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

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

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

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

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

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