



## REPORT OF THE PRESIDENT FISCAL YEAR 2014-2015

### BOARD OF TRUSTEES 2014-2015

#### **PRESIDENT**

Lawrence S. DeVan

#### **VICE PRESIDENT & TREASURER**

Max J. Hempt

#### **VICE PRESIDENT**

Stephen E. Oldford

#### **SECRETARY**

Dorothy B. Haughton

#### **TRUSTEES**

Frank Antonacci

Dr. J. Glen Brown

Malvern Burroughs

Elizabeth D. Caldwell

Thomas A. Charters

Jay E. Farrar

Elbridge T. Gerry, Jr.

Theodore Gewertz

Ellen Harvey

Patricia M. Hogan, VMD

Roger E. Huston

Steve Jones

Charles E. Keller III

F. Phillip Langley

David H. McDuffee

David P. Reid

Timothy J. Rooney, Jr.

Seth Rosenfeld

James W. Simpson

Jimmy Takter

Russell C. Williams

#### **TRUSTEES EMERITI**

Anthony Abbatiello

P.J. Baugh

Peter G. Gerry

Alice Johnston

Michael G. Kimelman

Joseph T. Mendelson

William G. Mulligan

Edward B. Rudner

Adelaide Skoglund

Joseph M. Thomson

Robert A. Tucker

Harness Racing Museum &  
Hall of Fame  
240 Main Street  
Goshen NY 10924  
(845) 294-6330

The Museum's fiscal year ending April 30th witnessed important progress on a number of fronts, including exhibitry, technology, finances and Outreach.

Under the category of exhibitry, one of the more important developments of the year was the receipt by the HRMHF of Greyhound's stall and related artifacts. The location and display of this unique piece of harness racing history will be an important element of the Museum's space planning initiative, through which we will be thoughtfully examining our needs over the medium to long term. The past year also witnessed the accessioning of a treasure trove of glass photographic negatives of harness racing in the 1800s, donated to the Museum by the USTA. Importantly, the digitization of this extensive collection is being underwritten by a grant from the Museum Association of New York.

In the technology arena, the primary focus this past year has been on a significant upgrade of the Museum's website. This major project remains a work in progress at this point and will be the object of significant attention in the year ahead. When completed, the website will contain many new and exciting features with the Museum's gift shop being a significant beneficiary. Other technological developments of note include the successful installation of a QuickBooks accounting and inventory management system for the gift shop as well as the continued expansion of the Museum's social media footprint.

Financially, the HRMHF recorded another solid year on both the operational and investment fronts, as we continuously look for ways to drive increases in membership while carefully monitoring expenses and growing the Museum's endowment through the ongoing Planned Giving Campaign.

In terms of Outreach, the Museum made its presence known at some of the most popular venues: the Hambletonian, the Little Brown Jug, the Breeders Crown, the Kentucky Futurity and the Standardbred Horse Sale. In addition, the Pinehurst Matinees were included for a second consecutive year and a small cadre of trustees represented HRMHF at the Prix d'Amérique. Collaborations with the United States Trotting Association, United States Harness Writers Association, Harness Horse Youth Foundation and Goshen Historic Track continue to form an integral part of the Museum's Outreach effort. HRMHF's first-ever wall calendar, promoting both the Museum and the sport, was very well received and will be produced annually for the foreseeable future.

Before concluding, this report would not be complete without recognition of the outstanding contributions to the Museum's success during the past year from its dedicated trustees, its capable director and its talented and conscientious staff. The Museum would certainly not be the special place it is without them.

In closing, I note with sorrow the recent passing of several of the sport's brightest stars: Hall of Famers Chuck Coon, Jimmy Doherty, Bob Farrington, Lou Guida and Hal Jones. Each of these individuals now joins the ranks of harness racing's Immortals, and our sincerest condolences go out to the members of their families.

