



**A Sampler of Ideas
Leading to . . .**

**Strategic Conversations
Strategic Planning
Statewide Action Planning
Shared Action & Responsibility**

For the Purposes of

**Education
Marketing
Promotion
Revitalization**

**Of
Maine's Agricultural Heritage
Maine Harness Racing
and
Maine's Agricultural Fairs**



King William by George H. Bailey, Portland, Maine — 1873

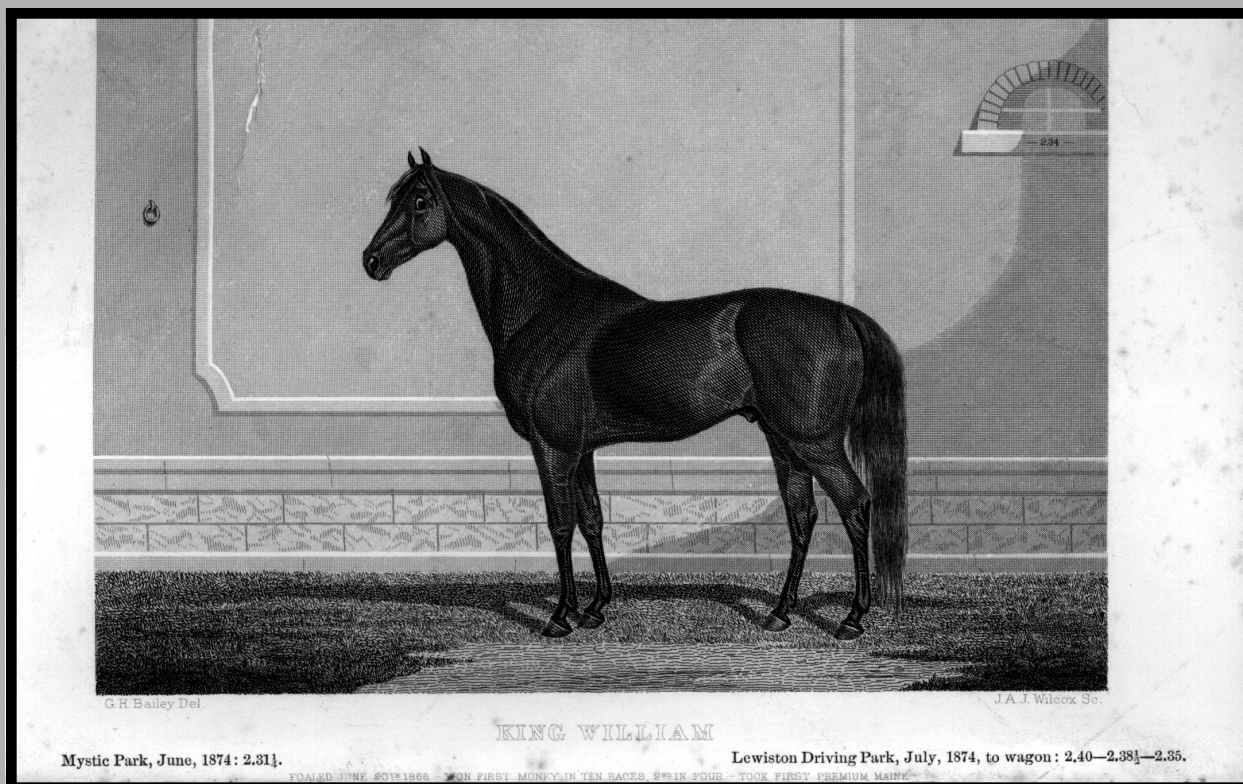


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Jimmy Jordan Maine Harness Horseman

**1938 — JIMMY JORDAN LEADS MAINE DRIVERS
ELECTED TO THE HARNESS RACING HALL OF FAME —2014**



Storyboard Copyright 2014 — The Lost Trotting Parks heritage Center — Hallowell, Maine
Image Courtesy of Mike Timmons, Cumberland Fair

**To be inducted into the Harness Racing Hall of Fame
Hall of Immortals
July 2015 — Goshen, New York
Nominated by the Lost Trotting Parks Heritage Center**

Introduction

This document provides a sampler of ideas generated from my research for the Lost Trotting Parks Heritages Center, observations and many conversations with Maine agricultural fair officials, harness horsemen, track personnel, historians, and members of professional organizations.

The Idea Sampler includes promotion, rebranding, and marketing ideas for Maine's agricultural fairs, harness racing at Maine fairs and private tracks, Maine harness horsemen and women, and the Lost Trotting Parks Heritage Center. Many of these ideas may be the same or a new twist on old ideas. Sometimes an old idea with a new twist may just be part of the answer.

