

MARTY ADLER

Amherstburg, Ontario

Nominated as: Active Director, Ontario Region

Currently, I jog and train horses in the morning, returning to my office/studio/edit suite to work on Great Lakes Television/Woods Advertising affairs, and then at night, call the races at Windsor Raceway. I started at Windsor in 1969 - yes 41 years ago! I was the track announcer at Greenwood, Mohawk and Garden City in the late sixties, before returning home to Windsor.

In racing, I maintain a driver/trainer/owner license, and have driven close to 200 winners, mostly, those that I have trained.

My company, Great Lakes Television/Woods Advertising, produces, and books local tv commercials. The company also produces harness racing programming, and marketing videos for the racing industry, most notably the Tara Hills yearly video, distributed to all subscribers of The Canadian Sportsman Magazine, with over 5,000 dvd's yearly. I own the Canadian tv rights to The Little Brown Jug harness race, having been the first to produce network telecasts of The Jug. I have produced, and won awards for producing television for The USTA, (The Many Faces of Winning) and Michigan Harness Horse Association. (Michigan Hoof Beats)

I worked as a sportscaster for the CBC in Windsor. and have also worked in Michigan for PASS sports, hosting tv games for The Detroit Red Wings, Pistons, and Tigers.

Without going into too much detail, when the Ontario Sires Stakes began in the mid-eighties, Gary Forester (The Canadian Sportsman) and I (Woods Advertising) formed Sportwood Communications to handle OSS marketing. I figured out a way (before internet and satellite transmissions) how to get harness racing on EVERY tv station in the province, providing OSS reports. I also produced 33 shows a year from Windsor Raceway during its heyday. Most people who enjoy harness racing on television, will remember The Labbatt's Win Place Show on TSN, 39 episodes, over 3 years covering the OSS.

Training and marketing currently, I am up to date with everything in this sport, on both sides of the border. I know what is happening in the backstretch, on the track, in the grandstand, and in the judges booth, as they work right beside me.

I have been ahead of the curve (and paid the price) in many of my 'adventures', but content to keep most on a local level, till now. My frustration with the industry has come to a boil, and the time has come to make a move where my voice will be heard, not only across the country, but more specifically, in the boardroom.

I am hindered by the fact that I work for a track that is being dissed by the racing community. My directorship will only enhance this end of the province, which traditionally is ignored, as most in the industry believe nothing happens west of London.

As a member of the board, I will not sit idly by, as I do have an agenda. I have long proposed that the industry needs a czar. Although the NHL has Gary Bettman, and the NBA has David Stern, that czar does not necessarily have to be an individual, it can be an organization - and that organization should be Standardbred Canada. SC has missed the mark in past years. It has been content with being a license collector, magazine publisher, and horse sales provider. It does little else for the industry. The time has come to re-invent itself, and become the leader it was destined to be. If my ideas don't fly, then I will be gone, but, I will provide suggestions that have merit, and seek ways to deliver.

Everyone knows what is wrong about this industry. We have been surveyed to death, and no action has been taken. Read the Joan Zalynski (\$75,000 billing to the USTA) report from 1999 to find out what must be done. Then, read her follow-up (and more meaningful) report two years later to realise, nobody listened, and NOTHING was done.

I am starting to rant, and no one knows better about my rants than Kathy Wade Vlaar, so I will leave it at that for now.

I would like to be a director at Standardbred Canada, but sometimes we need to worry about what we wish for.....we just might get it.

Yours for integrity and transparency.