

VOLUME 9/ISSUE 2/2023 \$2.95 CDN

Brad Grant

Reflects Back on Over 50 Years in Racing and Bulldog Hanover

he Meadowlands Talking Harness Racing with

Jason Settlemoir & Jeff Gural

Harlan Malter

A Passion for Thoroughbred Racing Mixed with a Little Baseball

Horse Racing Now Available to Ontario Sports Bettors

PONIES 24-7



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AT POST



WELCOME BACK!

Welcome back to PONIES 24-7, at a time when interest in horse racing in Ontario, is at a peak and I say this with the recent running of the first King's Plate in over 70 years, just a few days ago, that saw betting on the Thoroughbred Classic event at an-all time high. Over \$18 million was bet on the 13-race Woodbine card, indicative that horse racing in the province of Ontario is in the midst of an upsurge, as horseplayers enjoy betting competitive and appealing race cards.

Prior to Sunday's King's Plate Card, an industry changing announcement was made by Woodbine Entertainment, as Canada's leading racetrack operator announced a partnership with global sports betting leader, Bet365, where now players can access pari-mutuel horse racing betting products using accounts with legal gaming operators in Ontario. It was essential that the arrangement be finalized before King's Plate Day, to open horse race wagering to more people and it seemed to work, as the numbers showed. For more on this 'game changing' initiative, please see the spread on pages 16 and 17 of this magazine.

This edition of PONIES 24-7, also features a potpourri of articles and interviews that you are certainly going to enjoy reading, including a one on one conversation with Standardbred owner Brad Grant, who besides being well recognized in harness racing circles across Canada, is also a very familiar face in winner's circles in the US as well. Brad who has owned his share of Champion horses, for newcomers to

harness racing, was owner of the great Bulldog Hanover and recently was named to Woodbine Entertainment's Board of Directors.

Also, in this magazine we catch up with Jason Settlemoir and Jeff Gural of the Meadowlands, a track that enjoyed a gain in betting handles throughout their Winter and Spring race meets this year and in the interview we find out the possible 'secret sauce' that may have helped to contribute to the rise in wagering at the New Jersey racetrack.

Finally, we meet Harlan Malter, of the California-based Ironhorse Racing, a Thoroughbred partnership that continues to grow and happens to be involved in a horse with some baseball ties, namely, Mattingly, who was named after the New York Yankee star player and now the Toronto Blue Jays Bench Coach, Don Mattingly.

Enjoy this issue of PONIES 24-7 and if you want more 'PONIES', then once again, don't forget to tune in Saturday mornings to 'Ponies 24-7, THE RADIO MAGAZINE on the FM channel,105.9 The Region and live streamed at 1059theregion. com. Now in its fourth season, the show continues to offer 60 minutes of action-packed interviews, handicapping selections and informative content for racing fans everywhere and it all starts at 8:00 am ET. You will be glad you did!

Until next time,

Larry Simpson theponies247experience@gmail.com



ABOUT THE COVER

Photographer Clive Cohen of New Image Media, catches World Champion Bulldog Hanover and Dexter Dunn in full flight, during last years Breeders Crown Open Pace at Woodbine Mohawk Park, last October.

EDITOR Larry Simpson

Larry Simpson is an avid and passionate writer, horseplayer, handicapper, and marketer for both Thoroughbred and Standardbred racing. He has published and edited several horse racing journals, conducted handicapping seminars for both breeds and is a major proponent for the education of new racing fans through publications like PONIES 24-7, and initiatives that develop 'fresh' demographics for racing, produce cultured bettors and promote the value of the horse racing advertising space!



LIVING THE HORSE RACING LIFESTYLE

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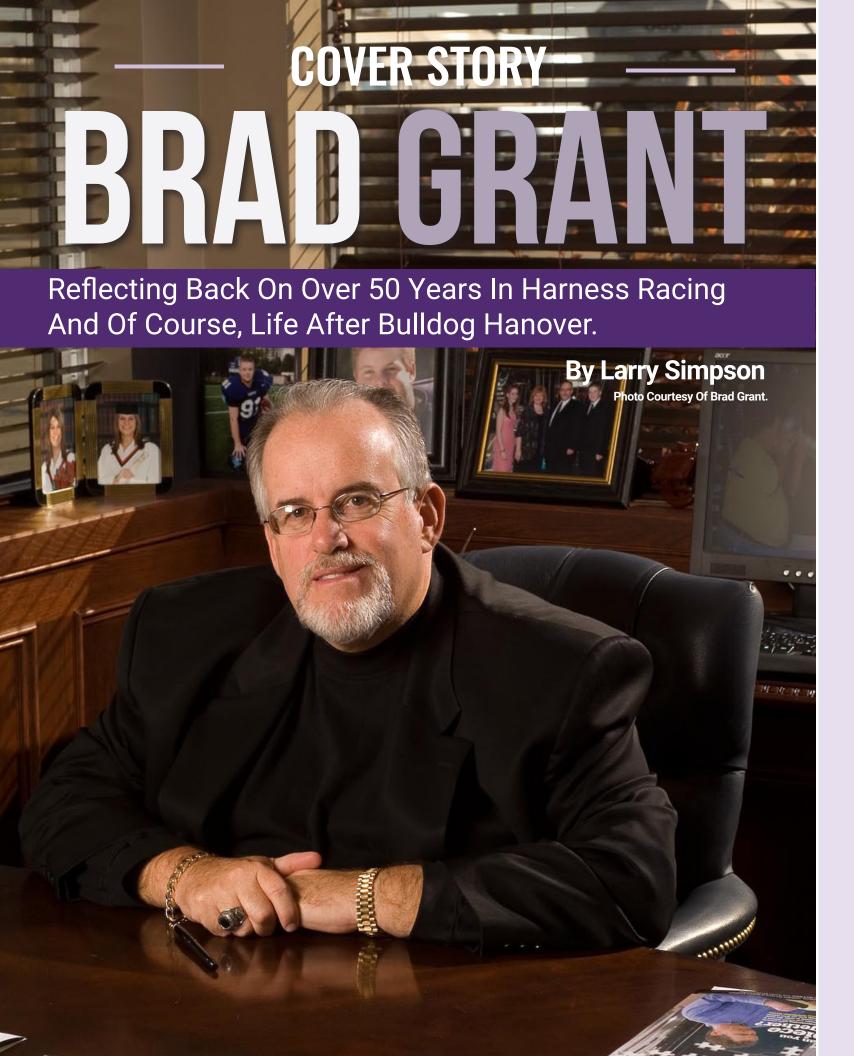
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or third generation horseman Brad Grant, you could say that if anything, a career in harness racing has been quite a ride. Mind you, what else would you expect from this Milton, Ontario truck magnate, who has been able to combine two of his passions, trucking and harness racing, including ownership of one of the greatest Standardbreds of alltime to peer through a bridle and a Breeders Crown winner, Bulldog Hanover.

But for Brad, whose racing stable has also included two Hambletonian winners, Ramona Hill and Atlanta and another Breeders Crown winner Stay Hungry, he also witnessed first-hand, the devastating side of the business, with the 2016 Classy Lane Stables barn fire, that saw his million dollar pacer Apprentice Hanover perish. At the time, Brad admitted that maybe the fire was a sign, but instead of giving up and giving in to the tragic event, he instead increased his investment in the Standardbred industry and with it, also added to the philanthropic causes that he continues to tirelessly support today.