I am a firm believer that the rebirth of harness racing in Maine will be through recapturing the imaginations and engagement of the citizens of the State of Maine. I often hear the statement, "Our job is to sell pari-mutuel tickets." Selling pari-mutuel is a paramount and essential activity, however, concurrent efforts need to address the overall experience of attending a Maine harness racing event and perhaps even our Maine Agricultural Fairs.

We need to create a multi-generational approach that creates an experience that will be enjoyed and remembered by children, families, and adults. The experiences at the track must be memorable and bring people together to enjoy a collective experience that creates excitement, engagement, and is deemed worthy of many return visits.

These ideas placed within an orchestrated statewide strategic plan could be considered 'A Call to Action.'

"Success is the progressive realization of a worthy ideal" (Earl Nightingale)

I hope this Idea Sampler will help move Maine's Harness Racing Industry in a positive direction.

Stephen D. Thompson, Founder of the Lost Trotting Parks Heritage Center

Bring New People into the Industry

Horse Syndications — existing owners, trainer, and drivers offer their services through partnerships with syndicate investors between the ages of 25 and 50. The syndicate will create a stable in its name. The idea is to establish a stable with up to five horses and perhaps a stallion and brood mare with excellent pedigrees.

Create competitive syndicates

For syndicates find the five right people who will engage social networks to gain the investors. Do this in Saco/Biddeford/Old Orchard/Scarborough, Portland, Cumberland/Falmouth, Brunswick/Topsham, Greater Augusta, Waterville/Fairfield/ Pittsfield, Oxford/Norway/South Paris, Greater Farmington, Machias, and Presque Isle

Each syndicate would include up to 20 investors investing \$2,000 each in the initial year and up to \$500 in subsequent years.

Establish rules of the syndicate: Risk, Return on Investment, Yearly Costs, Partnership with trainer and driver, investors could work with trainer, working at stable, betting clubs, meetings

Each Syndicate could generate up to 200 people attending harness racing events — 20 investors, add families 80, add friends 100 — 200 people

Host events for syndicate member, buffets, bar if appropriate setting

Each Syndicate would have its own web site.

Harness Racing Syndicates — In the best of all worlds — One stable syndicate with 20 investors per syndicate could bring to the track 80 family members and 100 friends equaling 200 people at the track. With 8 syndicates we would have 1600 faces at the track with 25% betting that would be 400 individuals betting on harness racing.

For Syndicates: **Create phone app** that provides daily/weekly reports on progress

Create Photo Essays on all syndicate horses and members

Classes on the Standardbred

Classes on placing wages

Classes could be held at a restaurant with a dinner

Create a Stable Owners' Management Certificate Program

Train syndicate members how to drive/jog a Standardbred

Betting Clubs — keep records of bettors with most wins, places and shows

Should the industry give existing owners, trainers and drivers financial incentives to help make the syndicates a success?

Attract Women into harness racing — many young women love saddle horses see if we can attract them to harness racing — create a website called femstable.com — blogging from the female perspective.

Getting Beyond the Comfort of the Industry Members — existing members of the harness racing community need to reach out to new people — share the excitement — the work — the fulfillment

High School Driving Associations or Clubs sponsored by trainers, drivers, and tracks and or Form Driving Clubs

Involve Middle School, High School, College Students

Form groups to walk around the fairground while a guide tells them the history of the fair and also provides stable tours if a working track — Paddocks could have small bleaches where people could sit and guide talks about harness racing and group watches a race.

Training youth to be race officials — mentorship programming

How much outreach do horsemen and breeders do to encourage new people to go into harness racing? Is it ongoing?

Student Career Days

Career in Maine's Equine Industries: Store Owners, Hay Suppliers, Veterinarians, Veterinarian Assistant, State Employees, Blacksmith, grooms, trainers, owners, drivers, judges, starter, start car drivers, paddocks judge, video patrol operator, race secretary, track maintenance, video producers (sound, video, technical support), announcers, pari-mutuel workers, accountants, lawyers, private track employees, OTB Owners and Workers

Create an announcer simulation guide book and program. Have a contest that can be judged by listeners and former/current announcers. Motivation for a new generation of announcers.

Bringing in the next generation of leadership to Maine's Agricultural Fairs and Maine Harness Racing

Bringing in the next generation to work at the track in all capacities from track operations to the judges' stand.

Enhance the Track Experience

Meet and Greet

Drawings for families or individuals to go to winner's circle for each race
Paddock Tours before race time
Meet the drivers, Owners, trainers — Sharing their stories
Tours of the Judge's Stand — Explaining the work that officials do at the track
Tour of the Pari-mutuel Building
Tour of the Video Production Trailer

Create Authentic Experiences

The return of the Grand Cavalcade — Judging of Ponies pulling wagons, different breeds of horses, a Parade of the Standardbred — with the announcer providing descriptions of each member of the Grand Cavalcade — Plus a Parade of Antique Cars that are parked in the infield.