**Lawrence S. DeVan**  
President

## THE HARNESS RACING MUSEUM & HALL OF FAME ANNUAL REPORT OF THE DIRECTOR

### OVERVIEW

Although the Museum happens to be located in Goshen, New York, its leadership never loses sight of the fact that it represents the interests of everyone connected with harness racing; it is the sport's permanent showcase. The Harness Racing Museum & Hall of Fame houses and displays the entire history of the sport of harness racing and it does so magnificently. That history continues to grow with the donations of items, and while not everything can be accepted, we welcome the opportunity to add artifacts to the Museum's ever expanding collection. We are so pleased to have received the Ted Hansom collection of more than 2,000 glass negatives from the USTA. Due to the fragile nature of the negatives, the process of documenting and digitizing them must be undertaken with great care, and is being made possible by a grant from the Museum Association of New York. Hansom was credited with taking some of the earliest photographs of the harness racing sport. The project showcases both the Museum's long-standing commitment to preservation as well as its dedication to creating greater accessibility to its collections through digitization. Preservation is the key to recording history, and digitization is the key to sharing that history. We as an industry are so fortunate to have the quantity and quality of film, video and photographs that have been donated to this institution. The digitization of the library's collection to reduce storage requirements while increasing our ability to share it is one of the exciting projects we are planning. In all respects, trustees and staff remain dedicated to the mission of this institution: to preserve the past, support the present, and promote the future of the sport we love in new and exciting ways.

### Department of Historic Collections

The Museum's Department of Historic Collections, under the care of collection curator Rebecca Howard, with the assistance of Missy Gillespie, has had another busy and productive year contributing to our vital mission to preserve and celebrate the history of our great sport.

As the year began, department staff finalized projects for Hall of Fame 2014, including assisting with exhibit preparation, the writing of text panels and the evaluation of objects for the *Remember Roosevelt!* display. The department also completed, with support from the rest of the Museum staff and volunteers, a photo essay book on the history of Roosevelt Raceway. Released in time for Hall of Fame Weekend the book has been sold in the Museum gift shop and used as a membership gift by the Development office.

The steady care and outstanding exhibition of artifacts in the Museum's collection continues to encourage new donors, this year growing the collection by approximately 2,620 items. The number remains an approximation due to both a large archive of photographs and memorabilia donated by Jay Farrar tracing the career of Frank Ervin which have been documented and housed as a group, and the USTA's donation of glass negatives which will be individually cataloged and digitized during the coming year. Resource limitations make it inadvisable to accept every item offered and this is proving to be an ever-increasing

challenge with storage limitations taxing the safe care of the collections. The Museum however remains committed to augmenting the collection to preserve the history and traditions of our sport. Among the notable additions this year were more than 200 films donated by the USTA, art, artifacts and memorabilia from Emma Lou Heitbrink from the remarkable life of Greyhound; from Lawrence DeVan came 22 framed photographs of Hanover Shoe Farms stallions. Jim Brooks continued his tireless campaign to build a one-of-a-kind collection for the Museum of children's toys, country fair memorabilia and Americana, donating 269 postcards, pennants, toys and more. Through the Athan V. Kaloidis Memorial Foundation the Kaloidis family has now donated more than \$15,000 toward a goal of \$20,000 for the creation of an exhibit space for the Brooks-Kaloidis collection.

The Museum staff remains committed to maintaining the best environments for both storage and exhibit. As the collection continues to grow, preserving this level of care has become a constant challenge. In preparation for the inevitable expansion or redesign that will soon be required, a visit by museum planner Kathy Varda was arranged by the director. The site visit and corresponding report were paid for by the Greater Hudson Heritage Network (GHHN) through a regional service program funded by the Institute of Museum and Library Services. The Museum was afforded a second consultant visit through this program – this one to review plans and make recommendations for the cataloging, digitization and re-housing of the new glass negative collection. This report in turn helped form the draft of a grant application to the Museum Association of New York (MANY). The request – for \$5,000 – to aid the above process was successful. MANY also granted the Museum a \$500 travel grant to help fund staff visits to other institutions for review of current trends and practices in exhibitry and storage.

In the area of grants, Historic Collections assisted in managing the registration and application process for the ongoing support of the New York State Council on the Arts. The 2014/2015 fiscal year concluded a three-year grant cycle that generated \$36,000. Application for a new three-year cycle was completed and a decision is expected this fall.

Conservation care is another area in which grant funding is sought. An application filed during this year for the care of two paintings gained partial funding and when monies are received during 2015/2016 the work will be completed. During this year, treatment of an early 19<sup>th</sup> century handkerchief depicting a Currier & Ives print of trotting horse Trustee was completed by conservator Gwen Spicer at a cost of \$2,650 - funding was provided by last year's Restoration Raffle. Donated by Mrs. John Nalle, in 1974 this beautiful piece had not been displayed in more than 20 years.

### The Peter Haughton Memorial Library

Major responsibilities for the library include providing accurate research information for Museum projects and members, editorial and proofreading support, and traveling exhibit coordination. Librarian Paul Wilder continues to be in charge of producing the Museum Newsletter.