In early May of this year, Brad was selected as part of the Woodbine Entertainment Board's Standardbred Racing Committee, where it was anticipated that his industry knowledge and experience would be leaned upon heavily going forward. Recently, and it's no surprise, as we went to press with this edition of PONIES 24-7, Brad was appointed to Woodbine's Board of Directors and again a further testament to his business acumen and harness racing know how. Earlier, we caught up with Brad at his Milton office and not only did the discussion centre around of course, his long involvement in harness racing, but in particular, the 'ride' with the great Bulldog Hanover.

PONIES 24-7: Brad, thanks for taking the time to do this, first question, where did it all begin for you and why harness racing?

BRAD GRANT: Well, obviously my father was big in the horse racing business when I was growing up and in 1965 he bought a farm in Hornby, Ontario and shortly after, both my Grandfather and my Uncle came up from the Smith Falls and Westport areas to join him. They both had some harness horses and by 1967 I was going to the races and paddocking and jogging quite a few of them and I think I was about 13-years-old at the time and I would honestly have to say that this is probably when I pretty much caught the 'racing bug'.

PONIES 24-7: And you became a driver for a while, what was that like?

BRAD GRANT: It was a very short career (*Laughs*) and lasted from about the time I was 22 to maybe 26. I was actually training horses at the time, so I decided to get my Driver's Licence and drive a few, but it was very easy to recognize that I wouldn't be threatening the likes of the top drivers at the time, (LOL). But at least I got to say that I had my License once and won a few races, so maybe it's something that I can brag about now.

PONIES 24-7: Did this passion for harness racing stem from your father or do you think it would have been there naturally?

BRAD GRANT: I truly believe the passion came from both my father and my grandfather. My Grandpa was a pioneer in the racing business and being around him and the horses, he would show me the little tricks of the trade. I learned a lot from my grandfather but I think too that I also had my dad's passion to be part of the racing business, so I guess you could say that I come by it honestly.

PONIES 24-7: Where did your grandfather race?

BRAD GRANT: Places like Westport and the Ottawa Valley and he raced against some of the best at the time and then when dad bought the farm, he moved up here. I started 'hanging around' with him and because it's a business that really grows on you, it's not a hard sell if you are around it enough. I believe that you either like the horse racing business, or you don't and I have found that most people that are around horses for any length of time, find out quickly that it becomes a very tough business to get away from.

PONIES 24-7: You obviously liked it?

BRAD GRANT: I did, but in typical father and son relationships, we 'agreed to disagree' at times and I got out of the horses and went into the trucking industry, which was also a passion that I shared with my dad. I did work for him for a few years, but then again, in one of those father and son 'agree to disagree' arguments, I went out on my own and started a little company and just built it from there. At that point I was completely out of the horses and really had no inkling to get back into them. However, later on though, Teddy Huntbach came into this same office one day, plunked himself down in one of the chairs and said to me, 'It's time you buy a horse!' Teddy as you know Larry was from Kingston (another Valley boy) and I said to him, 'No Teddy I'm really not interested in the horse business now, I'm busy growing the trucking business,' but he



was insistent that I buy a horse and I figured the only way that I was going to get him out of my office was to from cheaper overnight stock to higher end Saturday concede and agree to buy one. So, that's pretty much where it all started for me, all over again.

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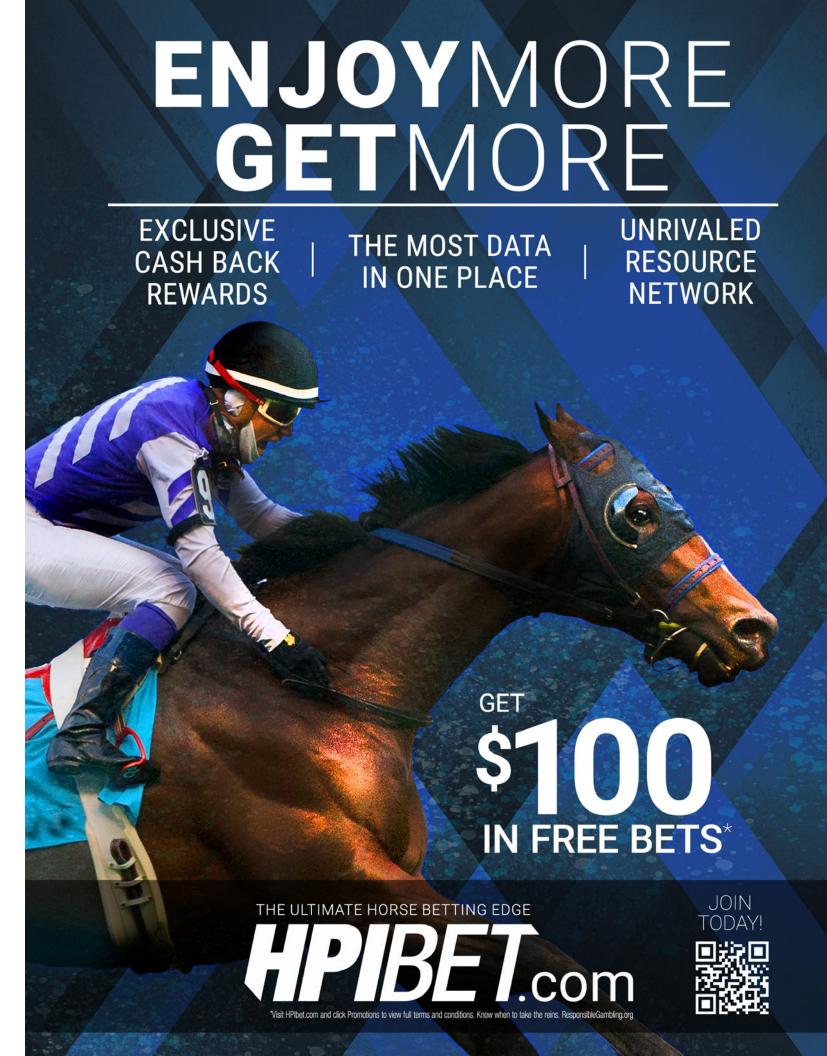
horse and at the time I didn't know who my partner was, because Teddy had the horse in his name. I was the Grand Circuit, where I was able to meet some great having lunch with my dad at the old Mohawk Inn one day and he said to me that he had a horse racing that to me. Marvin would let me tag along with him to the night at Mohawk. I asked him which one, as I followed major stakes and it was then that I saw what it was like his horses a little bit but I wasn't going to the races regularly back then and when he told me the name of the horse and that he owned a half of it, I started to Hanover, we bought Sandbetweenurtoes from Tony laugh, as Teddy had sold the other half of my horse to Alagna and had some luck with her with Larry and Ray my dad! (Laughs) I dabbled with the one horse for a while and after Teddy passed, I hooked up with Dave the decision to commit to the Grand Circuit horses and Green, who was a friend of mine since we were kids and I owned a couple with him. I was just dabbling on go with Tony (Alagna), as I really liked the way he ran the lower scale of horses, but then the business just his operation and I also didn't want to have a bunch of kind of grew when I got involved with Ben Wallace. We horses with several different trainers and the rest you got very aggressive in growing the stable and racing could say is history. up here, but you were absolutely correct Larry, the philosophy of buying one then two, then four, then PONIES 24-7: Then you had the ultimate game eight is certainly how it happened.