Build competition horse rings in the infield on each end of the track with portable grandstands.

Parades might be a way to get people into the grandstands

At the races have musicians performing in between races — five races then intermission with 30 to 45 minutes of music and then final five races

Picnic areas in the infield

Target 3 best race days for attendance for these events

Sponsor a 5K Timed Road Race with Standardbreds finishing with two laps on the track

Timed Road Race — find safe course ending on track

Ladies Hold the Ribbons Race

Under 25 years of age races — Team Racing — Teams of three race — best times for all three races win trophies — teams need to be fairly created

People Racing — Walker's five mile race ending on the track — 10 K race ending on the track.

Races to support schools or classrooms (No Wagering Requirements)

5% of purses go to classroom plus 50/50 during race for the classroom — arrange so that teacher, parents, other families and students are in attendance. Do during Saturday and Sunday races. Photos with drivers wearing their colors or even photo of class with the winning horse and drivers — winning circle
Parents are required to take their children to the track for this event. No school transportation allowed.

As some have defined the work — The work is to sell pari-mutuel tickets.
However for lasting impact and returning people . . .

You sell the experience
You create the experience
You promote the experience
The experience sells the pari-mutuel tickets

Construct the backdrops and forms for portable displays that can be set up at agricultural fairs, private tracks, and public settings for special events. Place backdrops in paddock locations for photos of owners, trainers, grooms and drivers with Standardbred in sulky. photo of class with the winning horse and drivers — winning circle

Create the Event at the Track
It is the Experience that Creates
The “Garden of Memories”
That will Bring People Back

Creating Events for Children
Creating Events for Parents & Children
Creating Events for Middle School Age Students
Creating Events for High School Age Students

Creating the Experience: Match Races — races against time — by wagon — tandem races — Races Under Saddle — High Wheel Races

Marketing, Promotion, Branding & Social Networking

Stable Tours May through July

Profiles of Farms and Stables with owners and trainers

Interviews with Younger horsemen and horsewoman — in action

Get advertisers for special tabloid size editions to focus on agricultural fairs and harness racing by each county or combination of counties.

- Hancock/Washington, Waldo, Sagadahoc, Knox and Lincoln, Penobscot/Piscataquis, Somerset, Franklin, Oxford, Androscoggin, Cumberland/York and Aroostook

Create online map of the State of Maine with hot spots showing where stables, farms, and tracks exist. Click a hot spot and a popup provide a page of data related to the location.

Emphasize for all in the Harness Racing Industry that they are **their own brand**

Make training available to everyone in the harness racing industry on the subjects of branding and social media

Poster Calendars

Motivational Posters

Personal Blogs or Facebook Pages by horse, by stable, by trainer, by driver, by owner

Promotional Statement —

Imagine the Past — Live in the Present — Maine's Agricultural Fairs — Maine Harness Racing, The Way it's Meant to Be

Web site to attract families, middle school students, high school students

Meet and Greet Booth in another section of the fairgrounds — promote — sell products, do 50/50 sales

Do web survey — Topics — Questions

50/50 Drawings — have a win/place/show drawing each month for the lucky losers — Mug/t-shirt/hat
Create random — selection program or print tickets and do physical drawing — video the drawing and post.

Have a 50/50 Booth Elsewhere on the fairgrounds — People who participate give you their contact information and e-mail address — winner is announced on the website

Set up 50/50 Drawing so it pays out just like the races

Win — 50% — Place — 30% — Show 20%

If legal for nonprofit to do could be a Lost Trotting Parks Fund Raiser — 50% of total to LTP and remainder with win/place/show payouts

Setup an E-Ticket Process — Payout for total of \$2000 would be \$1000 to LTP and \$1000 with payouts of \$500, \$300, and \$200.

Weekly or monthly drawings — Use the fairs to sign up people.

What is the legality of a nonprofit to run an online raffle as a fundraiser

Online auctions with reserves

Press Releases — Press Releases for all Award Banquets & harness racing events — network with feature writers and sports writers — Newspapers: Lewiston, Portland, Augusta, Waterville, Presque — all communities where harness racing takes place — Advertiser newspapers

Networking and Connecting — Current Owners, Trainers and Drivers and all others in industry provide the names and contact information of 5 to 10 other people to contact to promote harness racing

Connect to families who have participated in harness racing over the years.

What would be the purpose of connecting?

For families growing up in the business on the farm in at the stable — slide shows or videos with narrative.

Tell the stories of when a friend got into the business.

Explore creating a speaker's program that is responsible for public speaking engagements throughout the year in every Maine county. Business Groups, Social Groups, Scouting Groups, Women's Groups, University Classrooms, ETC.

