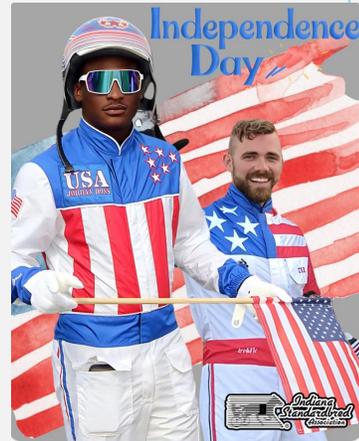




2025 ANNUAL REPORT





2025 Indiana Standardbred Board of Directors

Executive Team:

President	John DeLong
1 st Vice President	Robert Taylor
2 nd Vice President	Doug Rideout
Secretary	Emily Dever
Treasurer	Rhys Helt

Directors:

Chad Clark	Jay Hochstetler
Joe Essig Jr.	John Merkel
Ernie Gaskin	Zach Miller
Matt Rheinheimer	Carrie Hollman
Jamie Macomber	James Yoder

Executive Director	Tony Renz
Office Manager	Kristi Collett
Accounts Manager	Lisa Krise
Horsemen's Representatives	Rick & Casandra Uppal

Mission Statement:

The Indiana Standardbred Association (ISA) is a non-profit organization led by 15 elected directors volunteering their time to support the state's racing industry and all its affiliated horsemen and women. The organization currently provides service to more than 1,000 members and strives to promote integrity, inclusion, racing opportunities, and collaborate with other racing entities to make an impact on the growth of Standardbred racing in the state of Indiana.

ISA Committees

The ISA currently facilitates 11 committees made up of directors to oversee different facets of the industry. Each committee meet regularly to provide guidance and advancement to fulfill initiatives and benefits for all members.

Backside Health/Emergency Benefits

- Oversees and manages the Health Clinic, chiropractor, chaplain, and other services located in the Racing Administration building and backstretch at Hoosier Park
- Assessment for emergency funding to members in need due to unforeseen issues that may arise

Breeders/Owners/Sales

- Provides representation to all breeders, owners, and sales in the state through negotiations, added incentives, and additional ways to increase opportunities while laying groundwork for additional benefits and growth

Budget/Finance

- Provides a baseline for all committee and project budgets while managing a total budget that exceeds \$1 million annually with all monies going to support the industry and its members while exploring ways to increase awareness and new initiatives to expand racing opportunities

College Assistance

- Allot assistance to members and their immediate families for furthering education with monetary assistance to those seeking degrees. To date, more than \$750,000 has been distributed to secondary education needs since 2010

Commission Relations

- A new committee since 2024 to ensure cohesiveness between the organization and the state commission through better communication tactics and address issues that arise during the season

Fair Racing

- Continuing guidance and support for the state's 10-site circuit accommodating 20 separate sessions of racing each season, offering free programs, support staff, and added promotions and promotional giveaways

Grants

- Continued support of various non-profit organizations in the state, from equine-related projects to agricultural-based programs

Membership/Promotions/Social Media

- Providing numerous programs and activities annually to highlight and enhance benefits for members through complimentary feeds and communication services, including a text blast program

ISA Committees (cont.)

Backside Improvements

- Provide additional guidance and support for facility upgrades and improvements

Pari-Mutuel/Track

- Weekly meetings with track management and officials to address issues and concerns of members and create better relations between both entities
- Provide additional guidance and support for facility upgrades and improvements

Publications/Website

- Oversee the publication of 4-5 magazines annually mailed to members and related racing entities along with taking over the production of the annual stallion guide, showcasing all breeding opportunities in the state
- Daily updates on the Website and social media showcasing Indiana performers and alerting members of upcoming events and activities

ISA Member Activities

Blue Bird Meadows Groom of the Month

Each month throughout the racing season at Hoosier Park, caretakers are highlighted with “Groom of the Month.” New sponsor in 2025, Blue Bird Meadows assisted in increasing the award to each individual. ISA collects nominations from participants in the paddock and showcases grooms with a gift and recognition for their hard work.

Complimentary Food Gatherings

ISA provides numerous group feeds during the year, from pizza in the paddock to Lester Schmucker’s famous grilled chicken, served outside the paddock. The gatherings are well attended and provide a nice relief from long days of racing.