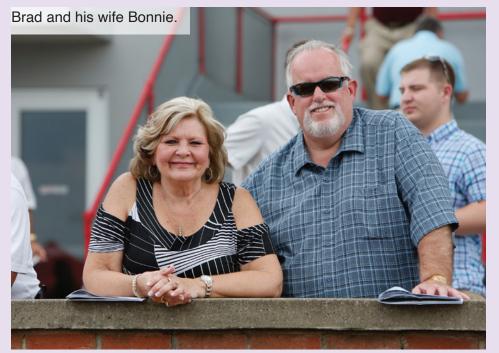
PONIES 24-7: What was behind your decision to priced horses?

BRAD GRANT: During my time with Ben, we went night specials up here at Mohawk. Ben came along one day and said that there was a horse available to buy and that he would really suit us. I had bought PONIES 24-7: And one became two and two became Big McDeal from Jack Darling earlier and had some luck, so I bought Apprentice Hanover from him as well. 'Apprentice' was a very good two and three-year-old, BRAD GRANT: Well funny story, I bought a half of a but of course we ran into Captain Treacherous at the time, but it became very good exposure to racing on people, one being Marvin Katz, who was just great to race a Grand Circuit stable, to the point that I said to my wife, this is where I want to be! After Apprentice Remmen and I would say probably a year later I made become more active at the Yearling Sales. I decided to

> changer in Bulldog Hanover, what is the story behind how you became involved with him?

change your business acumen and buy better, higher BRAD GRANT: Well as I mentioned Jack (Darling) and I have known each other for guite a long time and had some great luck together and I watched 'Bulldog'





as a two-year-old and really liked Jack took him to the U.S. for his last an inkling to sell 'Bulldog', that I He came right out and said, 'Brad, I really don't want to sell him, but piece of him?' I'm going to say that in less than 10 minutes we had a deal put together, but that's actually he gave me a price, I thought it was fair and we were partners, with forward.

PONIES 24-7: And again, the rest all the part of a Champion. is history, correct?

BRAD GRANT: (Laughs), Absolutely, the rest is history!

PONIES 24-7: What do you think it was Brad that made 'Bulldog' such a special horse?

some hard luck racing as a threeyear-old, but you always saw the talent in him. I really think though, that we saw the best of him when or the charisma that 'Bulldog' had.

what I saw. I was driving home from four or five races. He put a couple work one night and noticed that he of huge miles in over Hoosier Park was qualifying and I called Jack and one night I believe he went and mentioned that if he ever had a mile in '48 over a muddy track and my phone was lighting up with would be interested in buying him. text messages after the race. I will never forget getting a text from Ron Burke after the race and he said would you be interested in buying a 'Brad, if that was a good night, that horse would have gone in '46 and a piece' and when we put him away at the end of the year, I believe that the way Jack and I always worked- he retired for the season with a ton of confidence. I also think breeding him to a few mares helped, as it Jack managing the horse moving took him from being a boy to a man and he came back the next year with more confidence and looked

> PONIES 24-7: Do you think there will ever be another one like him?

BRAD GRANT: There's always going to be another one Larry, it's like any sport, did anyone ever think that there would be another Wayne Gretzky? But then Connor McDavid BRAD GRANT: You know he had came along. Sometime, somewhere there will be another horse come along, but I'm not too sure whether there will be one to bring the fanfare

Certain horses seem to have a special appeal to people, take for instance San Pail or Cam Fella, as you knew about horses like these, even if you weren't involved in horse racing. 'Bulldog' had that type of 'swagger' about him and the nice thing about it is that Jack never said no to anyone, if someone wanted to come and see him. When we raced 'Bulldog' in Ohio or Indiana, there would be hundreds of people waiting to see him just before the race and nothing seemed to ever bother this horse, he would just take it all in stride. I remember too Larry, sitting in an airport and I overheard two people talking and all of a sudden I hear the name Bulldog Hanover and of course up went the tentacles. (Laughs) I'm listening and the one guy is telling the other about this horse Bulldog Hanover and that they should go see him race. I don't believe that a horse like 'Bulldog' will come along that often, but at some time there will be another horse that will top his records. It's inevitable, as the tracks are better now and the equipment has improved, but I don't think that it will happen for some time though.

PONIES 24-7: Plus, having a horse like Bulldog Hanover remains one of the best ways to build a new fan base, would you agree?

BRAD GRANT: Absolutely, I actually believe the next fanfare so to speak, will be when 'Bulldog's' babies begin racing, as that's the next generation. He will have some going to the sales in 2025 with his first crop of around 70 yearlings and those horses I think will be the 'deal of the century'.

PONIES 24-7: I'm quite sure you will be looking at them Brad, correct?

BRAD GRANT: Well, I have a couple and I will be looking at some others, but the last point I would

like to make about 'Bulldog', is that he came along at the right time to do something positive for our industry. Harness racing needed something to talk about and it didn't really matter where we raced, the racetrack took advantage that Bulldog Hanover was racing at their track and they advertised it and promoted accordingly. People wanted to see 'Bulldog' race and it was very good for our industry and was certainly a breath of fresh air for harness racing.

PONIES 24-7: Changing topics for a minute, the first time we met and it was a few years back I might add, is when you were in hockey, how did you become part and are you still involved?

BRAD GRANT: No, I'm not involved now, but back then I bought the local Junior Club (Milton), because it was going to fold at the time. Being a Milton boy (although I didn't play at that level), I just didn't want to see the team shut down and I said that I would take it on for three years. At the end of the third year I finally figured out how to make the team better and we put some business plans together and actually I ended up keeping the team for 20 years. (Laughs) We became a very successful organization and again it was by surrounding myself with good people and the kids themselves. We won a lot of Championships and for a small town back then, going to a National Championship was a real big deal. The 'kick' that I got out of it though, was getting scholarships for the kids and now I see many of them today as adults and they are giving back to hockey themselves through coaching.

They received their education through hockey and it was because of what we did here at Milton. Actually, the year I bought the team, we only won three games and it took us three years to get above 500, but from the fifth year to the year I sold the team though, we were always in the top echelon of the league. I believe that we won the Championship four times in five years and we had a good run. It was very fulfilling though to get the kids to the next level where they were rewarded with scholarships.

PONIES 24-7: And you did spend some time back then with the OHA's Board, correct?

BRAD GRANT: Yes, the last few years that I owned the Club, I used to 'harp' about the OHA and the things that they did and the President at that time was Brent Ladds, who actually became a very good friend of mine

PONIES 24-7: That's how you and I first met was through Brent.