In the past fiscal year, the library responded to 85 outside research inquiries dealing with all aspects of harness racing, past and present. The Museum gained one new member as a result of this free research service.

A total of 22 books, 5 periodicals, 1 bound volume of periodicals, 1 folder of research materials, 94 DVDs/videotapes and 282 sale catalogs were received as donations from Museum members and friends. Most notable was the extensive collection of videotapes, sale catalogs and more, formerly belonging to Perretti Farms and donated by Bob Marks. The library also gratefully received complimentary subscriptions from *Hoof Beats*, *The Horseman And Fair World* and *Trot* magazines.

Income from used book and periodical sales through the Museum's gift shop and website totaled \$695 during FY 2014/15, a decrease of less than 2% from the previous fiscal year.

### **Traveling Exhibits**

To date, the Museum's three traveling exhibits have appeared at 90 venues worldwide and have been seen by an audience of over 1.21 million people.

***"The Story of Harness Racing by Currier & Ives"*** – Sponsored by the CTW Foundation and Bob Tucker of Stonegate Standardbred Farms, this one-of-a-kind exhibit has entertained and enlightened audiences around the world. "Currier & Ives" appeared at Historic Walnford Park in Upper Freehold, New Jersey from October through mid-December 2014. Currier & Ives traveling exhibit attendance stands at more than 422,000 since its 2001 inception. ***"A Drive to Win"*** – Sponsored by the Harness Racing Museum, "A Drive to Win" appeared at the Franklin County Fair in Hilliard, Ohio in July 2014 and the Pinehurst Training Center in North Carolina in April 2015. Total attendance to date for this traveling exhibit stands at over 315,000. ***"What is Harness Racing?"*** Poster Series – The Poster Series is scheduled to spend the month of May 2015 at Rosecroft Raceway in Fort Washington, Maryland. Total attendance to date for this traveling exhibit stands at 476,000.

In the coming year, the library will continue to provide editorial and administrative support, increase revenue through the sale of used books and periodicals (gift shop, online etc.) and explore ways to add value to the Museum's video archives.

### **Education Department**

Education coordinator Kristin Roberts encourages groups of all backgrounds to visit the Museum to learn about the history and legacy of the sport of harness racing. Ms. Roberts has an artistic and academic interest in presenting horse-centric education programs to the youth of the community including Scouts, 4-H, Riding Clubs, etc. and these have been well received.

The Education Department enjoyed a busy fall and winter with school groups, scout troops, seasonal workshops, equine health seminars and birthday parties. Approximately 1,211 people, including child and adult groups, enjoyed guided tours from our staff, experiencing all the Museum has to offer. Our birthday parties were attended by 271 children and 228 adults since

December, 2014, and the staff continues to receive high praise from parents.

Our annual Halloween workshop gave children the opportunity to create a horsehead pumpkin, tour our 'haunted stable' and play some spooky Halloween horse games. The Holiday Workshop was a delightful opportunity for children to create a horseshoe wreath for their room, house or stall door. The annual St. Patrick's Day Parade Workshop continues to be our most popular with 66 children and 73 parents attending. For an Earth Day Workshop, children planted seeds in the biodegradable peat pot horses they created. The weather was warm and sunny, providing an opportunity for racing as the children pulled each other across the courtyard in mini-jogcarts. In all, workshop attendance was up over 180% from the previous fiscal year.

"What's in the Feed Room," developed by Ms. Roberts, provided an educational experience for 34 youths and 24 adults on feeding and the digestive tract of the horse by incorporating lectures, worksheets, team activities, games, snacks and making treats for their favorite horses. A seminar on "Hindgut Health of the Horse" was another informative event in which Dr. Bill Vandergrift of Lexington, KY spoke on inflammation of the hindgut and pressure points used to assess overall gut health. Attendees enjoyed food and drink, as well as grain samples to take home.

Another new program, "Color Theory with Currier & Ives," incorporated all four of the New York State Art Learning Standards. A pilot program was run providing homeschooled families affordable art education, as well as learning the importance of the harness horse in American history and art. Currently, modifications are being examined and plans developed to bring the Currier & Ives Art Project into schools as an assembly format. This program will also be modified in the future to fulfill the Boy Scout requirements to earn the Art belt loop and pin. In an effort to further reach out to the community, during Disability Month our patch program was modified to enable Boy Scouts to participate in a group tour with special needs adults and to assist them in completing a craft. The boys simultaneously earned our Standardbred patch as well as the scout Disability belt loop. With modifications to the program, autistic Boy Scouts also earned our patch. The parents and leaders of these scouts were extremely appreciative and impressed with efforts made to accommodate their boys' unique needs.