Instead of Calendars, create posters that can be displayed at high traffic visible locations in each Maine County

Use social networking on Facebook, Twitter, Blogs, YouTube, and website to expand the images and stories of Maine agriculture, Maine Fairs, and Maine Harness Racing to an ever expanding audience. Find individuals who work in the industry and are skilled in the use of social media to tell the story and expand the audience.

Profiles of Harness Horsemen and Women:

Outline Script to Follow

We started in the business back in . . .

Why . . .

Successes

Frustrations

Failures

Best Experiences

Favorite Horses

How do people in the Equine Industries bring meaning, value and purpose into their lives? (value is not financial)

Does or can the H.R. Commission promote the sport?

Slide Shows: Start with historical images 19th to present day — show sustained lifestyle — show farms, stables, paddocks on the track

State House Exhibits

Portable Displays for each fair — History of Fair, Agricultural Society and harness racing

Track Side — Once Told Stories

Players and their Roles in the Promotion and Marketing of Harness Racing

Role of the Department of Agriculture

Role of the Department of Education

Role of the Department of Economic Development

Role of the Department of Tourism

Role of the University of Maine System

Role of the Community College System

Is there a role for the Office of **Economic Development** in the promotion and growth of Maine Harness Racing?

State Tourism Office — Promoting Maine's Agricultural Fairs and Harness Racing — How to use State of Maine Information Centers and Interstate Rest Stops to promote fairs and harness racing.

Understanding the dynamics and motivations of developers, race track owners, casino and OTB owners, Horsemen Organizations, Agricultural Fair Organizations, Breeder Organizations, Harness Racing Commission.

Who looks out for the horsemen and the owners?

Differentiate between Promotion Activities and Daily Business/Management Activities for positions within the industry.

Map out the relationship with the legislature. Creating Strategic Alliances

Need to differentiate best people to perform selected job functions . . .

Promotion

Marketing

Social Media

Lobbying

Maintenance of Operations

Research & Data Collection

Newsletter

Web Site

Education

History — Create the Legends

Create a Harness Racing History Wall to be placed in each County Seat or in a historical society — public space

Maine's Lost Trotting Parks

Learn about and imagine living in Maine in the 19th Century

Tie history to present and to the future

Establish history room at each agricultural fair with museum — make portable so that it can be set up during Fair Week or trackside (Maine's Tailgate Museum)

Create a Monthly Newsletter (digital or print) from the Stable, News from Each Maine County — have a county correspondent — create formats for reporting

On a Web Site — The Best of International Sound — the best at each track — no more than 4 races from each track for each year. Have comments from owners, trainers and drivers.

Connecting to historical societies, libraries, university systems, town offices, communities, Rotary Clubs, Kiwanis Clubs, Lions Clubs, Women's Clubs, Youth Organizations, Senior Citizen Communities

Create Maine History Lessons tied to the Age When the Horse was King.
Transportation in the 19th Century — by foot, by horse, by water, by rail, by air

Lessons for K-5, 6-8, 9-12

Maine's Trotting Horse Heritage Trail — Promote the Heritage Trail through geocaching — Checkout: <http://www.geocachingmaine.org/forum/content.php>

Collect & Present the History of Maine Harness Racing for Web Site

Significant Dates and Events

History of Track Record Holders

Top 5 Drivers by Year

For Award Banquet Winners create Photo Essays for publications and websites

Maine Sire Stakes: History — Points — Finals — Results

Tourism & Economic Development

Bringing Back old Tracks — Check them out — Sylvan Park, Monmouth, Exeter and Dexter

Sylvan Park, Machias, Maine — Find investors to purchase Sylvan Park. Develop a Horse Park Training Center that includes harness racing and show horses. Included in this concept is a multi-generational living center.

Include all weather track (still exists), all weather grandstand with restaurant and meeting center to seat up to 250 people, build antique judge's stand, exhibition building (an original building still exists that requires restoration), stable for 20 horses, paddocks for 40 horses.

Partner with University of Maine Machias to develop Equine Studies Program. Involve local businesses, business clubs, and Machias Savings Bank

Conduct Needs Assessment or Market Survey to see if an agricultural fair could return to Sylvan Park

Educational Programming

Creative Adventures — **Song Writing** Contest, Best **Biographies** (contestants interview horsemen and write photo essay) Top ten with prizes for top three

Poetry and Short Story Contest

Contests by County by school or designated geographic areas

Create Blanket Races to Honor Historical Harness Racing Moments

School Speaker Programs

Contests could be middle school, high school, college, adult

Create Board Game like County Fair or purchase a number of County Fair Games

Partnerships — Winter — Betting

Strategic Partnerships with . . .