Member Outings

All ISA members are invited to numerous outings annually, including the Welcome back at TopGolf, and the Horsemen’s Golf Outing. Members enjoy events away from the track to unwind and relax with fellow participants.

Racing Partnerships

ISA works closely with several entities throughout the season, including Hoosier Park and the Indiana Standardbred Breed Development. Monetary support is provided for strategic wagering initiatives through the U.S. Trotting Association as well as promotional products dispersed to racing fans on event nights.



ISA Member Activities (cont.)

State Fair Speed Barn Tours

The ISA has taken over ownership of the annual Speed Barn Tours during the Indiana State Fair. In 2025, the sessions played host to more than 25,000 who enjoyed meeting racehorses, taking a ride on the virtual reality racing system, or talking with drivers, trainers and industry leaders about the impact of racing on the state of Indiana.



National FFA Convention Booth

The ISA partners with several entities each fall to provide an informational booth during the National FFA Convention in downtown Indianapolis. The event draws more than 50,000 students from across North America who are exposed to Standardbred racing through the display, which includes the virtual reality racing experience, a system purchased by the ISA in 2023.



Indiana Standardbred Awards Banquet

Each January, the ISA provides a celebration for all participants in the state with the annual Indiana Standardbred Awards Banquet. The evening attracts more than 400 annually and offers dinner at a deep discount followed by awards at both the fair and pari-mutuel level. The evening is capped off with drawings for luxury prizes and live entertainment.



Indiana Standardbred Magazine

Five issues of the Indiana Standardbred Magazine is offered as part of the membership fee to the Indiana Standardbred Association. The magazine showcases the state's participants while highlighting events surrounding racing.

ISA Health/Dental/Optical Insurance

ISA paid members who meet certain eligibility are eligible for free insurance for dental, and optical needs. The ISA also provides free medical care at the ISA Health Clinic, located at the entrance to the barn area at Hoosier Park which is open year-round. The Clinic also hosts special health initiatives to provide preventative measures including flu shots, screenings, and referrals.

ISA Sulky Insurance

The ISA provides all paid members who meet the criteria for wheel and sulky insurance to assist participants with repairs and replacement of race bikes at both the pari-mutuel and fair racing level.



ISA Member Activities (cont.)

Social Media Emphasis

In 2025, the ISA placed much emphasis on all social media channels by recruiting John Adamsky to develop and post creative content. John is widely known in the harness industry for his expertise in social media. Instantly all members noticed the betterment.



Saturday Night Mane Event

To invite current and new owners back to the track, the Saturday Mane Event was created. Every third Saturday of each month from April thru September, owners are invited to enjoy a night of racing from the best seat in the house, the Top of the Park.



ISA at the Ballpark

The ISA treated members to the first annual outing to a Indianapolis Indians Sunday afternoon game. More than 70 members enjoyed the game along with great food and comradery in a private area for the group.



107.5 theFan Radio Promotions

New in 2025, the ISA partnered with Indiana Breed Development to promote and educate county fair harness racing on the Jake Query show on 107.5 theFan radio show. Educational facts about Indiana harness racing and the final quarter of some of the best fair races were aired weekly on Query's show. Additionally, the Race of the Day occurred on the Ride with JMV daily, which is in its 8th year and represents a great partnership between the ISA, Hoosier Park, and Breed Development.



ISA Helmet Replacement Initiative

To educate and encourage drivers, trainers, and grooms to replace their helmets if more than 7 years old, or that have chips or cracks, the ISA Helmet Replacement Initiative was born. When ISA members place a new helmet order with Grattan Helmets, they will receive an instant \$200 off that helmet along with free shipping. The ISA, Hoosier Park, and Grattan Helmets represent the partnership for this ever so important benefit.



ISA Member Activities (cont.)

ISA Legislative Day at Crimson Lane

Another ISA first in 2025 was the ISA Legislative Day at Crimson Lane. Eight legislators and their guests enjoyed the day at Ernie and Darla Gaskin's farm in late July. Lunch, two-seater rides and a in-depth tour throughout the property showed to be an effective way to educate the full investment that is made in Indiana racing. Several of the legislators took to social media to share and show their appreciation of the \$2B economic impact that horse racing is in Indiana.