BRAD GRANT: That's right and I remember Brent saying to me that instead of complaining about things so much, why don't I get involved, so I did. I became part of the Board and really enjoyed my time there and actually became the Finance Chairman. We were able to bring the league back to 'good health' and although I didn't really want it, I took over the role as Chairman. After four years though, I didn't like the way hockey was going and I thought that we were just 'spinning our wheels', as the league was becoming too much



Ponies-247 Ponies-247 11 about money and not enough about developing kids, so I walked away!

PONIES 24-7: Let's talk about your real business now, trucking, how did you become so heavily involved in it?

BRAD GRANT: My dad was in the trucking business, so the interest I guess just came naturally for me. When I wasn't around the horses, I was around the trucks and eventually I did become involved in the trucking PONIES 24-7: Well, the next chapter of the story industry full time and by then, I was out of the horses. One day my dad and I just 'agreed to disagree' again, so I decided to do my own thing and with some help from him, I bought a small company that I was familiar with. I believe that it was maybe 1983 or '84 and it all started then. I was lucky to have a lot of good people around me and with some luck we were able to build up the company and around 10 years later, I bought the family business. I was able to grow it too and then some other companies that fit our business plan at the our harness racing industry, so after some time to think

PONIES 24-7: So, the business you have now is basically a conglomerate of the various companies that helped you grow?

BRAD GRANT: Yes, we run everything under the name GGC Group which stands for Grant Group of Companies, the majority of the business is trucking but we also have warehouses and rail sidings.

PONIES 24-7: Brad, before we talk about your role with the new Woodbine Standardbred Committee, I want to ask you about your personal career in horse racing and whether you have any regrets in the business and also, some goals that maybe you haven't achieved as yet?

BRAD GRANT: Perhaps the only regret is that I was the underbidder on Tall Dark Stranger, but really, no there are no real regrets. I really never dreamed that I would be able to achieve the luck that I have had in harness racing -I've won two Hambletonians and the Hambletonian was really a race that I wasn't interested in winning, as I was a 'pacer guy', but not only did I win two 'Hambo's', but I did it with fillies! My sights were always on the North America Cup or the Little Brown Jug, which I might add, I haven't won either of them yet, (Laughs), but I still would like to win the North America Cup and the Metro Pace, more because they are here at Woodbine Mohawk Park. But Larry, I have had so much good luck, that anything I win from here on is going to be a bonus.

PONIES 24-7: But no regrets so far?

BRAD GRANT: Of course, there's horses I bought that I wish I hadn't.

PONIES 24-7: I think we all have those though (Laughs)

BRAD GRANT: Yeah, that's part of the game, but no I really don't have any regrets at all.

would be your naming to the Standardbred Racing Committee, how did that selection come about for you?

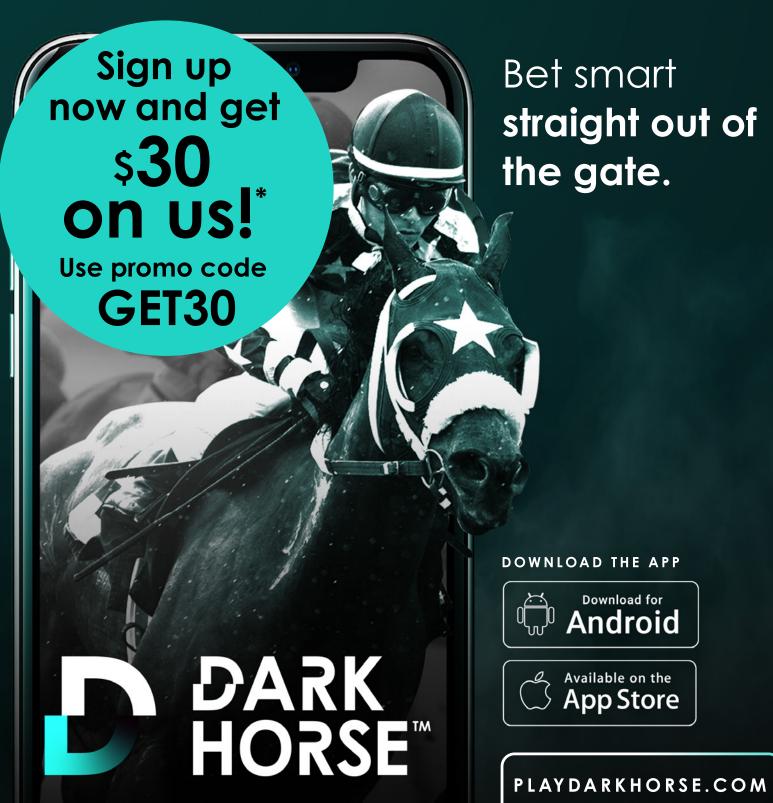
BRAD GRANT: Well, Hugh Mitchell actually approached me and he has this incredible ability to give you the 'soft sell' and get to where he wants you to be and he asked me whether I would be interested in getting involved with the Committee. At first, I said that I didn't know what role I could play, but I do believe in and also talking it over with Woodbine's Board member Marvin Katz, I decided to get involved as I really liked what Hugh was trying to do. Also, I thought that if I could contribute to help our industry, then I should be part of the Committee. I'm not actually 100% sure what my role will be, but when you look at the quality of people that will be taking part and what they bring to our Industry, I think for me it will be 'sit, learn and listen' and hopefully I can contribute along the way. But, I am looking forward to it though and also seeing where I do fit and what I can do to help and if I can help!

PONIES 24-7: Obviously, you must be a great fit, with



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the recent announcement that you are now a member of Woodbine Entertainment's Board of Directors, how did it feel when you received notice of this appointment?

BRAD GRANT: I was flattered to even be considered, there are so many great people on the Board and strong candidates out there that would bring so much to the Board, so even being asked was an honor, I hope that I can contribute to the continued success of Woodbine Entertainment.

PONIES 24-7: Brad, your horses aside, who was the greatest horse that you ever saw race?

BRAD GRANT: Well, I did see Albatross race and he would certainly be a top pick, but I watched so many of them perform that it's actually difficult to get it down to just one. I remember watching Fresh Yankee and what a story that was.

PONIES 24-7: A \$900 horse.

BRAD GRANT: Yes, what a story, especially when you look at all the money we spend on a horse now and this one sold for only \$900. (Laughs) But, I think that you also could pick Cam Fella or Niatross! I actually had the good fortune of watching many of them from the backstretch and when I think back, I was maybe too young to appreciate exactly how great these horses were. But now, when you read about them, they bring back a lot of great memories of seeing them race at places like Greenwood and I really think that you appreciate what they did more now, then when they were racing.

PONIES 24-7: Last question for you Brad, which racetrack back in the day had the best atmosphere and I believe I already know this answer though?

BRAD GRANT: Mohawk!

PONIES 24-7: I was sure that you were going to say Greenwood!

BRAD GRANT: Yeah, in the day absolutely as you were right there with the crowd and the backstretch and paddock were close by. But, what they do out here now at Mohawk in the Summer is tremendous. Sure, COVID put a damper on things and it becomes a question now of how do you draw people back to the track? Woodbine is really trying through promotions and great marketing and I am quite sure that they will attract the people. We have a great product and we can also offer more of what people want, like a night out and a great place to have dinner, or a place to take the kids on a Saturday night. It all comes down to attracting the people and deciding what it will take to get them back to the track. Perhaps this is where I can have some valuable input down the road with my experience as an owner and a fan. The key though is getting people in the door and then finding a way of retaining them. 'Bulldog' certainly opened up a lot of doors for new people coming to the races and it remains our job now to keep them there. How do we do it? Well I believe that's the million dollar question!