Maine Historical Society
Kennebec Historical Society
Redington Museum and Waterville Historical Society
Historical Societies in communities that once supported trotting parks
Carriage Museum
Other Farm Museums
Harness Racing Museum & Hall of Fame in Goshen, NY
Sports Writers
New England Harness Writers' Association
Maine Newspapers
Maine Lottery

Winter Time Activities

At the OTBs — Meet the Drivers and Trainers
Show videos of Summer Races at Special Events
Have Drivers talk about the races and their driving strategies
Have both men and women drivers in their colors

The Roles of Individuals — Effective Lobbying and Effective Promotion
How do you connect lobbying with promotion?

Legislative Funds for special events or support —

Relationship of associations to United States Trotting Association
Is it an effective relationship?

Membership Analysis — How can members contribute to activities of the association — from database create a Speaker's Program

Volunteers — 50/50 Raffles, story tellers, writing articles, farm and stable tours,

Tie in revitalization efforts to include Maine Agricultural Fairs and Maine Harness Racing. Work with the legislature to expand funding from sources other than slot revenue. (There may all ready be other sources.)

How much money do the good gamblers really make betting on harness racing?
What kind of analysis is done on the handle? Age/gender demographics

A Profile of the Lost Trotting Parks Heritage Center

The Beginning

Founded in 2009 as online blog: <http://lostitrottingparks.blogspot.com>

Viewers from 198 Maine Towns

Viewers from at least 40 States

Viewers from around the world including Russia, Australia, New Zealand, Germany, Ukraine, Norway, France, China, Netherlands, Poland, Belgium, Denmark, England, Ireland, and Canada

1042 posting consisting of more than 3000 storyboards and slideshow

More than 150,000 Page Views

Additional Related Blog

Imagine 19th Century Kennebec County: <http://kennebeccounty.blogspot.com>

Profiles of Maine Harness Horsemen: [http://](http://maineharnesshorsemen.blogspot.com)

maineharnesshorsemen.blogspot.com

Lost Trotting Parks of New England: <http://lostitrottingparksne.blogspot.com>

Established as a Maine Registered Nonprofit (2012)

Board Members: President — Dennis St.Pierre, Vice President — Rayle Reed Ainsworth, Secretary/Treasurer — Sumner (Sam) Webber, Board Member — Alice Atkins, Board Member — Clark P. Thompson — Registered Agent and Clerk to the Board — Stephen D. Thompson

IRS Approval as a 501-C-3 nonprofit (2014)

Official Website: <http://lostitrottingparks.com>

Official Publication: S. Dexter's Maine Spirit of the Turf

Eight Issues of 40 plus pages each — published as PDF

Facebook Pages/Groups:

Lost Trotting Parks Heritage Center (Page 2013) (386 Page Likes — 4.5 Stars)

Lost Trotting Parks at Maine's Agricultural Fairs (Group 2013) (245 Members)

We Will Trot You Lost Trotting Parks 2014 (Group 2014) (310 Members)

