

Advertisement

**COME GROW WITH US!** Online Sales Reps. Needed!

**courier-journal.com**  
The Courier-Journal Louisville, Kentucky

Ready for an exciting career in the world of online advertising sales?

NEWS	OBITUARIES	SPORTS	BUSINESS	ENTERTAINMENT	VELOCITY	FEATURES	OPINION	INTERACTIVES	SERVICES
------	------------	--------	----------	---------------	----------	----------	---------	--------------	----------

Search Kentuckiana:

**Subscribe Now**

[courier-journal.com](#) > [Business](#)

View 7 days > [Su](#) [M](#) [Tu](#) [W](#) [Th](#) [F](#) [Sa](#) [Adv. search >](#)

Thursday, November 9, 2006

[E-mail this](#) | [Print page](#)



## Churchill seeks high-tech answers

Silicon Valley team aims to lure fans

By **Gregory A. Hall**  
[gahall@courier-journal.com](mailto:gahall@courier-journal.com)  
The Courier-Journal

Churchill Downs Inc. is expanding to Silicon Valley.

New President and CEO Robert L. Evans announced in an investors' conference call yesterday morning that the company is putting a team, initially of six to eight people, in California's high-technology capital to work on initiatives to bring more fans to racing and other ventures.



[+ enlarge](#)

CEO Robert Evans spoke of finding new fans, ventures. (By Arza Barnett, The Courier-Journal)

Advertisement

California is "where we can build a team of people on the cutting edge of technology innovation," Evans said, adding, "we'll benefit from the perspective of those outside the traditional racing business."

Evans said he would provide specifics early next year.

"I think we have a pretty

### QUICK TAKE Last we knew

Churchill Downs Inc. hired Robert L. Evans, a former technology executive, to be its CEO with hopes of improving the company's and the industry's technology.

### The latest

Evans said that he is starting a core technology team,

### NEWSLETTERS

**Sign up now!**

Get morning headlines, breaking news, afternoon business updates, weekend happenings and more sent to your inbox!



### FEEDBACK



**Click here** to join a discussion in our reader forums.

### E-EDITION



Check out the new **digital version** of The C-J

RSS

**RSS feeds - XML**  
Get the headlines you want delivered to your reader.



alternative gaming -- but the company has pursued expanded gambling for its other properties.

Evans said that by thinking of Churchill Downs as an entertainment company, as opposed to solely racing, new products can emerge.

Evans also said technology could reinvent the way its races are offered in the simulcast market, which accounts for about 90 percent of the overall handle. He compared it to the way poker and ballroom dancing have been repackaged in different media and become more popular.

"I can guarantee you that the Generation X and Y consumers that hold the most potential to create growth in the racing business use technology in nearly every facet of their daily economic lives," Evans said. "And we need to use technology to introduce our products into the way they live, not require them to modify the way they live in order to enjoy our products."

Ryan L. Worst, senior vice president with Brean Murray, Carret & Co., said it remains to be seen exactly what Evans is talking about. That could include new wagers, "but I think mostly it has to do with what their strategy in the account wagering arena will be."

Several account wagering companies, like Yobet.com and Television Games Network (TVG), take bets on races from Churchill-owned tracks. Churchill does not have its own account wagering service for off-track bettors, but its chief racing competitor, Magna Entertainment Corp., does.

Evans took over in August from Tom Meeker, who retired. In September, Churchill hired Vernon Niven to be the racetrack company's executive vice president for technology initiatives.

aggressive plan. Just for competitive reasons, I don't want to tip off everybody else what we're doing for a while."

However, during the call, he spoke of finding new products for the Louisville-based racetrack operator, citing slots and video poker machines as opportunities. Only one of Churchill's five tracks, Fair Grounds Race Course in New Orleans, is authorized for

initially of six to eight people, in Silicon Valley, Calif.

#### Why it's news

Racetracks have struggled for years to embrace new technology.

#### What's next

Investors and analysts will be informed of the company's plans early next year.

#### RELATED NEWS FROM THE WEB

Latest headlines by topic:

- [Sports](#)
- [Games](#)
- [Gaming](#)
- [Horse Racing](#)
- [Magna Entertainment](#)
- [Poker](#)

Powered by [Topix.net](#)




**NIGHTCLUB  
MANAGEMENT  
POSITIONS**  
NIGHTCLUB  
MANAGEMENT  
POSITIONS-Kentucky,...

**physical therapy**  
PT and PTA position  
available, Oldham Co...

**Administrative**  
Alcoa, a leading  
manufacturer of  
aluminu...



Reporter Gregory A. Hall can be reached at (502) 582-4087.

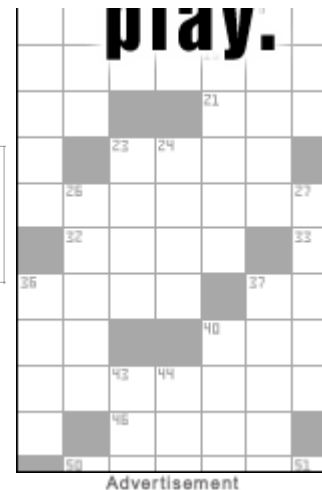
**STORYCHAT**  [Post a Comment](#)

---

This article does not have any comments associated with it

^^ [Back to top](#)

 [E-mail this](#)
 [Print this](#)
 [Subscribe](#)
 [RSS feeds](#)



**Careers**  
**FREIGHT CONDUCTORS** Interested in working ...

**Central Ohio's largest and mo**  
 Central Ohio's largest and most compreh...

**Administrative**  
 Reinhart FoodService (R) Reinhart FoodSe...

**AUTOMOTIVE ASE CERTIFIED TECHNICIAN**  
 AUTOMOTIVE ASE CERTIFIED TECHNICIAN with...

**TEACHERS**  
 Teachers and Student Teachers are invite...

**Medical**  
 Progressive Step Rehab is currently inte...

**Sales**  
 LOUISVILLE ATHLETIC CLUB Sales position ...

[All Top Jobs](#)

## About Top Jobs

[Home](#) | [News](#) | [Sports](#) | [Business](#) | [Features](#) | [Travel](#) | [Scene](#) | [Velocity](#) | [Classifieds](#) | [Jobs](#) | [Cars](#) | [Homes](#) | [Shopping](#) | [Contact Us](#) | [Search](#)

**Classified Partners:** [Jobs:](#) CareerBuilder.com | [Cars:](#) Cars.com | [Apartments:](#) Apartments.com | [Shopping:](#) ShopLocal.com

Copyright 2005 The Courier-Journal.

Use of this site signifies your agreement to the [Terms of Service](#) and [Privacy Policy](#) (updated 6/7/2005).

Send questions and comments to [The Webmaster](#).