1985	1783
Paid Adult Tours (groups/bus tours/parents accompanying school groups)	528	371	263
Free Groups	526	298	587
Scouts	198	94	101
Workshop	168	153	235
"Education Free" (birthday party chaperones/teachers/parents/etc.)	2427	2209	2329
TOTALS	6333	5110	5298

Boy and Girl Scout troops, as well as local 4-H groups, continue to visit the Museum to earn their patches. Leaders enjoyed giving participants exposure to something different while fulfilling badge requirements. New booklets for 4-H participants have been created and Girl Scout books for Daisy, Junior and Cadette levels have been written; booklets for Brownies are in the process of being revised and will be available in the coming year.

Families attended monthly craft workshops, which also include a mini-tour of the Museum and a ride on the Harness Racing 3-D Simulator. These workshops generally take place on the second weekend of each month and attendance has garnered a healthy increase, rising 54%. New crafts and features were added to the workshops, with the most popular being the Chocolate Standardbred craft offered in February, Lucky Horseshoe Pin Open House, offered before the St. Patrick's Day Parade in Goshen and the Egg-Stra Special Standardbred workshop and Easter Egg Hunt.

Children's birthday parties continue to be a popular alternative to other local attractions and saw a modest increase in activity. The relatively low cost includes a birthday cake, beverage, entertaining games, fun crafts, goodie bags, balloons and a visit with Harry the Horse, in an educational setting.

Goals for the coming year include targeting seniors, social organizations, church groups and more, offering them the opportunity to visit our impressive museum and participate in an informative, docent-led tour.

Development Department

Development director Joanne Young remains positive and is

Membership Program

Year	New	Renewals	Total #	Total \$
07/08	80	718	798	\$101,188
08/09	78	678	756	\$ 86,822
09/10	79	638	717	\$ 90,248
10/11	60	655	715	\$ 91,640

The economic conditions of the country and the sport are still a large concern for many Museum supporters. New memberships declined 24%, however a slight rise in renewing members is noted. 1,612 renewal letters were sent; 393 renewed from the first solicitation. Reminders were mailed on a regular basis and follow-up and phone calls and/or emails were also made.

1,815 membership invitations were sent to owners, trainers, drivers, fans and researchers and **in February the Museum president sent congratulatory letters to 103 leading trainers and drivers of 2010 who were not members of the Museum. Only one became a member in response to his letter.** Follow up phone calls as well as emails produced five additional new members. An article on trustee Ellen Harvey's USTA site inspired two people to become Museum members. Seven members were the result of library research and one was after contact with the Historic Collections department.

Racetrack Support

The number of racetracks supporting the Museum increased from 11 to 17. In late March an email reminder was sent to tracks that hadn't responded to the first mailed invoice; five tracks replied. Contributions were received from Balmoral Park, Buffalo Raceway, Freehold Raceway, Harrington Raceway, Hazel Park, Hoosier Park, the Meadowlands, Monticello Raceway, Plainridge Racecourse (through their Derby Raffle), Raceway Park, Running Aces, Saratoga Raceway, Scioto Downs, Tioga Downs, Vernon Downs, Washington Trotting Association (The Meadows) and Yonkers Raceway.

Drivers' Fees

FY	# of Drivers	Fees
2008/09	84	\$22,288
2009/10	69	\$19,624
2010/11	76	\$19,281

The driving fee contributions of 76 members of the Delvin Miller Harness Drivers Association and the Billings Series showed a slight decrease in income over the previous year. To maintain amateur status and participate in the Billings Series, amateur drivers, according to the Series' conditions, must

donate their driving fees to the Museum. Fees earned by the Hall of Famers competing in the Hall of Fame Invitational Trot at Historic Track on Hall of Fame Day 2010 were also included. Stephen Oldford donated the most driver fees during the year and as a result was recognized for his achievement during the Hall of Fame Dinner and induction ceremonies on Sunday July 3, 2011.

Walk of Fame

FY	Bricks	Granite Pavers	Income
05/06	31	26	\$12,990
06/07	30	31	\$14,655
07/08	25	37	\$16,090
08/09	11	15	\$ 7,020
09/10	16	30	\$13,000
10/11	17	20	\$ 8,925

Since its introduction in 1997, the Walk of Fame has generated more than \$200,000 for general operations. It has been so successful it has become necessary to widen the path of available granite pavers. This will allow the relocation of pavers according to honorees, purchasers, organizations, etc.