More than 30,000 photographs of Maine Harness Racing freely distributed

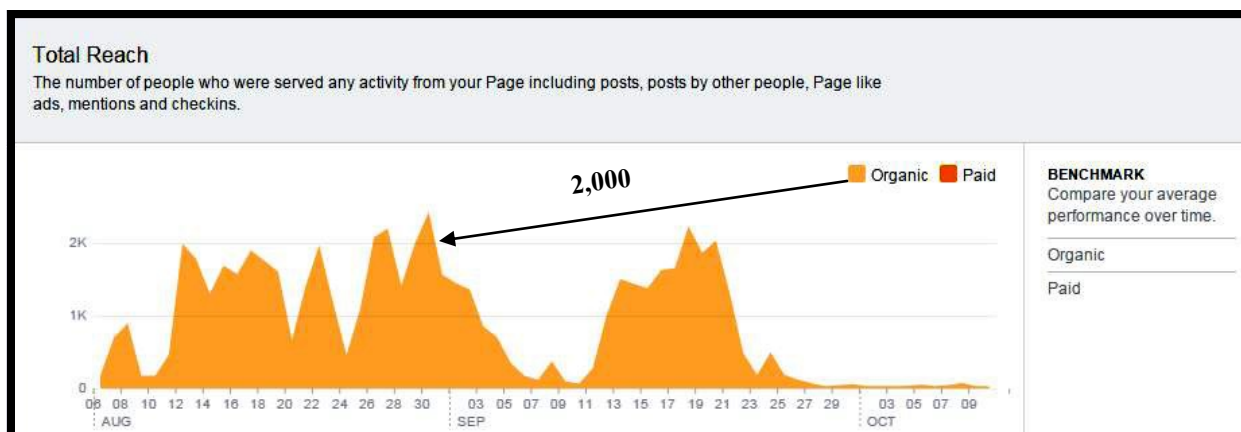
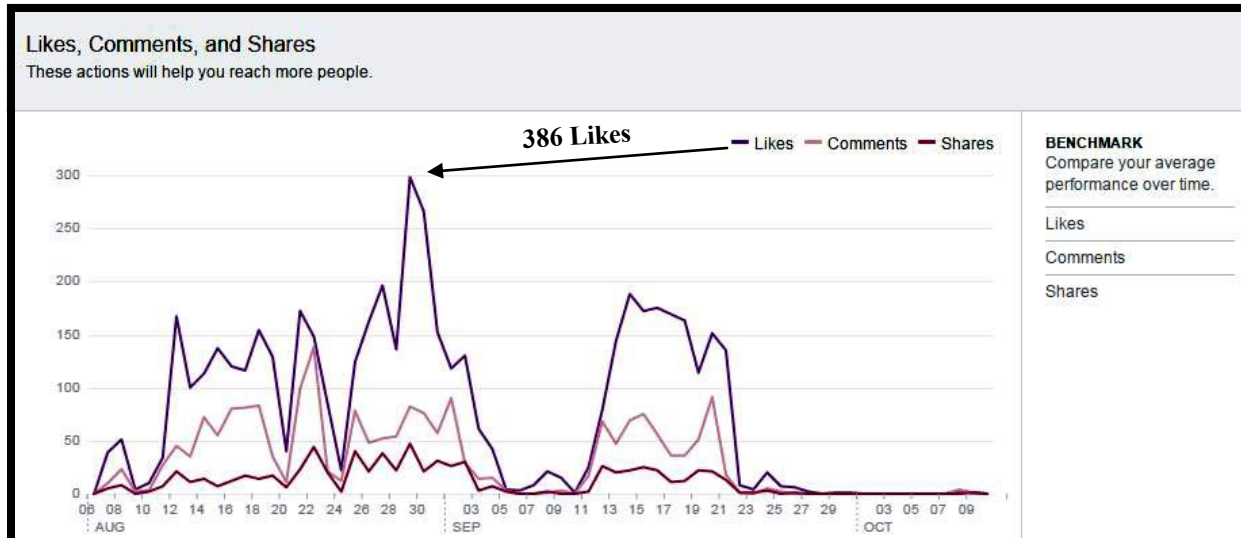
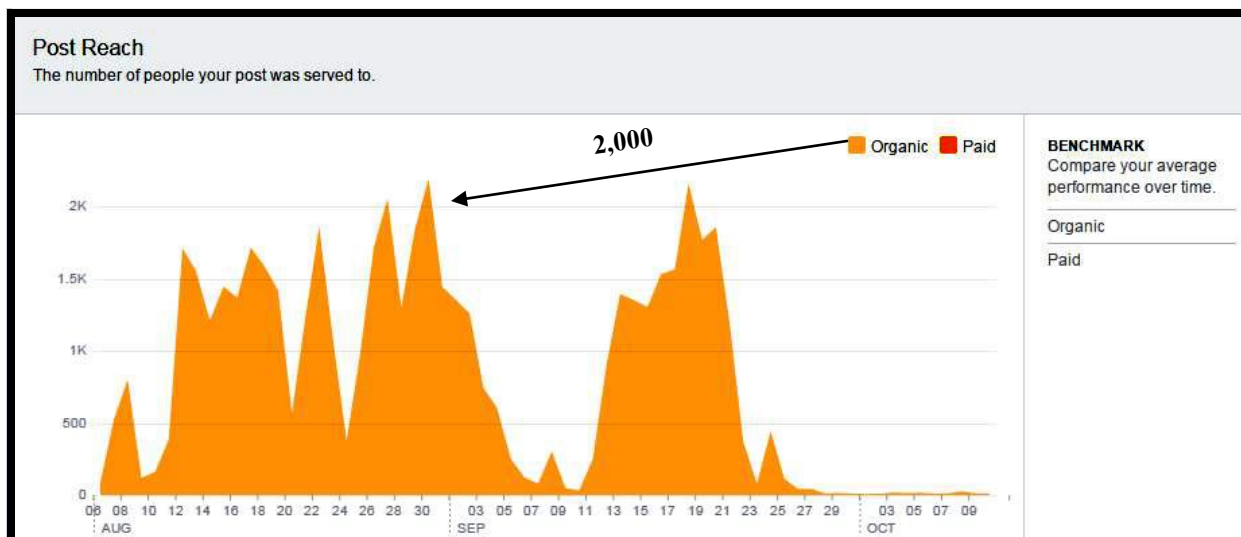
Twitter Account:

Posts Facebook Photos

Data from 2013 Facebook Page — August through November

Lost Trotting Parks Facebook Page Results

Viewership Engagement: 2013 Harness Racing at Maine's Agricultural Fairs



Outreach to Promote Maine Harness Racing Re-Discovering the Lost Trotting Parks of America Maine's Tailgate Museum

1. Presentations in each Maine County

Public Presentations at business club, historical society, county building and presentation at local middle school or high school

2. Display and Presentation at the **Harness Racing Museum and Hall of Fame** and Goshen Historic Track on July 3, 4, or 5. The Lost Trotting Parks Heritage Center nominated Jimmy Jordan, Maine Harness Horsemen to the Hall of Immortals. He will be inducted into the Hall of Immortals July 2015.