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HORSE RACING TECHNOLOGY

HORSE RACING NOW AVAILABLE TO ONTARIO SPORTS BETTORS

Woodbine Entertainment, Canada's leading racetrack operator and global sports betting leader, bet365, announce four-year partnership

TORONTO, August 18, 2023 -

Woodbine Entertainment, Canada's leading racetrack operator and global sports betting leader bet365 are proud to announce that horse racing is now available to Ontario sports bettors, through bet365's Ontario

"This is a great day for Ontario sports bettors and especially for the horse racing industry in the province," said Jim Lawson, CEO, Woodbine Entertainment. "For over a year, we have been working hard with regulators, government agencies and our partners at bet365, to develop the technology and satisfy all requirements to allow players to access pari-mutuel horse racing betting products using accounts with legal gaming operators in Ontario with the customer experience at the forefront. Betting on horse racing in Ontario is now on its way to becoming more accessible than ever."

"I would like to thank Member of Parliament for Saskatoon-Grasswood, Kevin Waugh, for listening to our concerns during the legislation process and recognizing the risk it posed to the horse racing industry and ultimately pausing the Private Members Bill to ensure the industry would be protected," said Lawson. "We also wouldn't have been successful on this front without the support of the Honourable David Lametti, Minister of Justice and Attorney General for Canada and the Justice Committee for working with the horse racing industry.

"I would also like to thank the Canadian Pari-Mutuel Agency (CPMA) and our Provincial Government



including the Honourable Doug Ford, the Alcohol and Gaming Commission of Ontario (AGCO), iGaming Ontario and the Ministry of the Attorney General, for all of their efforts in supporting this initiative that will contribute to the growth of horse racing and this important agricultural segment of the economy," added Lawson.

This innovative solution which is exclusively available to bet365's customers, gives players with accounts on bet365's platform, seamless access to pari-mutuel wagering on horse racing.

In addition, Woodbine Entertainment and bet365 jointly announce a four-year marketing partnership. As part of the new agreement, bet365 becomes the Official Online Sports Betting Partner of Woodbine Entertainment and will receive exclusive branding opportunities in the sports betting category on-site at Woodbine Racetrack, in network television and simulcast broadcasts across digital properties and virtual signage.

At Woodbine Racetrack, bet365 receives naming rights for the apron winner's circle, inner turf course and Thoroughbred paddock, in addition to signage on the lower rail around the racetrack and grandstand. Additionally, bet365 will have naming rights for stakes races at both racetracks throughout the year.

"On top of this being the biggest marketing partnership in our long and storied history, Woodbine is thrilled to be partnering with a global sports betting leader that is focused on growth and shares many of the same values as an organization," said Lawson. "As the sports betting sector in Ontario continues to mature, Woodbine Entertainment is poised to be a leader and partnering with bet365 will help us do just that."

"We are excited to partner with Woodbine Entertainment in this significant milestone as horse racing is now available to Ontario sports bettors. With bet365's years of expertise, combined with Woodbine's prestigious history and passion for the sport, we are confident that our customers will have a thoroughly enjoyable experience," a bet365 spokesperson said.

"This is just the start of a mutually beneficial partnership that creates opportunity in the near and long-term for all stakeholders, including our customers," added Michael Copeland, President, Commercial, for Woodbine Entertainment. "We are excited to partner together and look forward to leveraging our collective leadership positions in this sector to unluck new and exciting opportunities."

"It was very important for us to find a true partner in every sense of the world and in partnering with bet365 we have achieved that," Lawson added. "We now look forward to working together for many years to

come, which will benefit the horse racing industry in Canada well into the future. On behalf of Woodbine Entertainment and the horse racing industry in Ontario, a huge thanks to bet365 for partnering with us on creating this innovative technological solution that will serve customers and support the growth of horse racing in the province."

About Woodbine Entertainment

Woodbine Entertainment is the largest horse racing operator in Canada offering world-class horse racing at both Woodbine (Toronto) and Woodbine Mohawk Park (Milton) racetracks. Woodbine Entertainment also operates off-track wagering through its Champions teletheatre network, which includes WEGZ Stadium Bar in Vaughan and Greenwood in the Beaches area of Toronto. Remote wagering is also available to customers through HPIbet (formerly HorsePlayer Interactive), the company's telephone, internet and mobile account wagering service.

About bet365

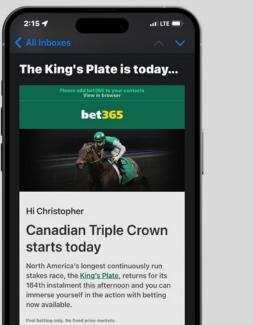
bet365 is a globally renowned online gambling operator. We offer an 'In-Play' experience which covers over 78 sports and over 780,000 live streams to 90 million customers worldwide. Our online betting brand is powered by a world class proprietary product and over 7,000 employees across the globe.

Cultural and linguistic zones around the globe are serviced using geo-specific content and 22 different languages to enhance the customer experience, which is further improves through the offering of 26 different deposit currencies and 50 payment methods. 19+. Gambling can be addictive, please play responsibly. Visit www.ConnexOntario.ca for responsible gambling information. Horse racing betting markets only available to bet365 Ontario account holders.

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THE BUSINESS OF HARNESS RACING

The Meadowlands

Talking Harness Racing Once Again With Jason Settlemoir and Jeff Gural

By Larry Simpson Photos: Lisa Photos

We usually sit down with The Meadowland's believe that there are two factors accounting for the V Jason Settlemoir and Jeff Gural on a regular certainly delighted with the robust betting handles far in the 2023 racing season. Although running one track does have its challenges, in the case of this duo, they actually have three in the fold, with the two New York, also part of the organization.

Recently, I had the opportunity to sit down together with Jason and Jeff, where the discussions stemmed around several, current horse racing topics, including why the significant handle increases at the Meadowlands, the effect of Sports Betting and a major topic of discussion everywhere in racing now, HISA (Horseracing Integrity and Safety Authority).

PONIES 24-7: Guys, thanks for doing this, let's talk first about the Meadowlands and the fact that to date you have had some terrific betting handles, what do you attest these positive numbers to?

that we are seeing and not just at the Meadowlands, but at our other two properties as well Larry, is that our export handle has also risen at both of those places in 2023 as well. With all of the Gural properties, I

increase in handles, the first is that we have been basis and this year is no different, as the pair are very aggressive in the simulcast world, including our usual partners and here at the Meadowlands, we accrued at their New Jersey Standardbred track, so have also added several race dates on FS1 and FS2. Secondly, we have found that people are wanting to bet our properties, because they feel like they are getting more of a 'fair shake'. We do our best to run harness tracks, Vernon and Tioga Downs in upstate a 'drug free' racing environment and I believe that we are starting to see that people are tired of what they are seeing at some other racetracks on a consistent basis and these bettors are also coming over to our tracks to bet. Look, if a bettor has perhaps \$500 in disposable income and where in the past they may have split this between one of our tracks and another track, now they are wagering all of their money on the 'Gural product', because we try to promote the sport in the 'right light'.