Donations

FY	Donations
2009/10	\$118,053
2010/2011	\$106,986

Income from this sector is difficult to forecast, however we are grateful to note the following major contributors in FY 2010/2011 (\$5,000+):

Education: Agriculture & NYS Horse Breeding Development Fund

Hall of Fame Dinner Sponsor: Cameo Hills/Steve Jones

Traveling Exhibits: CTW Foundation and Hanover Shoe Farms

Operations: Elbridge T. Gerry, Jr., Ted Gewertz, Delvin Miller Harness Drivers Association, Gladys & E. Roland Harriman Foundation, Hambletonian Society, Hanover Shoe Farms Foundation, Mary W. Harriman Foundation, the Meadowlands Racetrack, the New York State Council on the Arts, a State Agency, Seelster Farms, George Segal, Lawrence B. Sheppard Foundation and the United States Trotting Association.

Roosevelt Legacy Project: Elbridge T. Gerry, Jr., Peter Gerry, and Jerry Silva

Roosevelt Legacy Project

We commenced the year with \$64,878 from individual donors and granting agencies leaving \$92,000 needed to reach the \$157,000 goal. To combat the waning of contributions trustee Bill Mulligan offered a \$1 for \$2 challenge up to a total of \$10,000. We are pleased to report, as of April 30, 2011, the Challenge was realized with more than \$20,000 received. Income now totals \$100,744. This important initiative has allowed for the completion of all data entry, image acquisition, object organization and storage implementation. It also will provide seed funding to commence exhibit publication conceptualization. \$56,260 still required to reach the project goal is earmarked for printing the souvenir book, design, construction and installation of a permanent presentation and a

reserve to fund exhibit updates.

Stallion Breeding Auction

FY 2008/2009	\$44,254 (net)
FY 2009/2010	\$51,873 (net)
FY 2010/2011	\$58,905 (net)

Sixteen fees were collected, an increase of 13.5% over FY 2009/10. We are extremely grateful to the owners of the stallions and mares for supporting this important fundraising initiative.

Hambletonian Golf Tournament

Operations manager John Mayo reports that the 18th Annual Hambletonian Golf Tournament was held on August 2, 2010 at the Hackensack Golf Club in Oradell, NJ. More than 80 golfers enjoyed the day at this prestigious private golf club. The evening included a cocktail hour and dinner complete with raffle drawing and a live auction featuring items that included seats from the old Giants Stadium, tickets to Tom Petty, Roger Waters and Justin Bieber concerts and tickets to a Giants vs. Jets preseason game and a Yankees game. Bidding was fierce thanks to the enthusiasm and expertise of guest auctioneer Sam McKee.

Over \$42,000 was realized and shared equally between the Museum and the Standardbred Retirement Foundation. Thanks go to all sponsors including Presenting Sponsor: Fran Azur, Lunch Sponsor: Arden Homestead Stables, Cocktail Sponsor: The Stallions of Blue Chip Farms, Beverage Cart Sponsors: Roberts Communications Network and Mal & Janet Burroughs, and Hole in One Sponsors: Paul Miller Auto Group and the HTA/USTA Members Benefits Program, and our hosts, the Meadowlands Racetrack and Hambletonian Society.

This year's tournament will again take place at the Hackensack Golf Club on Monday, August 1, 2011.

Special Activities/Room Rentals Department

	2008/2009	2009/2010	2010/2011
Meetings	105	117	70
Business Parties	46	31	18
Weddings	3	9	4
Teen Parties	15	8	6
Family Parties	43	33	45
Total	212	198	143

A severe downturn in the economy, since 2008, has had a negative impact in department activity. Other factors include retrenching by local businesses that now schedule fewer and smaller home office meetings for constituents and clients. Area unemployment, hiring freezes, and uncertainty in the housing market, together with a cost of living increase, has contributed to the need for control of personal discretionary spending resulting in the curbing of lavish events, in particular weddings and confirmation parties. Kim Green, supervisor of the Special

Activities department, will continue to actively seek an improvement in this sector by department analysis, refinement of operations and implementation of more aggressive promotional initiatives.

