



Standardbred Canada Functions & Services

What do we do?

- **Registry and record keeping of all racelines and breeding records**
 - Collection and maintenance of racelines for every Canadian Standardbred race
 - Collection and maintenance of mating information and maintenance of Canadian Stud book as per the requirements of the Animal Pedigree Act of Canada
 - Registration of Canadian bred Standardbred horses
 - Foal identification & parentage verification services
 - Maintenance of stallion lease agreements
 - Recording and maintaining name, sex and ownership changes

- **Member/Customer services**
 - For members, general public and stakeholders
 - Internal staff support for member business
 - Field representatives at every track on race days and qualifiers
 - Collection of fees and membership renewals
 - Collection of racelines
 - General member services
 - Resource centre
 - Library
 - Archive and maintain industry information on horses, people, special events
 - Research services
 - TrackIT (discounted rate for members)

- **Insurance coverage**
 - Accident insurance (included in membership fee) for Drivers, Trainers, Grooms and Officials, under age 70 - three kinds of insurance for horse-related accidents
 - Optional insurance coverage for out-of-province medical coverage (discounted group rate)
 - Optional Life insurance protection (discounted group rate)
 - Horsemen's liability insurance (discounted group rate)

- **Monthly TROT magazine (fee for members)**
 - Dual language features
 - Subscription options

- **Provide online tools for members**
 - Online member forms
 - E-commerce

- Eligibility fees
 - Online stake payments
 - New foal registration
 - Liability insurance
 - Membership renewal
 - Trot subscriptions
 - Submission of mare reports
 - Horse name change
 - Online horse sales
 - Online listing for sales of other items i.e. equipment, property etc.
 - Horses for sale board
 - Nurse mare listing
 - Online merchandise sales (store)
- Inn Keeper's Lien Act (compliance and administration)
- Financial responsibility cases
- **Information technology/data services**
 - TrackIT
 - Race Office applications
 - Tracks (programs etc.)
 - Data dissemination to USTA for U.S. racelines and breeding records
 - Data dissemination to newspapers and other media outlets
 - Data dissemination to members
 - Data services to regulation bodies (i.e. MPHRC)
 - Cheque printing services
 - General inquiries/requests
- **Marketing and Promotion/Industry Development & Support**
 - Promote the Standardbred breed, industry and participants
 - Host O'Brien Awards
 - Management of the Atlantic Bursary Program
 - I Love Canadian Harness Racing Fan Club & website
 - WannaBet & website
 - Trot4Kids & blog
 - Nurse mare program
 - Support Xtreme Horse Power
 - Support World Handicapping Contest
 - National Driving Championship
 - World Driving Championship
 - The Winner's Circle: New Owner Website - ownahorse.ca
 - Support of Standardbred Adoption Associations/Agencies
 - Support Canadian Horse Racing Hall of Fame
 - Social media – online presence through Facebook, Twitter and blogging

- **Industry Communications/Website (free)**
 - Daily news and industry information
 - Social media – online presence through Facebook and Twitter
 - Entries and results
 - Fines /suspensions, claims listing
 - Dual language coverage
 - Online stakes guide
 - Yearling auction guide
 - Two-year-olds in training guide
 - Stallion directory

- **Horse sales & stakes**
 - Physical auctions (yearling and mixed sales)
 - Online horse sales
 - Pedigree services to North American sales companies & member requests
 - Stake administration services for WEG, ORC, ASHA, Maritime provinces
 - National Stake co-sponsorship program – management, funding and administration (AB, BC, SK, MB, QC, PE, NS, NB)

- **Industry administration services**
 - Membership & licensing for ORC, MPHRC, ASBA
 - Ontario Mare Residency Program
 - Large involvement in Canadian Horse Racing Hall of Fame (participation on Board & administration)

- **National and international representation/presence in racing**
 - Attend conferences and regulator meetings
 - Member of International Trotting Association
 - Member of Canadian Federation of Agriculture
 - Member of Equine Canada
 - CPMA
 - ORC
 - MPHRC
 - Representation on industry associations

- **Industry leadership & government advocacy**
 - Government relations – provincial and national

- **Governance**
 - National Board of Directors elected by membership
 - Representation of Active, Breeder and Track members
 - Compliance with requirements of the Animal Pedigree Act of Canada
 - Audit committee & annual audit
 - Maintenance of By-Laws and Regulations