Another development was the inclusion of a seasonal craft into the Special Needs adult tour groups. The first offering this spring was the peat pot horse craft which was a big hit with attendees and their staff members. Again, much appreciation was expressed regarding the concern, interest and flexibility put forth and the ability of staff to communicate well at the varied levels of the group. Going forward, the plan is to have a new craft for this sector each season of the year. Plans for future development of educational programs continue to move forward. Also, equine anatomy and sculpture workshops are in the works. Promotion to camps and summer childcare organizations continues, and requests for tours continue to be received.

Due to the continued decrease in our public school attendance, we are determined to focus on groups that are not tied to these public budgets such as private Pre-K and grade schools and, more importantly, the growing number of home schoolers. In the search for new audiences, the department is also developing programs emphasizing harness racing in sports history and art for middle and high school students that will provide an avenue to interest age groups that have not yet been approached.

Thanks to the continuing support from the USTA, approximately 6,163 adults and children visited the Museum without charge. In addition, almost 500 people that included teachers and chaperones visited the Museum as part of school tours and other special events.

**Attendance Numbers**

Type of Program	11/12	12/13	13/14	14/15
School Programs	1,425	1,230	1,023	999
Paid Adult Tours	544	540	231	212
Birthday Parties	957	667	473	499
Scouts	49	111	60	56
Workshops	264	191	58	163
Education Free	687	729	464	496
<b>Totals</b>	<b>3,926</b>	<b>3,468</b>	<b>2,309</b>	<b>2,425</b>

**Development**

Development director Joanne Young ably conducts the affairs of the Development Department. She is consistent and steadfast in her solicitation and reporting methods, and is positive about the future even though this past year was a challenge in attracting support income. Ms. Young not only oversees the solicitation and recordkeeping of most of the Museum’s active fundraising efforts, but her familiarity with the Standardbred industry, its people and its horses, also make her an extremely valuable staff member whose expertise is called upon regularly in the proofing and direction of research projects and outreach events. Marcia Faber is a frequent volunteer in this department.

**Membership**

FY	New	Renewals	Total #	Total \$
2011/2012	63	654	717	96,567
2012/2013	65	669	734	99,355
2013/2014	55	627	682	105,925
2014/2015	76	654	730	97,213

Membership contributions in fiscal year 14/15 were \$97,213. The total number of members increased to 730, with a healthy rise in both new members and renewals. At the USHWA Annual Dan Patch Awards in February dinner guests were approached about their Museum member status, resulting in several joining or renewing their membership. Several year-end renewals were delayed and received after the end of the fiscal year which was a factor in the decrease of dues from the previous year.

Nearly 1,400 renewal letters were sent. Reminders were mailed on a regular basis and followed by phone calls and emails. More members are responding to the first email reminder than have in previous years helping to lower postage cost.

Over 500 letters were sent to harness racing leaders, owners, trainers, drivers, fans, USTA directors, researchers and historic collections donors inviting new membership. Membership forms are distributed at Outreach programs, and are also available in the Museum, on the website and in sale catalogs and other publications. It is stressed that increasing our membership gives us a more significant presence when applying for grants and government funding. The membership form also lists the many benefits for a Museum member which include being eligible to elect horses to the Living Horse Hall of Fame and nominating people and horses as Immortals.

The lease for the postage machine expired in April and the cost of a replacement was prohibitive for the amount of mail generated at the Museum. It will be replaced by a more cost-effective method and those options are being researched. The Museum is taking advantage of a free bulk mailing program offered by the United States Postal Service at a savings of approximately \$900 per year. Two volunteers also help to minimize cost in this area with preparation of the mailings.

The 2015 Harness Racing calendar featuring some of 2014’s prominent racing stock was produced by Museum staff and sent to members with the 2013-2014 Annual Report and 2014 Fall-Winter Newsletter. The calendar was sponsored and totally underwritten by many of the leading farms, sale companies, race tracks and harness racing organizations in the U.S. and Canada.

The Yuletide Carolers of New York City joined with the Goshen High School’s Varsity Choir and Jazz Voices Ensemble for the annual Holiday Concert held December 4, 2014. Sponsors for the evening festivities were Bob Boni of Northwood Bloodstock, in memory of Museum trustee John A. Cashman, Jr., and Edie Haughney, financial advisor and franchise owner of Ameriprise Financial, Suffern, NY. Haughton Hall was filled to capacity as everyone enjoyed the holiday music followed by refreshments in the Carriage Room. The Museum also participated in the U.S. Marine Corps Reserve Toys for Tots Program as a drop off for unwrapped toys for the community.

