

“Marketing The Thoroughbred”

At The Harris Seminar

Make your reservation now!

Friday, September 24 & Saturday, September 25



Keynote Speaker:
CHRB Chairman
Keith Brackpool

The Harris Ranch Seminar returns this year from a one year hiatus with the topic
“**Marketing The Thoroughbred.**” The event—co-sponsored by the

California Thoroughbred Breeders Association and Oak Tree Racing Association

Some of the notable speakers who will attend this special event are:

Donal Ryan – *Managing Director of Equinome Limited, Dublin, Ireland*

Jeffrey Bloom – *EVP of West Coast Operations, West Point Thoroughbreds*

Michael O'Hagan – *Chief Executive, Irish Thoroughbred Marketing, County Kildare, Ireland*

Barbara Marsh – *Horse Trainer, presenting re-trained racehorses*

Journalist Panel:

You've Got News: “How to Share Your Message With a Broader Audience”

Larry Stewart, *Thoroughbred Times*

Jack Shinar, *The Blood-Horse*

Debbie Arrington, *Sacramento Bee*

Panel: Guy Lamothe, Craig Fravel, John Harris, Chris Korby, Tom Varela and Doug Burge

For more information please contact: Christy Chapman at (800) 573-2822 • ext. 247 • christy@ctba.com

\$150 per person (includes all speakers and meals)

Call to check availability and make your reservation