> **PONIES 24-7:** Obviously too, having full fields helps as well, correct?

JASON SETTLEMOIR: Without a doubt, but what people don't realize is that over the last few weeks our JASON SETTLEMOIR: I believe, one of the things field sizes have actually been down from the same time last year and that's what happens when you add a 14th race. But, you are absolutely 100% correct Larry, average field size is the key driver to any pari mutuel handle as far as horse racing is concerned.



Also, we still have a high number of average number of starters here at the Meadowlands and especially during the Winter months.

PONIES 24-7: Does having a top Driving Colony help propel the Meadowlands handle?

JASON SETTLEMOIR: I don't really know Larry, as at the end of the day we might have a top Driving Colony but we are actually finding that the public is betting more money on a regular basis on our Amateur Races. and I believe there's two reasons for this, one is placement of the Amateur race, like if it is at the beginning of a Pick Four or a Pick Five, this obviously drives the handle and secondly, people also like the unpredictability of the Amateur Races. The Amateur Drivers also race 'full out' from the time the horses leave the gate to when they cross the finish line.

PONIES 24-7: Jason, I know the last time we interviewed you for this magazine, Sports Betting had become very active, for the sake of another word, in the State of New Jersey and in particular at the Meadowlands, have you noticed any players that are regulars in your Sportsbook migrating over to the horse racing side now?



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JASON SETTLEMOIR: Not really, there is some crossover, but our industry continues to fight the same problem that it always has, that people don't JASON SETTLEMOIR: I will stand by that and Jeff and understand horse racing or how to read the Racing Program. Look Larry, you, Jeff and myself, all took the time to learn how to read a program and therefore we eventually fell in love with the sport, but you bring in the 'twenty somethings' and give them a Racing Program and they basically have no interest in trying to read it as to them it looks way too complex. Instead, people now want instant gratification! We have been very aggressive with 'Beginners Betting Windows' at all of our properties and in addition to that, making sure that we have 'How To Read A Racing Program' printed in all of our track's programs. Additionally, we provide even more in-depth coverage on our websites of how to wager on horse racing. The short answer to your question though Larry is that there is very little crossover from Sports Betting to horse racing, but from horse racing to Sports Betting there has been some crossover, yes.

PONIES 24-7: Do you think we made horse racing too difficult, because as you stated there's a Racing Program that they don't understand, is the sport too

complex for people to want to learn?

I have done everything we could humanly possibly think of, except maybe running our heads through a wall, LOL, in order to have people learn how to read a Racing Program. We still spend millions of dollars marketing the harness racing industry, between the Meadowlands, Tioga and Vernon, but I will tell you something Larry, if it wasn't for us executing the marketing that we are actually doing now, there would be no one at these racetracks. We aggressively market the harness racing industry at all three of our tracks and we are very fortunate to have someone like Jeff, who continues to put his money where his mouth is!

PONIES 24-7: What is your relationship with FANDUEL?

JEFF GURAL: We have a long term contract with them, in fact I won't live long enough to see it end. (Laughs) We have an agreement with them where we are actually partners and share in the profits and the losses.



PONIES 24-7: Jeff, you have recently been a proponent for the state of New Jersey's Standardbred industry to opt in to HISA (Horseracing Integrity and Safety Authority), can you expand on

JEFF GURAL: With the HISA legislation, each state has the option to opt in, so we want the horsemen to request that New Jersey become part of HISA and subject to HISA making accommodations that work for our breed. Our horses on average race more than Thoroughbreds, so we can't have the same rules on issues like drugs, but as long as they are willing to accommodate our needs, we feel very strongly that New Jersey should opt into the HISA organization. We also believe that the Standardbred horsemen should ask them to become part, but to date though, the horsemen have not agreed.

JASON SETTLEMOIR: Larry, this is the issue and here is the root of the cause, Jeff told the USTA and everybody involved to give him the changes that they would like to see for Standardbred racing to be included as part of HISA, rather than just joining the Thoroughbreds. The USTA fought Jeff 'tooth and nail' on this issue, but they could have made it very easy, especially with Jeff's political prowess including at the State level and had they just given him what he needed. I know for sure, that we certainly wouldn't be going back and forth like we are now. At the end of the day though, Jeff has asked them to give him the changes that they wanted to be included for Standardbred racing and he would take care of it, but unfortunately it continues to fall on deaf ears. But honestly, I'm not really sure what is going to happen, but I will say one thing is for sure though, that if the government wants something done, they are going to do whatever it takes. regardless if we agree or not.

PONIES 24-7: Let's talk about your other two tracks now, how has racing been at Tioga and Vernon so far this year?

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JASON SETTLEMOIR: Racing at both tracks so far has been fantastic. We have a bit of an issue at Vernon as Jeff has continued to write cheques there since 2006 and provided thousands of people with a steady income and it will be up to the New York Gaming Commission to do something, so he doesn't continue to lose money every year. Larry, the place is outstanding now, compared to what it was like when I stepped in during 2006, when the hotel was falling apart, the racetrack was bad and the barn area was terrible! But Jeff again put his money where his mouth was and fixed everything up and it's a shame what's happening now, but at the end of the day all he is asking for is a tax break that will allow him to break even. It seems to me to be a quick fix in order to keep all the Vernon people employed and preserve the racetrack as a viable part of the local community.

PONIES 24-7: Talk about Yankee pitcher 'Nasty' Nestor Cortes, who recently became a new Standardbred owner, how did this all come about?

JASON SETTLEMOIR: 'Nasty' Nestor claimed a horse, Tam Major back in April and the horse actually won his first start for his new owner. Nestor brought a couple of people with him to the track that night, but honestly, he got involved because of Joe Lee, who is a great ambassador for the sport too. Joe, is Assistant Equipment Manager for the New York Yankees and also competes in our Amateur Driver's races and I guess Nestor started asking him some questions about harness racing and eventually he became

involved as an owner. Joe is able to get the Yankee players excited about harness racing and is actually a breath of fresh air for the Standardbred industry.

PONIES 24-7: Wrapping up, you had two of your signature events, the Meadowlands Pace in July and then the Hambletonian on August 5th, did you do anything different in promoting the two races?

JASON SETTLEMOIR: We gave out free t-shirts on Meadowlands Pace night and hats on Hambletonian Day and our Stables' Promotion, where we continue to raise money for charity, however, like any good business, we have taken the promotions that didn't work in the past and kept the ones that were in the Standardbred industry who continues to put successful. But, we are trying a lot of new initiatives this year and will see if they are successful or not. However, as I mentioned earlier, my only concern with the industry right now is HISA and I think that people need to understand what is the core issue and what is really at stake here. I do think though, that people are aware of the FBI removing some of the top Trainers, not only in our business, but on the Thoroughbred side as well and put them out of horse racing, so we will remain aggressive, like we have in the past and continue to remove the horsemen that

are not playing fair!

PONIES 24-7: You and Jeff certainly have formed a tremendous bond together over the past years.