Staff members are in the process of moving the membership database to PastPerfect, museum software used by Department of Historic Collections. Similarly, the library database will also be migrated to PastPerfect. The advantage of having one platform across departments is immense.

**Matching Program**

Beginning in calendar year 2014, a benefactor has pledged to match dues and donations from members. This opportunity will be promoted throughout the harness racing community and is expected to significantly affect financial support of the Museum.

**Donations**

Donations increased this year to \$171,091 due the successful matching funds campaign and the generosity of our membership.

<b>FY</b>	<b>Donations</b>
2011/2012	\$133,577
2012/2013	\$169,197
2013/2014	\$125,104
2014/2015	\$171,091

We are grateful to the following major contributors (\$5,000+) in 2014/2015: Agriculture & New York State Horse Breeding Development Fund, Arden Homestead Stable, Michael and Sylvia Burke, CTW Foundation, Elbridge T. Gerry, Jr., Ted Gewertz, Delvin Miller Harness Drivers Association, Kevin Greenfield, New Meadowlands Racetrack, Pennsylvania Harness Horsemen's Association, Pinske Stable, Seelster Farms, Lawrence B. Sheppard Foundation and the United States Trotting Association. Museum Program General Operating Support is made possible by the New York State Council on the Arts with the support of Governor Andrew M. Cuomo and the New York State Legislature.

#### ***Stallion Breeding Auction***

Twenty-five stud fees collected this year totaled \$51,549. Fees expected at the end of the fiscal year were not received. Since 1999, over \$600,000 has been raised by this important fundraiser for promotion, education and operational expenses.

<b>FY</b>	<b>Stud Fees</b>
2011/2012	\$41,939
2012/2013	\$43,835
2013/2014	\$67,489
2014/2015	\$51,549

Sixty-five breedings were donated for the 2015 breeding season representing 56 stallions. Breeding donors may request a minimum acceptable bid and the right to approve the mare. Any breedings not receiving acceptable bids in the auction are available until the end of the breeding season which has significantly raised the number of breedings benefiting the Museum.

#### ***Amateur Driver Fees***

Fees of \$18,877 were received from 62 of the participants in the Billings Series. Fees earned by the Hall of Famers competing in the Hall of Fame Invitational Trot at Historic Track on Hall of Fame Day, July 6, 2014 were included.

<b>FY</b>	<b># of Drivers</b>	<b>Fees</b>
2011/12	75	\$18,392
2012/13	65	\$13,635
2013/14	56	\$14,414
2014/15	62	\$18,877

Steve Oldford, who donated the most driver fees in 2014/2015, was named 2015 Museum Amateur Driving Champion.

#### ***Walk of Fame***

Sixteen granite pavers and fifteen bricks were purchased this fiscal year for \$8,550. Nearly \$248,000 has been generated since the Walk of Fame was introduced in 1997. There were no reduced prices on pavers or bricks this year, which increased income on the same number ordered as the previous year.

Information about the Walk of Fame is on membership forms, the Museum website and in other publications.

<b>FY</b>	<b>Bricks</b>	<b>Granite Pavers</b>	<b>Income</b>
2011/2012	19	24	\$10,820
2012/2013	12	29	\$11,750
2013/2014	15	16	\$ 7,850
2014/2015	15	16	\$ 8,550

One granite paver was given as a raffle prize to Historic Collection's raffle for July 6, 2014 (winner Museum member Mrs. Larry DeVan) and one brick paver was given for the raffle (winner Andrew Bridges) held at the 2014 Casino Night at the Meadowlands.

#### ***Planned Giving Program***

At the Annual Meeting in July 2011, the Museum's Board of Trustees formed a committee, under the chair of trustee Charlie Keller, charged with organizing and launching a campaign to encourage supporters of the Museum to provide for its healthy financial future by making gifts in their lifetime and from their estates that would provide assets, in perpetuity, to further the work of the institution. This year's effort has resulted in 100% participation by the Board of Trustees of the Museum, a prerequisite to presenting the program to the public and requesting support.