Retail Services Department

Dan Schwartz assumed sales associate leadership in January. Ably assisted by part-time sales associate Barbara Berrian, with support from the manager of accounting and the director, they have worked diligently to refine retail store procedures and introduce exciting new inventory lines. Of particular importance has been the implementation of procedures to reconcile financial data between the retail department and the accounting department. The 45% reduction in inventory value phased over three years as recommended by the Museum's retail consultant has been achieved and stock has been audited and consolidated; cost cutting measures are being enforced, new lines and designs have been introduced and the general appearance of products and the sales floor has been upgraded. The new embroidery department, headed by Dot Romano, is successfully supplying the retail department with cost-effective products that provide increased gross margins and little or low impact on inventory holdings.

Overall gift shop sales increased slightly over FY 2009/2010. Goshen store sales decreased by 0.37%, the online store enjoyed a 28.63% rise, however catalog sales decreased by 28.44%. A review and refinement of catalog production is warranted. Outreach sales continue to make an important contribution to this department's results. Efforts to improve the store's web presence will be a high priority this coming year. Images will continue to be refined and updated and new merchandise will be punctually added. A continuing increase in web store activity is anticipated for the coming year; contrary to catalog sales which we anticipate will continue to decline as more of our constituents become computer savvy.

Administration

We are pleased to report the hiring of accounting manager Natalie Strassner. Mrs. Strassner will work with the director to strengthen office, retail and personnel procedures and operations, implement changes in personnel responsibilities and update and develop new long-term goals.

Getting off to a quick start, Mrs. Strassner introduced systems that align retail financial reporting with the Museum's principle accounting system. Complete reporting unity now exists between the two departments. This provides regular, immediate and accurate review of the retail department's current status that will facilitate educated, accurate forecasting and compilation of long term goals.

A review of vendor contracts has resulted in several substantial changes having a positive affect on the Museum's bottom line. The Museum's costly phone plan was replaced with a bundled package that provides substantial savings, including free unlimited long distance calling. That same scrutiny was applied to current local banking fees and credit card merchant services and changes have been made that will result in substantial savings. Costs in other areas such as utilities, insurance and postage will be analyzed to reduce operating expenses.

Mrs. Strassner, working closely with department managers, has reviewed and adjusted all funds as well as refined requirements for online filing financial information through the Cultural Data Project, a process now required for many public, private, corporate and community grant applications.

To become fully acquainted with the Museum's operations and further her financial perspective, Mrs. Strassner plans this coming year to continuing efforts to reduce costs, refine personnel responsibilities and procedures and implement staffing adjustments. A more consistent and timely response to accounts payable and receivable will be implemented. She will attend regular interdepartmental meetings to review current activity and programming plans and participate in outreach events.

Kim Green, former business manager, is providing guidance during this transition period. She will continue to supervise room rental activity, provide secretarial duties for the Delvin Miller Harness Drivers Association as well as other projects.

Exhibitory Department

This department's projects constantly change to provide a compelling, attractive and informative glimpse into the world of harness racing. Exhibit updates throughout the Museum provide a fresh experience for visitors and gives an ongoing opportunity to display more items from the collection. New are displays created for "Horse of the Year" Muscle Hill, Amateur Driving Champion Todd Whitney and Hall of Fame inductees. Sherman Raveson and Gean Smith are showcased, each with their own group of paintings.

At the conclusion of a well-received run of the Allen F. Brewer, Jr. exhibition, "The Story of Harness Racing by Currier & Ives" returned to the main gallery. "A Bevy of Bronzes" along with two newly acquired Salvador Dali limited edition prints completed the display. The Haughton Hall Way presented "The Spirit of Harness Racing: Historic Track" – a collection of photographs first exhibited in 1988. In the Carriage Room, "Sulky Slicks – Harness Racing as an Advertising Icon" illustrates, with audio-visual support, how the popularity of the sport has been a marketing tool.

The exhibitory designer, Judi McMahan, also attends to seasonal and temporary displays, traveling exhibit updates, Hall of Fame Dinner preparations, signage and design of printed materials. Plans for the coming year include design, planning and installation of the Roosevelt Raceway exhibit.

Promotions & Marketing Department

The director continues to manage this department with support from the Museum's education department. As planned, the website appearance was refined, a more uniform look established and frequent audits of content are now being conducted. The annual rack card swap invitation was sent to more than 300 attractions in the tri-state area and 1,700 Museum brochures were sent and 1,000 received for display in the Museum's tourism center. Weekly press releases and email blasts for various projects and events were written and distributed. We continue to be grateful to industry news outlets and local media for advertising our efforts without cost.