JASON SETTLEMOIR: Yeah, people are beginning to say that I am starting to sound like him.

JEFF GURAL: That's not good. (Laughs)

JASON SETTLEMOIR: Well, Jeff hired me when I was young, back in 2006 and has been very influential in my life and as I said earlier, there is only one person their money where their mouth is and that's him!

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IRONHORSE RACING STABLE'S

HARLAN MALTER

Horse Racing, Mixed With A Little Baseball

By Larry Simpson



arlan Malter is Managing Partner of Ironhorse Racing Stable, a partnership that has been campaigning Thoroughbreds across North America since 2007. Their Columbia blue silks with a circle representing a baseball have been prominent over the past few years in races like the Breeders' Cup, Royal Ascot, Dubai World Cup and at Woodbine, with Momos in the Nearctic Stakes, Get Smokin in the Woodbine Mile and Bohemian Boy. Recently, Ironhorse's silks were once again front and centre, this time in the Victoria Stakes at Woodbine, with a horse by the name of Mattingly, fittingly named after the former New York Yankee slugger and current Toronto Blue Jays Bench Coach Don Mattingly and a story in itself.

Recently we had the opportunity to meet the architect behind Ironhorse Racing Stable, Harlan Malter and the following interview transpired.

PONIES 24-7: Harlan welcome, first question, where did this passion for horse racing originally stem from?

HARLAN MALTER: Well, I bought my first horse when I was around 36, but this interest and passion was really drawn out of sports, which I was a huge fan of, much like my father. I grew up in Boston surrounded by a large amount of College and Professional sports teams and together my father and I would frequent sporting events on a fairly regular basis. But actually, horse racing was not part of my father's pedigree, as he grew up in the city and probably never touched an animal other than a dog, (Laughs). Honestly, I really didn't have a lot of opportunity to take in horse racing, other than driving across Massachusettes every summer and picnic in the backside of Saratoga. That experience though, definitely remained in the back of my mind, where I eventually wanted to become part of horse racing. Later, when I was going to College in New York City, I was introduced to off-track betting and this was pre-internet days and between baseball practices I would

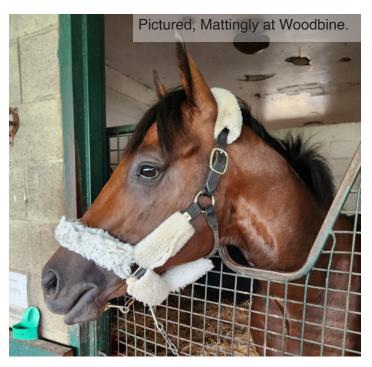
venture to the OTB to bet some races. If you recall, this was way back when you had to phone a 900 number to get the race results and although I really gravitated to the horse racing experience, I did find that the racing industry could be very intimidating for an outsider who wanted to become more involved. Trainers were and are amazing horsemen, but they are not the ones that are drawing people into the business in most cases, so what I did was buy a \$500 share in a \$5,000 claimer at Philadelphia Park for myself and my Stepson and that got me into the game. That horse only ran twice for us, but you could say that I was hooked and I truly believe that once horse racing is in your blood, it remains there forever.

PONIES 24-7: You say that racing is in your blood and you have this passion for the sport, what was it that made you so passionate?

HARLAN MALTER: It is the pure athlete that is inside the horse. I didn't become involved in horse racing with a background of understanding pedigrees or having the grasp of the history of the sport, but eventually, I became hooked on the career of Cigar and what I liked about him was that he was a throwback to the old days of a 'barnstorming' horse, who was always looking forward to that next race. I know that there's many takeaways that people have with horse racing, whether it's the gambler who loves that side of the business, or the breeder, which I love now, as we stand a stallion by the name of Bucchero, but at the end of the day, what I enjoy most is seeing the competitive nature and athletic side of the horse rise to the top during a race. Some horses will tell you right away that they have the talent and when you get a horse that will do anything to try to win, then that's just the purist thing out there. We are in an era now Larry, where someone can get paid one hundred million dollars to play a sport and these horses do it for carrots. At the very core though, that's what I love about horse racing, the pure, athletic ability and the competitive spirit of the

PONIES 24-7: You mentioned earlier about going to College in New York, where you also played baseball and enjoyed a love for the New York Yankees, a fact that is obviously reflected in the name of one of your horses, Mattingly, talk about this story.

HARLAN MALTER: When I was playing at Columbia, Don Mattingly was in the midst of a tremendous 'Yankee' career and growing up a New York Yankee fan, he was a guy that I really idolized. When you name a horse though, you have to do it with some thought and you try to include things that are important to yourself, like Don Mattingly was to me. It's also important to find the right horse that hopefully is talented enough, especially when you are



naming it after a special person and with Mattingly, all the pieces just came together. The quick story Larry is that we had named Ironhorse Racing Stable after another New York Yankee great, Lou Gehrig, who also played baseball at Columbia University and certainly was a lot better than I was. (Laughs) He was named the 'Iron Horse' so we called the stable Ironhorse Racing and we designed some light blue silks and put some baseballs on the sleeves and we were off to the races. The stable was fortunate enough at the beginning to have a horse by the name of Bucchero, who is now a stallion and he became the highest earning racehorse in the state of Indiana, and he still is. So, this two-year-old that we bought is by the highest earning racehorse ever in the state of Indiana and his mother was named Battingstar and she was a daughter of Grand Slam. There certainly was some significant baseball themes throughout, so I decided to try and find out who was the best baseball player from Indiana and well even though recent Hall of Fame elect Scott Rollen was a very good player, Don Mattingly was just too close to my heart. Mattingly, (the horse), ended up being stakes placed this year as two-year in his first start, then won a Maiden Special Weight and then finished second in the Victoria Stakes at Woodbine and I believe that so far, he is doing his namesake proud.

PONIES 24-7: That's a great story Harlan, now talk about Ironhorse Racing Stable and how you came up with its concept. I understand that you work with several Trainers, is that correct?

HARLAN MALTER: That is correct and as far as the stable is concerned, I mentioned earlier that I started out in the business in a small syndicate and I realized back then that this was a great way for someone to get involved

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without having to buy an entire horse, which can be awfully expensive. Basically, from when we started until the end of Bucchero's career which was in 2018, I would just involve some friends into buying small shares, but when his career ended, it helped to launch me to another level. I decided then to start a public syndicate, in order to bring more people into the game and to try to give them a true ownership experience. What differentiates Ironhorse from many other syndicates in the U.S. though ,is that we don't mark up the prices of the horses and I believe this helps the long term financial viability for our partners participation in racing and it seems to be working as we have around 150 partners now. We continually update our partners on a weekly basis and have several Trainers that I enjoy working with, including Mark Casse, Joe Orseno, Tim Glyshaw, Michelle Nevin, Chad Summers and Michael Trombetta. They are located all across the country and actually we now have our first horse in California with Mike Puype. Our goal is to try to introduce horse racing to as many new people as possible and I am thrilled that we are able to share the passion of owning a horse with so many partners.

PONIES 24-7: What does the future hold for Ironhorse Racing Stable?