Indiana Harness reposted

 **Alaina Shonkwiler** @ShonkwilerIN29 · Jul 29
Thanks to @IndianaHarness for hosting us at the Crimson Lane Farm horse racing training facility in Anderson yesterday! It was a fun and informative day as we learned more about this \$2 billion industry and the care that goes into protecting riders and horses alike.



Wickey Family BBQ at Select Fair Races

In its second year, the ISA continues to contract with Emma and Marvin Wickey to provide food concessions at county fairs that do not have food concessions. The ISA measures the success as the majority of the time the Wickey Family leaves the day completely sold at the end.

Marvelous Mondays at DeLong's Farm

Harnessing Passion, Inspiring the Future!
Local horsemen came together this week to share their love for harness racing with the next generation—and it was a heartwarming display of community and passion!
With 57 in attendance, the Marvelous Mondays youth group got an up-close look at the history and heart of Standardbred racing. From learning about the sport's rich traditions to meeting these incredible equine athletes, the kids experienced the deep bond between horse and human. They even got a taste of Indiana farm life—where hard work, compassion, and connection are part of everyday living.



ISA Capital Projects

ISA is proud to partner with Hoosier Park to collaborate and approve various projects annually pledged by Caesars Entertainment for upgrades and enhancements at the track. Through this program, several enhancements have been made to the paddock area, including new water heaters, a saddle pad washing station, upgraded track lighting, track maintenance equipment, race bike paddock storage, and enhanced sound and video systems in the paddock and barn area, just to name a few.

ISA also reviews and provides additional projects needing attention to improve the quality of racing for both the fans and the participants, including the newly designed and implemented Hoosier Outdoor Patio (HOP), which supplies a new outdoor seating area complete with a live entertainment venue during racing. This area has become so popular it is being expanded in 2025 with a dedicated playground area.

Internally, ISA seeks out projects to improve benefits for members, such as securing John Adamsky and Tammy Knox to enhance and provide additional social media information.

Finally, the ISA continues to support national projects and stays involved with events and organizations associated with industry opportunities, including collaboration with the Hambletonian Society, the U.S. Harness Writers Association for the annual Dan Patch Awards, HHYF, and conventions and gatherings of industry leaders. By participating in these initiatives, the ISA keeps Indiana racing relevant on a national stage and garners support for the state's racing and breeding programs.



Signature Racing Events

The ISA supports most all of the larger racing nights at Hoosier Park. The organization provide monetary funding to enhance and elevate events, numerous volunteers through the ISA work booths, provide staffing support, and create promotional stations to engage customers.

ISA's executive director Tony Renz has worked diligently to bring in sponsorships to Standardbred events and was a strong influence in providing the majority of the \$250,000 in total sponsorships for the 2023 Breeders Crown. Renz was able to secure a partnership with Wallace Feed and Grain for free bedding during the Indiana State Fair for the Speed Barn Tours.

In 2024, Renz was at the table for negotiations with Walsh Products, who was the title sponsor for Hoosier Champions Night, placing the spotlight on the Indiana Sires Stakes Finals. The ISA took the sponsorship a step further and contacted all breeders in the state to ensure all participants in both the finals and consolations received a gift to cap off their advancement in the series. Similar results occurred in 2025; however, sponsorship was shifted from breeders to Hoosier Park, ISA, MSHS, and Walsh Products.

The ISA also brings numerous entities together for specialty events during the season to provide support to the race marketing staff at Hoosier Park for Community Night, Halloween's Equine Costume Contest, Empire of Hope, and Madison County Fourth Grade Tours, to name a few.

The ISA works with local businesses to enhance the Indiana Sired Fair Circuit. Many of the fairs provide blankets showcasing local merchants. Live streaming of all fair locations is provided with archived replays available on the organization's website. Also, free programs are created and available at each stop for the ISFC. An electronic version of the program is also made available a few days before ISFC racing programs on the website.

The ISA is also instrumental in the operations of the Indiana State Fair races. They work closely with the Indiana Standardbred Breed Development for the Governor's Cup Championships held at the Indiana State Fairgrounds.

