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**Bringing the Fans Back to the Grandstand
From Awareness to Exploration to Engagement
by Stephen D. Thompson**

My favorite professional training program is time management. The training is simple, challenging, to the point, and never confusing. Here's the quickest and most impactful training program you will ever experience. Simple! Here it is! — ***“Plan it! Do it!”*** —

For change to occur individuals need to be introduced to knowledge. New knowledge, and new perspectives will initiate the change process

In relationship to the harness racing industry and the sport of harness racing goals and concerns that have been expressed by many include bringing new owners, trainers, drivers and grooms into the industry, and to bring fans back to the grandstands.

To generate new interest, greater awareness, and greater real engagement in this industry, stakeholders in this industry need to create an action plan that creates positive goal oriented action every day, each week, and every month of the year.

The future is now! It is time for — ***“Plan it! Do it!”***

My take is that everyone and anyone involved in this industry is a stakeholder. The industry needs input from everyone. Ideas that will create positive awareness of the everyday experiences of those in the industry. Ideas that will lead individuals from every age cohort to explore possibilities of involvement in the industry. Through positive awareness combined with personal exploration, individuals, families and professional work groups just might come to the realization that engagement in the sport of harness racing would be a worthwhile and meaningful venture.

The intention of this article is to motivate individuals to reach within and take the concepts presented here to create their own ***“Plan it! Do it! Workshop”*** and in doing so create a series of activities that start with awareness, lead to exploration and result in meaningful engagement. Use the format on the next page to present your ideas.

S. Dexter's The Maine Spirit of the Turf From Awareness to Exploration to Engagement

Your Name:

E-Mail Address:

USPS Address:

Telephone Number:

Identify Your Target Audience: (Potential owners, trainers, drivers, grooms, industry workers, fans)

What are your desired outcomes for our target audience?

Identify your activities to create individual or group awareness: of the sport of harness racing.

Identify your activities that will motivate your target audience to explore the sport of harness racing.

How will you determine to what level did you achieve your desire outcomes?

If you choose to complete this exercise, please present your work in an e-mail to lifework50@gmail.com. If you not have access to e-mail and would prefer to write out your work, please mail your activity plan to Lost Trotting Parks, P.O. Box 263, Hallowell, Maine 04347. All contributions will be compiled into a report to be published in a future issue of The Maine Spirit of the Times.