The Historic Marker for Good Time Park was installed during the summer of 2010 and landscaping completed in June 2011. The project was financed entirely by donations with fundraising and administrative support by the Museum director.

Participants from the World Trotting Conference visited the Museum in August and the following month the Museum provided strong exhibit and personnel support to the Harness Horse Youth Foundation in conjunction with their appearance at the World Equestrian Games in Lexington, KY. The Youth Foundation also visited the Museum during the summer. Loans from the collection provided substantial promotional benefits and several special Museum events were held throughout the year. The Museum, supporting the Monticello Horsemen's Association, was the venue for the Ritchie Ingrassia fundraising breakfast in June 2010. In September, the Museum participated in the Smithsonian's "Museum Day," and in December the traditional concert organized by the development department welcomed 200 Museum members and friends for holiday performances by Goshen High School musicians and a women's barbershop quartet.

In the spring, the Museum co-sponsored, with the Delvin Miller Harness Drivers Association, a safety seminar for harness drivers. The education department and junior docents took part in the annual St. Patrick's Day Parade in Goshen and a new framed poster was added to all traveling exhibits promoting the Museum. Advertisements were designed and inserted in various publications including the Orange County Tourist Guide, special event journals and horse sales catalog (gratis). Mention of the Museum (that we are aware of) was noted in the Smithsonian Magazine, the National Geographic Traveler, and AAA Travel magazine.

Admissions

FY	Special Activities	Paid/Free	Education (includes Free Groups)	Annual Total
2007/08	15602	6631	5904	28137
2008/09	12485	8019	6333	26837
2009/10	12017	8258	5098	25375
2010/11	9956	7043	5298	22297

Noting the decline in admissions, goals for the coming year include an aggressive effort to expand room rental and adult group tour activity. A committee has been formed to create special programs that will attract local senior groups to the Museum for tours and special programs.

Hall of Fame Day 2010

The Museum welcomed 2,526 visitors over the Hall of Fame weekend, down 34%. 267 people attended induction ceremonies for Hal S. Jones, Dave Palone, Bunny Lake and Varenne; Immortals Alden Goldsmith, Richard Stone Reeves, Dr. Harry M. Zweig and Three Diamonds; Communicators Murray Brown and Jim Moran; Pinnacle Awardee Bev Lopez and Amateur Driving Champion Todd Whitney. Mike

Lachance won the Mr. & Mrs. Elbridge T. Gerry, Sr. Invitational Hall of Fame Trot; and the 13th edition of the Souvenir Journal was produced, netting \$37,904 in operating income for 2010/11 (down 11%).

Operations Department

The Operations Department, headed by John Mayo and assisted by Robert Partington, Museum custodian, ensures the Museum's physical plant is in working order and condition as well as assisting other departments as needed.

Mr. Mayo has worked on various projects including repairs to exhibits including the Simulator, replacing the elevator sump pump, and installing a reconfigured hand railing to the loading dock as well as overseeing the repair and maintenance of 15 HVAC units. Several areas of the Museum and the exterior east side of the Museum were painted. Repair to the front walk, caused by an automobile accident continues.

Interactive exhibit equipment enhancements include upgrades from DVD to digital players and the conversion from bulky 1997 monitors to larger flat touch-screens. Hall of Fame and Hall of Immortals computer kiosks were both upgraded and a new projector purchased for the Hollywood Theater.

Two new exhibits were installed last summer: The Auction Challenge game, which was unveiled during Hall of Fame weekend, allows visitors to guess the actual sale price of a past champion, without knowing the identify of the actual horse until the game ends; the Agriculture and NYS Horse Breeding and Development Fund interactive exhibit's touch-screen computer provides New York Sire Stakes information and the previous year's championship races.

Several office computers were upgraded and the DSL network was reconfigured. Routers were also upgraded for credit card security compliance.

Conclusion

Another year has passed and we continue in positive fashion to maintain a tolerable balance between income and expense. They say "change is as good as a rest" and "change is good" and we believe this to be true with several new members of staff providing fresh approaches and a renewal of vitality for us! New ideas and envelope-pushing objectives are the order of the day. We remain positive we will succeed and we will survive until there is an overall improvement in the local and national economy, which we depend upon for a better day.

Gail C. Cunard, Director