#### ***Hambletonian Casino Night***

The third annual Hambletonian Casino & Poker Night was held on Tuesday, July 29, 2014 after the post position draw luncheon at The New Meadowlands, East Rutherford, NJ, to benefit the Museum and the Standardbred Retirement Foundation. The event was successful with each charity netting over \$19,000. Guests enjoyed casino table games that included blackjack, roulette, craps and poker along with an open bar, buffet and dessert table. Guests turned in their winning chips at the end of the night for raffle tickets to win such great prizes as Yankees autographed baseballs, baskets of cheer, concert tickets, football and baseball tickets, iPad Mini and GoPro Hero3. Silent auction prizes included tickets to a Yankees game in General Manager Brian Cashman's suite at Yankee Stadium (donated by Mr. Cashman and won by Bob Boni). Special thanks to the Hambletonian Charity Committee and the Meadowlands, open bar sponsor Arden Homestead Stable, dessert sponsor Blue Chip Farms, raffle sponsor Diamond Creek Farm, and door prize sponsors Brittany Farms Stallion Management and Crawford Farms as well as to all gaming table sponsors and dinner guests.

This event was so successful that it will be repeated Monday, August 3, 2015 at The New Meadowlands in East Rutherford, NJ in conjunction with the Hambletonian post position draw.

#### ***Special Activities Department***

The special activities department manages the rental of the Museum for various celebrations and meetings. In FY 2014/15, a total of 6,345 people visited the Museum for weddings, christenings, corporate meetings, showers, birthday parties and other gatherings. Gigi Ryan joined the Museum staff last year and made some significant changes in the department, most notably in the requirements to rent Houghton Hall, including insurance and liquor permit documentation. Rates were raised

for the first time in at least ten years. The drop in net revenue was due in part to the price increase but the more rigorous liquor policy had a negative impact on the total number of events, especially business parties.

<b>FY</b>	<b>#Events</b>	<b>Net Profit</b>
2011/2012	158	\$39,866
2012/2013	131	\$42,813
2013/2014	143	\$30,864
2014/2015	92	\$34,575

**Retail Services**

The Winner’s Circle Gift Shop had a moderately successful year. The gift shop now operates with one full-time associate, Kate Forry, and two part-time associates, Ann-Marie Murphy and Betty Anne Sosinski, supported by the accounting manager and the director. The gift shop staff continues to provide a pleasant and informative first impression to Museum visitors.

Gross sales increased by 10% from FY 2013/2014. Outreach sales had a 22% increase and continue to be an important contribution to this department. For the 2014 Hambletonian at the Meadowlands, the gift shop set up on the first floor, offering merchandise to the large crowd at this location. Outreach sales account for 54% of total income for the retail sector of Museum operations. In addition to the Hambletonian and the Breeders Crown at the Meadowlands, the gift shop traveled to the Little Brown Jug in Delaware, OH and the Standardbred Horse Sales week in Harrisburg, PA.

In-house gift shop sales decreased by 5% and accounted for 30% of total sales. Catalog sales increased 59% and account for 4.5% of total gift shop income. The catalog is an important public relations and promotional tool for the Museum and the harness racing industry, but continues to be a financial burden on the gift shop budget. Due to increased postal rates, catalogs are mailed only to active customers, and current Museum and USTA members. International mailings are by request only.

Web sales decreased 3.6% and accounted for 11% of total gift shop income. Our ecommerce presence must be improved, and it is anticipated that the new website will provide a boost to online sales.

Having a full-time staff position was a strategic move in the right direction. QuickBooks Point of Sale hardware and software have been implemented streamlining inventory tracking, customer databases and helping to manage gift shop activities more efficiently. Ms. Forry has added numerous creative touches to the gift shop appearance and has been instrumental in finding new merchandise that focuses on the mission of the Museum.

**Administration**

Accounting manager Natalie Strassner administers the Museum’s business office and provides secretarial duties for the Delvin Miller Harness Drivers Association. Regular duties include personnel management, financial reporting and all accounting functions. Ms. Strassner also provides support to the gift shop personnel. Office and retail procedures continue to be implemented and updated. Synergy between the Accounting Department and the retail store continues to provide accurate

reporting of financial conditions and assists with budget forecasts. Ms. Strassner and Kate Forry have implemented the new QuickBooks Point of Sale hardware and software resulting in more efficient processing and inventory control.

Reviewing and negotiating vendor contracts continue to result in substantial savings. Upgrading utility contracts have proved to reduce operating costs while increasing services. Merchant service contracts have been evaluated and changed for cost savings as well as compatibility with the new software. Installing and implementing the new POS system in-house resulted in substantial savings on consulting fees.

Ms. Strassner continues to be active in all interdepartmental meetings to help brainstorm new ideas and marketing strategies. She plans to attend all Outreach events with the gift shop and development department in the upcoming year.