3. Plainville, MA — Display and presentation at **Plainridge Raceway**

Presentations:

Story of Messenger — Winthrop Messenger

Story of Hambletonian and Nelson 4209

Lost Trotting Parks of Maine

Lost Trotting Parks of Each Specific County

For Goshen & Plainridge

Expand to the Lost Trotting Parks of New England

As Handouts:

Handout supplied by the Maine Fair Association

Harness Racing Calendars

Booklet on Maine's Lost Trotting Parks

Maine Harness Racing Date & Locations

Two Pages for each fair — images of the fair and harness racing

Posters with images of harnesses racing and race dates

Contact Historical Societies in each community — create digital booklets that will be disseminated through <http://losttrottingparks.com> or as e-mail attachments.

Estimated cost for preparation and delivery: \$29,000

Time Frame: Mid May through July

Requires seed money and sponsors

Returning to the Elmwood Hotel Christmas Dinner 1915 Governor Hill Mansion, Augusta, Maine

This evening will bring us back to 19th and early 20th Century Kennebec County. Known for its early success in horse breeding and numerous trotting parks, Kennebec County could be considered the “Cradle of Maine Trotting Industry.”

Working with the owners of Governor’s Hill Mansion, the Lost Trotting Parks Heritage Center in a historic setting will bring us back to the 1890’s and move through the years to 1915.

The Elmwood Hotel in Waterville was host to many dignitaries and a favorite destination for many travelers. C.H. Nelson and his wife Emma lived at the Elmwood for eight years. In 1888 Nelson was interviewed in the Elmwood’s dining room by John H. Wallace of the *Wallace’s Monthly*.

Music programs featuring late 19th and early 20th century music will be performed by Maine musicians and vocalists. The large dining room with dance floor will seat more than 100 attendees. Others will dine in Governor Hill’s dining room and adjacent rooms. Historical displays and slideshows will tell the stories of Kennebec County during the age when the horse was king. All historical societies in Kennebec County will be notified.

Note: The dinner menu will be the re-creation of the menu offered for Christmas dinner at the Elmwood Hotel in 1915. **Required Sponsors and ticket sales**

After a Journey of 141 Years, King William Returns to Maine

Painted in 1873 by George H. Bailey, the oil painting of the Standardbred King William was chosen as the subject for the front engraving of J.W. Thompson’s book, **Noted Maine Horses**. This painting will be the center piece of an exhibit that will be displayed in secure public buildings to promote harness racing. The display will tell the story of King William and present storyboards on the life and works of Bailey and Thompson. A handout on harness racing today will be available.

The Lost Trotting Parks Heritage Center & Maine's Harness Racing Museum

In the late 1980's and in the 1990's horsemen attempted to start a Maine Harness Racing Museum. This effort was not successful. Clark Thompson who was a member of this group researched the development of Maine's Trotting Industry between the years 1819 and 1893. With help from the Maine Standardbred Breeders and Owners Association, his research resulted in the publication of the book, *Maine's Trotting Horse Heritage Trail*. In this book Thompson describes the 20 most significant historical points of this period. In addition, Thompson's book describes the placement of inscribed granite monuments at each location. From South Hiram up to Bangor, Thompson has placed 21 monuments creating a travel destination museum for harness racing or history enthusiasts.

His work led to the founding of the Lost Trotting Parks Heritage Center. Today Lost Trotting Parks (LTP) is a Maine registered nonprofit approved by the IRS as a 501-C-3. Since 2009 through the work of Stephen Thompson and the cooperative of horsemen, Maine historians, existing museums and historical societies, LTP's collection and works is positioned to be established either as a service center for fairground based museums, agricultural museums and local historical centers. The service center concept allows LTP to work with these organizations to create displays and document the location of valued memorabilia related to Maine's agricultural heritage, the age when the horse was king, and Maine harness racing. With an appropriate level of funding, LTP is also positioned to open a building based museum. A building based museum would be able to incorporate the service center concept.

