



NHC Workshop

(From the Perspective of this HorsePlayer)

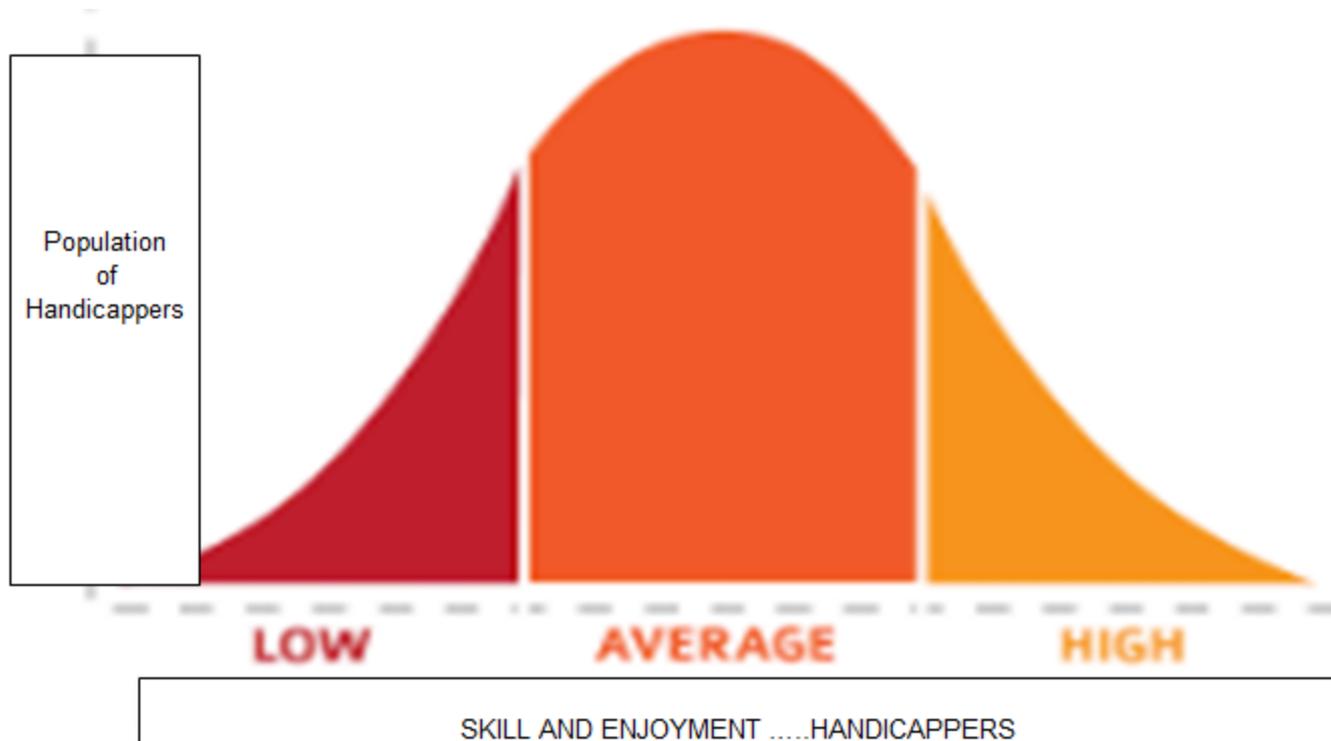
BIO – John Fisher

- 40+ year handicapper (Longacres; Seattle)
 - Jon White (DRF), Kenny Mayne (ESPN)
- Education background
 - Degrees in System Engr, International Mgmt, Business, Psychology
 -honorary “PhD” in Handicapping...
- Experience in both online and Cash tournaments
 - 8 time NHC Qualifier (2 seats again), multiple BCBC participant
- Multi-horse owner with West Point Thoroughbreds (Terry Finley), Sovereign Stables