HARLAN MALTER: Well actually, no ceiling is too high for us to try something new. We have a set pattern of buying yearlings in the Fall and two-year-olds in the Spring and have expanded some now, as a couple of our mares have retired and they are being bred to Bucchero and we are very fortunate to have access to what I believe is an up and coming stallion. Our partners are excited to be part of this breeding process and sure it takes some time to see the results, but it is very rewarding when a horse that you bred, makes it to the Starting Gate. Also this Fall, we are going to take a Bucchero yearling and send it to the 'Yard' of James Ferguson in Newmarket, with an attempt to race it at Ascot, as we would like to start racing in the U.K.



eventually. Ironhorse Racing Stable is always looking for viable options that our partners can become involved in, while adding to their racing experience.

PONIES 24-7: Why is Royal Ascot so important to you?

HARLAN MALTER: It's interesting, as you are talking to someone who was running claimers before we bought Bucchero for \$43,000 back in 2014 and for a couple of years after that, we were thrilled to be winning Indiana -bred stakes and I'm still to this day, very proud of all he accomplished in Indiana. We were enjoying the ride with Bucchero and at the end of his five-year-old season won a Grade 2, then was a good fourth in the Breeders' Cup. To start his six-year-old year, he ran second to a really nice Wesley Ward horse called Bound for Nowhere and shortly after the race, a representative of Royal Ascot reached out and said to me that he thought that Bucchero would 'fit' very nicely in The King's Stand at Royal Ascot. I had to look into what that race was all about and I very quickly did some research and realized how incredible it would be to race at Ascot. We went to England and it was just amazing from the time we got off the plane. It was a tremendous experience, as there is just so much passion for racing in England and then when you get to Royal Ascot Day, look I have been to the Breeders' Cup and all the major stakes races, but there is nothing like Royal Ascot-the city basically stops once racing begins. It had me hooked immediately and luckily I befriended a couple of people over there and I have been fortunate to be invited back on a regular basis. If you are a racing fan, Royal Ascot is just an 'off the charts' experience.

PONIES 24-7: You mentioned earlier about the several Ironhorse Trainers, what is it that you look for when you hire a Trainer?

HARLAN MALTER: That's an interesting question, I believe that the main priorities are having an understanding



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that Ironhorse is a partnership and that it is essential to have a shared level of communication and participation and at the same time, be prepared to work wihin a team environment. With all our Trainers, I also stressed that they understood how extremely important it is for me to be able to relay information to our partners regarding the horses on a regular basis and this is something that I continue to work very hard at. On a totally separate note and this is an issue that has obviously come to a head in the United States recently, is the formation of HISA and it has been very important to me since day one, that we only use highly respected Trainers, as I believe in the long run, this only benefits your horses.

PONIES 24-7: Harlan, any future goals for the partnership and is there a race that you still want to win?

HARLAN MALTER: What is exciting about horse racing to me is setting goals. Obviously, if you are the Toronto Blue Javs, the goal is to win the World Series. For me though, it's finding horses that love to race and have them compete the best they can at their talent level. Our partners understand that we may have a horse showing up on a Sunday at Woodbine in a stakes race, but then there may be another horse at Indiana Grand in an Indiana-bred Maiden 15 and if that horse runs well and comes back happy, then that is terrific also. My goal is always to find horses that love being racehorses, and then place them in races where they can win and the partners can enjoy watching them. That being said, obviously with every horse, you have the highest expectations for them and I believe that any time you can get a horse in one of the big races, it becomes even more thrilling. We talked earlier that I would really love to get another horse back to Royal Ascot as it was just such an amazing experience that one never forgets.

PONIES 24-7: Your partnerships are all about the racing and fan experience, is this something that horse racing in general should be promoting more and less promotion given to the wagering side?

HARLAN MALTER: That's actually another interesting question, we own a horse by the name of Get Smokin, and he is a very similar horse to Bucchero and that was why we wanted to buy him originally. Get Smokin is a gelding and he pretty much tries to get on the front end during the race and just 'lay it out'. He's had a great year as a six-year-old and there is just no 'quit' in him, but at times he's going to get beat because of his style of racing and recently this happened and an angry bettor took to social media to rant about him. Don't get me wrong I love betting just as much as the other guy and got into the business betting at the OTB's and sure there were times I wasn't happy when I lost my bet, but I do think we need to

do a better job of communicating with the bettors, where they have an understanding that they are wagering on athletes that are 100 per cent focused on racing. In other words, if you are looking to find a 'pure' effort to bet on, well you are receiving it from the horses and instead of being angry, take the other side that the horse really tried hard for you to win your bet. With this being said, I do think having more crossover between bettors and owners would be a great thing for horse racing to explore. I remember seeing a Tweet once that said and don't quote me on this, but one out of every 254 people in Australia own part of a horse. Horse racing is really ingrained in the culture there and I believe that racing in North America has tried to cross that bridge and more racetracks need to recognize that partnerships or syndicates are the wave of the future and a way to instill further growth into the sport.

PONIES 24-7: Final question for you Harlan, was there a horse growing up that you may have watched live or on television that made you want to become part of the horse racing industry?

HARLAN MALTER: When I was 7 or 8 years old there was Seattle Slew and then Alydar and Affirmed, I actually remember those horses from television as TV back in the '70's was a lot different, as you didn't have the choice of the 100's of channels that we have now. But as I said earlier, I think it was Cigar that got me excited, he was different, a bit of a 'barnstormer' and I was living in Boston at the time and was able to see him race in the 'Mass Cap', which was a race that you didn't really expect to see him compete in. But in a way he was the Tiger Woods of horse racing, where like Tiger, people couldn't wait to watch him perform, especially on a Sunday. Cigar really 'hooked' me and then there was a horse by the name of Lost In The Fog, who came out of Golden Gate in California. My Stepson and I had a ton of fun following him and long story short when Lost In The Fog was racing I was just claiming a couple of horses and somehow I had a Trainer of one of the horses in Kentucky and I mentioned how much I liked the horse, Lost in the Fog. She told me that she was friendly with Karen and Greg Dodd, who were the people who had 'pinhooked' Lost In The Fog and I reached out to them and said that I didn't have a big budget, but if they ever had a horse that they just loved, maybe it has a small issue that we can work with, please let me know. They called me a couple of years later and said 'This horse is a 'superstar', we bred him and have had him since he was ten days old and I think you should buy him'. Off their word alone, I bought the horse and believe it or not that horse ended up being Bucchero. In other words, if I did not have this liking for Lost in the Fog, I would never know who the Dodd's were and would not have had an opportunity on a life changing horse like Bucchero!

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BIGGEST FIELDS

BIGGEST POOLS

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STAKES HIGHLIGHTS

MAY 29: NYSS 3-Year-Old Colt and Filly Trot JUNE 16: \$500,000 Empire Breeders Classic Finals 3-Year-Old Colt and Filly Trot NYSS 3-Year-Old Colt Pace

JULY 8: \$600,000 Zweig Memorial 3-Year-Old Trot NYSS 3-Year-Old Filly Pace

AUGUST 12: NYSS 2-Year-Old Colt and Filly Pace

AUGUST 18: NYSS 2-Year-Old Colt Trot

AUGUST 25: NYSS 2-Year-Old Filly Trot





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