Goals for this department include oversight of gift shop activities pertaining to merchandising strategy and inventory control while providing accurate financial data to ensure educated decisions, and the scrutiny and implementation of NYS Department of Labor rules to ensure compliance, especially as they concern employee procedures and policies. Business compliance has been a major focus for Ms. Strassner this year especially in the areas of insurance, personnel and special activities. Office, personnel and financial procedures continue to be strengthened; the Employee Policy and Procedures Manual continues to be updated as needed.

**Exhibitry**

Whether it’s designing and installing a large display or a small, never-been-seen painting, Exhibitry Designer Judi McMahon continuously updates Museum exhibits aimed at providing the visitor an exciting, interesting and up-to-date harness racing experience. Seeking original and engaging ways to display our extraordinary collection is a driving force behind the exhibitry department. Updated displays maintain a balance of modernity while continuing to honor the historic aspects of the great sport of harness racing. Consistent rotation of items on exhibit perpetuates a unique and informative experience for new and repeat visitors alike.

“Something new around each corner” was this year’s goal for the exhibitry department. In addition to our large display areas, many small changes were implemented throughout the Museum bringing more artifacts “on view” – among them are trophies, wall art and a newly-conserved 19<sup>th</sup> century textile. Some favorite areas, like the Frank Ervin exhibit, were rearranged to present items in a new light.

Recent installations showcase: *Women in Racing Today*, colorful *Harness Racing Americana*, New Zealand’s Caduceus, Horse of the Year JK She’salady, Amateur Driving Champion Steve Oldford, and our 2015 Hall of Fame honorees. Currently the Carriage Room features a stunning selection of drawings and watercolors by artist Lumen Martin Winter. The display case within provides a sneak-peek at our Greyhound collection.

To help our visitors navigate all of these changes, a new, easier-to-read Museum map was produced by the department and will

be updated on an as-needed basis. Revisions for the “On Exhibit” section are submitted to update the website and also this year, a new advertisement for the traveling Poster Series was created.

The exhibit department provides seasonal displays, traveling exhibit updates, temporary displays, Hall of Fame Dinner preparations, signage and the design of printed materials.

### **Promotions & Marketing Department**

Our overall marketing and promotion activities continue to enjoy a significant advance in creating value for the Museum and raising awareness for our mission with Chris Tully on our team.

The Museum social media presence is active and engaging. Having a “boots-on-the-ground” approach has afforded our platforms breathtaking photographs of all the major races in our area.

Our Outreach program has been enhanced by Mr. Tully’s technological skills, especially when our team went to Pinehurst in April. In addition, the recorded keynote speech of leading trainer Jimmy Takter in Haughton Hall at the USTA’s driving school was aired on YouTube and has attracted nearly 1,000 views.

Another huge asset is our ability to manage and produce the Hall of Fame Souvenir Journal with greater artistic and professional skill. Not only have the last three books substantially exceeded previous years’ revenue, but the final product is superior in appearance and photographic quality. With this graphic design software in-house, we have been able to standardize our message across multiple platforms with a consistent and concise format in various race programs, sale catalogs, rack cards, etc.

This past year witnessed the development and printing of the 2015 “Harness Racing Stars” calendar, the Museum’s first. The widely distributed, glossy, full-color product was subsidized entirely by its sponsors. Several hundred calendars were sold at Harrisburg for \$10 each and all Museum members received one as a membership benefit. “Harness Racing Stars” was widely regarded as the best calendar product in the Standardbred industry this year, rivaling those of several major racetracks with much larger budgets.

In the future we plan to expand our reach and send our message across various digital platforms, with the intention of increasing membership while highlighting the Museum’s commitment to harness racing.

Website updates have been punctual and plentiful, but onerous and costly; a priority of the redesigned website will be for Museum staff to have the ability to manage the content promptly. Website redesign is recognized as necessary to not only showcase Museum events and artifacts, but also to allow users to view biographies, photos, and videos of our Hall of Famers.

We continue to be grateful to industry news outlets and local media for advertising our efforts without cost. Advertisements were designed and inserted in various publications including the

Orange County Tourist Guide, special event journals and horse sales catalogs (without charge).

During the summer we were pleased to receive visits from sports journalism majors sponsored by the Clyde Hirt Foundation and a week-long stay for students of the Harness Horse Youth Foundation’s summer program. For the fourth consecutive year, the USTA Driving School was held in Goshen, and the Museum hosted classes, lunch and evening activities.