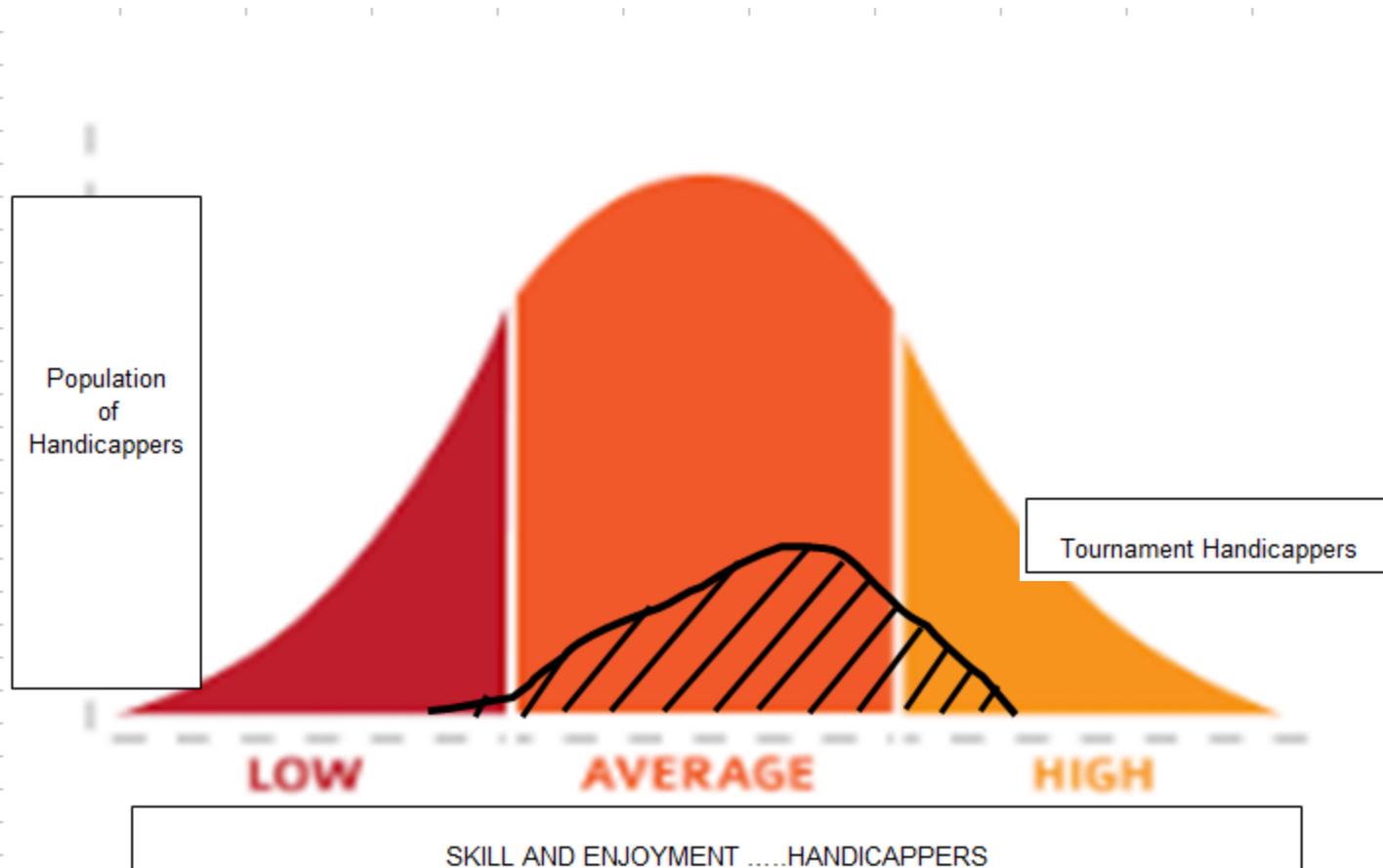
- 33 year manager+ Boeing(retired)....Engr/Mfg
- Wife, 5 children (grown...thru college...etc...grandbabies), 1 dog