Currently with memorabilia on loan to LTP and items owned by LTP, a museum can be set up that would incorporate the following:

- A Map & Research Room (books, maps, periodicals, web searches)
- A Horsemen's Lounge (Today in Harness Racing — Horsemen Profiles)
- History of Maine's Lost Trotting Parks by County
- History of Maine's Agricultural Fairs
- A Children's Center
- The Newsroom (Collection of Horse Periodicals beginning in 1878)
- The Art of the Age When the Horse was King (Reproductions of Currier & Ives Lithographs and engravings of the 19th Century)
- Physical Memorabilia (to date 1 high wheel sulky and wagon)

The Lost Trotting Parks Heritage Center & Harness Racing Museum will establish itself as a major promoter and educator in the rebirth of Maine Harness Racing and through it service outreach provide display and research services to Maine's Agricultural Fairs, local historical societies and established agricultural museums. In addition through LTP's educational outreach efforts to public schools and other organizations, Maine's agricultural heritage related to the Standardbred will be publicized.\

Strategic Conversations – Strategic Planning Creating & Implementing A Strategic Action Plan

<http://strategicconversations.blogspot.com>

<http://losttrottingparks.blogspot.com/2014/05/become-possibility-thinker-strategic.html>

The Strategic Conversation (SC) website presents using the SC process as a means of facilitating career decision making. This same process can be used to identify and explore future scenarios related to the promotion and marketing of Maine Harness Racing in relationship to funds expended and the use of personnel and volunteers. To be more inclusive strategic conversations can be conducted regionally throughout Maine.

This regional approach would provide safe forums for open participation and comments. The conversations are the beginning of renewal.

Selected Resources

- Moments of Impact (How to Design Strategic Conversations that Accelerate Change) by Chris Ertel and Lisa Kay Solomon
- Give and Take by Adam Grant
- Engagement by Brian Solis
- The Complete Guide to Blogging by the Huffington Post
- The Social Media Bible
- The Laws of Success by Napoleon Hill
- The Essence of Success (on CD) by Earl Nightingale
- Encore: Finding Work that Matters in the Second Half of Life by Marc Freedman
- Rework by Jason Fried & David Heinemeier Hansson
- Mindfulness and The Power of Mindful Learning by Ellen J. Langer

Software Resources

- Project KickStart — Software program to create strategic plans
- Buzan's Mindmap — Software to graphically present strategies and ideas
- Blogger — free online resource to create blogs
- MS Publishers — Storyboard Development, Creating JPEGs & PDF files of Storyboards
- Photoshop — Restoring images of memorabilia for display
- Online Survey Applications

This **Idea Sampler** is intended to generate new ideas or to revisit old ideas perhaps with a new twist. The ideas when placed into a strategic action plan can create a comprehensive state wide initiative to place Maine's agricultural heritage related to the Standardbred, Agricultural Societies and Maine Harness Racing in the minds of Maine people as a pursuit of worthy ideals and worthy of preservation and growth. The action plan would identify performance responsibilities for associations, individual harness horsemen and women, and interested parties.

A Final Comment — A Call to Action

Change is difficult. Finding strategies that truly will work may be even more difficult. The future of Maine Harness Racing and the livelihoods of so many is at stake. Somehow, the industry needs to recapture the imaginations of Maine people so that we can bring the past to present and thereby create a future. I have heard so many times that an entire generation of young people were lost to this industry. It is time to take action to ensure that younger generations will not become another lost generation to Maine Harness Racing.

Somehow our thinking, planning, and actions must be a step above the present moment. As I visit the paddocks and stables, I see people — young, old, men and women who truly love what they do. I see and sense a caring for the Standardbreds owned and trained by Maine horsemen and horsewomen. I see parents of families in the industry work with their children to develop a work ethic and a love of the Standardbred and the sport of harness racing. These are the traditions and a Maine heritage that can not be lost.

Stephen D. Thompson

Stephen D. Thompson founded the Lost Trotting Parks Heritage Center in 2009 beginning with a question he asked himself as he stood on the back half of the Pine Grove Cemetery in Waterville, Maine (once the fairgrounds of the North Kennebec Agricultural Society).

That question — If this fairgrounds and trotting park became a cemetery, whatever happened to other trotting parks in the State of Maine. As it turned out there are more than Maine communities that supported trotting parks. One question started my journey.

In his professional career Thompson worked as a Managing Editor for a New York State based publishing company, designed data collection websites and product ideas, and served as the Marketing, Research, and Product Development Manager for the Maine Occupational Information Coordinating Committee. His work for the State of Maine involved the development of K-Adult curriculum materials and brought Thompson to every corner of the State of Maine.

Thompson is a person who is passionate in the identification and pursuit of worthy ideals. Today and into the future that passionate pursuit is the preservation and expansion of Maine's Harness Racing Industry and Maine's Agricultural Fairs.

Harness Racing at Maine's Agricultural Fairs 2014
From the Archives of the Lost Trotting Parks Heritage Center