### **Hall of Fame Day**

The Museum welcomed 1,978 visitors over the four-day Hall of Fame Weekend in 2014. A total of 300 people attended the ceremonies that witnessed the Hall of Fame inductions of David Miller and Bill Weaver, Donato Hanover, Precious Bunny and broodmare Hattie. Carol Cramer and John Pawlak entered the Communicators’ Hall of Fame; Green Speed, Miss Elvira and Windsong’s Legacy entered the Hall of the Immortals. Jack Elliott of Colorigination received the Museum’s Pinnacle Award. Steve Oldford was the Museum’s Amateur Driving Champion for the fourth time. Ron Pierce drove CSI What’s My Name for Hall of Fame trainer Jimmy Doherty to win the Mr. & Mrs. Elbridge T. Gerry, Sr. Invitational Hall of Fame Trot in 2:00.1.

### **Operations**

The Operations Department, headed by John Mayo and assisted by Museum custodian Robert Partington, kept busy year-round with the upkeep of the building and grounds and helped all departments as needed. General maintenance of the exhibitry, heating/air conditioning units, roof, plumbing fixtures, and many other items connected with the operation and upkeep of the Museum continue to be done in-house as needed thereby reducing the expense of using outside contractors.

Major projects that John and Robert performed during this fiscal year include the repainting of the Tudor brown timber sections on 75% of the building and the painting and sealing of the white cedar fence that was installed the previous fiscal year. Plans for this fiscal year are to replace a portion of the remaining timber sections that have started to deteriorate and finish the remaining 25% of the painting.

The flat section of roof which was prone to leaks has been replaced with a high-grade rolled rubber roofing with a 20-year guarantee, all vent caps protruding from the roof have been resealed with new material and sections of the shingle roof have been replaced. Additional slate roof work on the 100-year-old portion of the Museum was completed including replacing a copper boot around a vent pipe, a new copper gutter and general slate maintenance. The roof seems to have held up very well this past winter, despite the large amount of snow and melting that occurred. Plans are under way to redesign and improve another section of the slate roof to help alleviate snow and ice buildup; the area in question is impossible to access during the winter to keep clear and significant interior damage occurred last winter as a result.

The Simulator experienced its first major electrical glitch during the year and after a bit of research, John was able to contact the company who manufactured the motion platform. Even after 20

years, the company, Servos and Simulation, still had the mechanical drawings and parts on hand to assist John in troubleshooting the issue before determining the problem component which was then sent out for repair at minimal cost.

John Mayo has continued to upgrade the administrative computers and exhibitry with digital players, flat screen monitors, newer computer hardware and software, and to update many of the kiosks including the NYSS exhibit, current race exhibits and Hall of Fame exhibits. Lighting is still being upgraded with longer life LED bulbs reducing the electricity used and man-hours needed to change blown bulbs. We have already seen a reduction in our electric bill as it now takes only 6 bulbs to use the same amount of electricity as 1 halogen and the LED light is much safer as it produces very little heat and no UV light which can be detrimental to art.

Major projects that are underway for this year include a new stamped concrete patio outside of Houghton Hall which will double the useable outdoor space for events, continued upgrades to our security and fire systems, and general building and grounds improvements.

Major projects considered for the upcoming year include changes to the stone patio next to the Carriage Room, redesigning landscaping, and replacing and painting timbers in the Museum's façade.

## **CONCLUSION**

As many of you know, we are in the planning stages for the definitive exhibit of one of our sport's greatest heroes, Greyhound and his stall. To do this properly we are reviewing our current exhibits and exploring the concepts for a number of new and expanded displays. The thirty years of the Breeders Crown deserves a place among the Museum's exhibits. The *Women in the Sport* display is currently outdated, missing the contributions of many successful female trainers and industry leaders. To correct this omission, a new display called *Women in Racing Today* was recently installed in the Delvin Miller Historic Timeline. Although we showcase a significant collection of sulkies, we do not yet have a display showing the incredible evolution of speed, including equipment, track surface and training methods. Nor do we yet have a timeline of images illustrating how selective breeding has changed the American Standardbred from the unrefined, coarse road horse of yesterday to today's sleek, elegant athlete. Selections of Americana from the James E. Brooks – Athan V. Kaloidis Collection are currently on exhibit but the wide array of toys, games, postcards and pennants Jim has lovingly collected on behalf of the Museum since 1999 will be further featured as new digital and onsite displays are developed. These are some of the ideas we are considering for the future, and I welcome your comments and ideas.

The history of harness racing lives here!

Janet T. Terhune, Director