- Entrepeneurial mindset.....parameters for SUCCESS

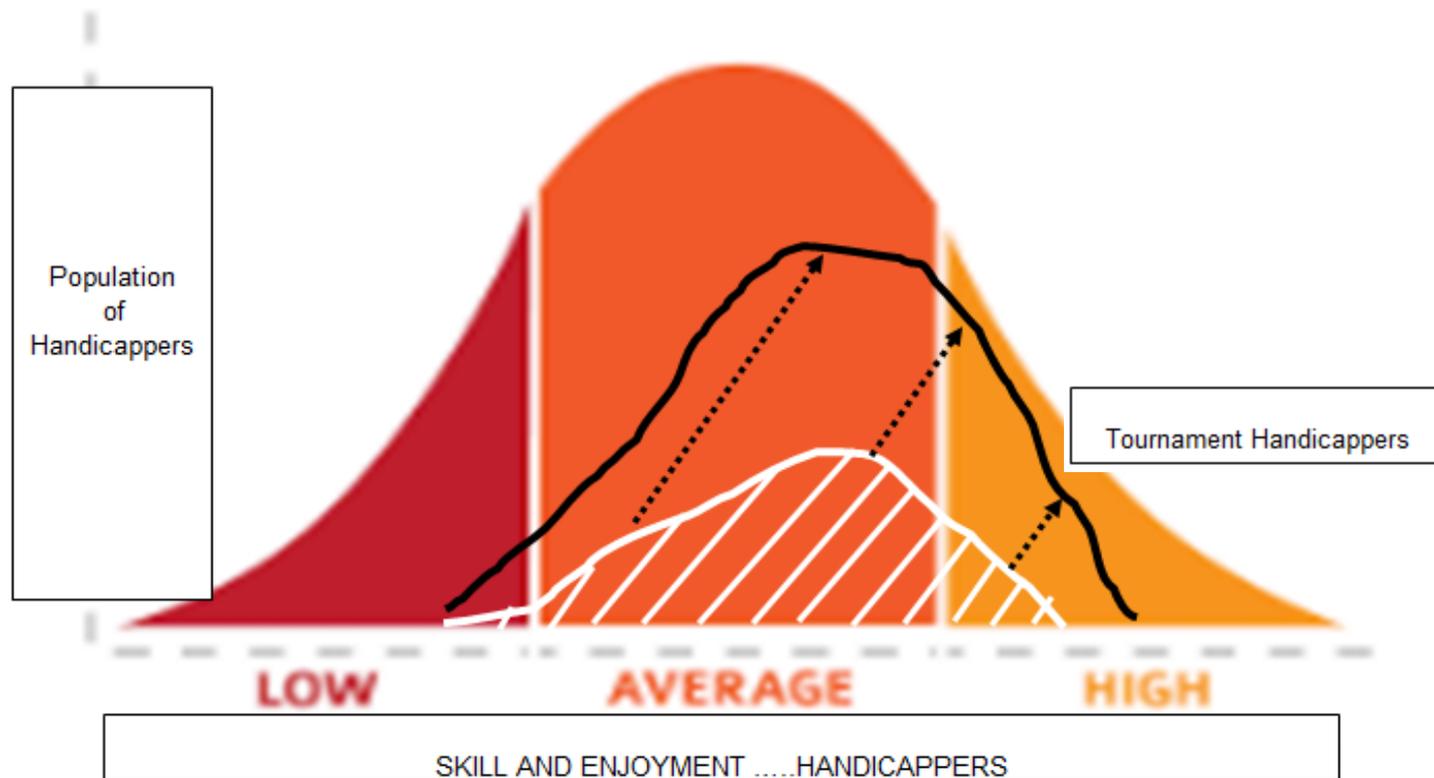
Leverage Handicapping Tournament Landscape to Advance the Sport



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Factors When “Entering” Tournaments

- **Cost Factors**

- Entry Fee
 - Take (0(Haw) vs 25+ %(BCBC)

- Location (“home” vs “away”)

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- **Intangibles**

- Competition (type, size)

- Time Zone

- Tournament Set-up

- **Rewards**

- Prizes NHC(Qty),BC(\$\$)

- Prestige (NHC, Eclipse
BC, Sovereign)

- **Motivating Factors:**

- ...to win \$\$, NHC seat, a BCBC (or Pegasus seat ?)

-to increase skill/experience with different types of tournaments? (CBY, 2009 BC @ SA, Derby (2017), Belmont(2016)

What (How) to Leverage “Play”

- Use technology (ADW) to “connect” more players
 - (increase prize pool;WO, CBY)
 - Expansion of Twinpires....ExpressBet....with BCBC
 - Satellites (any SA (or GP) tournament....connect to “sisters”)
 - Incentivize for home-site location ?
- Need to Increase Skill, **Enjoyment** => Chance to Win
 - Experience (inexpensive ?)....”classes”.....
- Increase marketing to existing, experienced....players
- Easy to Execute
 - Exact Amt “wager button” on Tote machine (\$600,\$900, \$450,\$200)
 - “Private” (tournament only) wager machines.....
 - Display ONLY Tournament tracks
- Make Tournaments fun & memorable => ”Grow Them”

Thank You