

## **Owner's Chair Report – 2021-2022**

The past year has posed many challenges to our industry. These came in the form of COVID, the equine virus outbreak, as well as inclement weather that forced us to cancel dates at our Century Mile meet. Despite these challenges, we were able to host an Owner's Appreciation Day on August 29<sup>th</sup>, 2021. Approximately sixty owners were in attendance for the afternoon of racing as well as for the dinner. Attendees were very appreciative for the gesture and looked forward to future events. Unfortunately, the interrupted meet at Century Mile caused issues with trying to organize an event for the owners at that venue. We intend to organize a similar event for this coming summer with updates to follow. Some updates were provided via email to keep the ownership group informed as to any changes related to racing events or conditions.

We continue to have ongoing discussions on how to promote/entice new owners to the industry. As always, suggestions or ideas from the ownership group on approaches we could take are always welcomed. One goal for the upcoming season is to use promotional opportunities (i.e., significant race meets) to answer questions and provide insights into life in the industry as an owner (e.g., Packwood Grand/Stakes events).

We are also exploring the possibility of hosting an exhibition event to take place in late Spring/early summer. This event would showcase our new class of two-year-olds to owners as well as the public. In collaboration with our promotions committee, as well as with the cooperation of our trainers, owners, and Century Downs, our hope is we can make this a fun event that will allow people to get a firsthand look at the future of racing in Alberta.

We continue to consider how we can leverage the experience and expertise of our new and existing members to enhance our product and promote it to further grow our ownership group and as a result, our industry.

Finally, we would like to thank all ASHA owners for their patience, understanding and cooperation as we have worked through the challenges put before us and we look forward to a smoother path ahead.

With appreciation,

Randy Smith on behalf of AHSA Owner's Committee