

Using the Black Book Website

Standardbred Horse Sales Company is proud to present our Black Book website to customers and friends. The website will soon become your “one stop shopping” destination for the Harrisburg Sale. This printable instruction sheet will explain how to use the site to your best advantage.

Wherever you see words in **Bold Black type**, there is a corresponding button on the “pull-down menu” near the top of every page.



Let's start at the top. Just under our logo and dates of the Sale, a “pull-down menu” extends across the entire width of each page. The menu offers a number of topics of interest which can be accessed by placing your mouse over the headings, and double-clicking on your choice of the options that appear. **Catalog, Buyers, Consignors, Results, Harrisburg, Catalog Request,** and “**About Us**” headings are listed. Other information on the **Home** page includes advertising links to our consignors and exhibitors, Sale Schedules, Live Results, List of Outs, and a link to our **Consignor Directory**, which we will discuss later. To return to the **Home** page, simply click on the blue **Home** button.

The **Catalog** section features the **Downloads** page, which displays pre-packaged pedigrees that can be downloaded by double-clicking on the icon of your choice. Acrobat Reader is required for viewing these pedigrees. A free copy of Acrobat Reader can be downloaded by following the link provided.

Choose pedigree packages by Session or Gait, In-foal broodmares, or even download the entire catalog!

CATALOG DOWNLOADS

Download pedigree packets by clicking on the links below. These are large files and users with dial-up connections will experience slow download speeds.

Acrobat Reader is required

[Click here for a free download of Acrobat Reader](#) 


Pedigrees will be available for download in late summer 2006.

By Sale

Yearling Sale

 [Download Catalog](#)


Mixed Sale

 Coming Soon

By Session


Yearling Sale

 [Monday](#)

 [Tuesday](#)

 [Wednesday](#)

Mixed Sale


 [Thursday](#)

 [Friday](#)

 [Saturday](#)


Custom pedigree lists can be generated using **Search** functions. Double click on the **Search** button under the **Catalog** heading to go to this page:

Search Yearlings by any of the following:

Sire: 

Dam:

Hip #:

Consignor: 

Choose yearlings by Sire, Dam, Hip Number, or Consignor. Individual Sires or Consignors can be selected from the lists provided in the "pulldown menus" by clicking on the downward-facing arrows. Searching by Dam or Hip # can be accomplished by typing the name of the dam, or the hip number of the yearling, in the appropriate box. Once you have made your selections, push the "Search" button and the results will appear on your screen. Let's say we have chosen a "Search" for yearlings by Donerail:

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Sire Donerail

Name	Sex	Gt	Hip	Elg	Ped	Vid	Dam	Consignor	Select
Rainbow Rail	c	t	903	PA			Armbro Rainbow	WINBAK FARM	<input type="checkbox"/>
Star Crossed	c	t	667	PA			Brylin Starlet	ALL AMERICAN HARNESSBREDS, AGENT	<input type="checkbox"/>
Witness	c	t	1031	PA			Lady Law	BLUE CHIP FARMS, LLC, AGENT	<input type="checkbox"/>
Name	Sex	Gt	Hip	Elg	Ped	Vid	Dam	Consignor	Select
Keystone Ariana	f	t	884	PA			Alyssa Seelster	HEMPT FARMS	<input type="checkbox"/>
Locarb Hanover	f	t	1037	PA			Lauren Hanover	HANOVER SHOE FARMS, INC.	<input type="checkbox"/>
Princess Cruise	f	t	430	PA			Scent Of A Woman	WINBAK FARM	<input type="checkbox"/>
Purfois Hanover	f	t	754	PA			Paper Chip	HANOVER SHOE FARMS, INC.	<input type="checkbox"/>
Sparkle Plenty	f	t	807	PA			Southwind Diamond	CONCORD STUD FARM, AGENT	<input type="checkbox"/>
Tyg Hanover	f	t	824	PA			Tags Sweetie	HANOVER SHOE FARMS, INC.	<input type="checkbox"/>

Download Selected Pedigrees

If you want to print the whole page as displayed for later reference, click on the “Printer Friendly” button at the top right. Colts are displayed at the top, and fillies on the bottom. Note the column headings for each listed horse – Name, Sex, Gait (Gt), Hip #, state/province of eligibility (Elg), Pedigree (Ped), Video (Vid), Dam, Consignor, and Select. Most are self-explanatory. The “Ped” icons can be clicked to view the pedigree using Adobe Acrobat Reader. As videos are posted, a video icon will appear in the “Vid” column next to the Pedigree icon. We’ll explain more about viewing video clips later.

Note the boxes in the **Select** column to the far right. By checking the boxes of horses of interest, you can collect all the pedigrees for convenient downloading to your computer. Simply click on “Download Selected Pedigrees” at the bottom of the page to collect them into a ZIP file. After clicking on “Download Selected Pedigrees”, another window appears:













Click on the word “HERE” to download the ZIPped pedigree file into your computer for future reference.






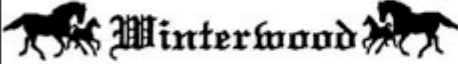



The exciting **Advanced Yearling Search** feature can be accessed by double-clicking “**Advanced Yearling Search**” at the bottom of the **Search** page. Here, you can assemble a custom package of yearlings based on very specific criteria. For example, choose all “Pennsylvania eligible trotting fillies” by checking the appropriate boxes and setting the pulldown Eligibility menu to “PA” as shown below:

option #1		option #2	
<input checked="" type="radio"/> Trotter	<input checked="" type="radio"/> Colts	PA	<input type="button" value="View Results"/>
<input type="radio"/> Pacer	<input checked="" type="radio"/> Fillies	or	
	<input type="radio"/> All	Sire	

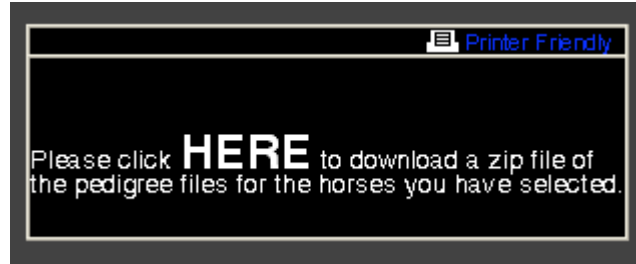
Then click on “View Results” and your custom list of horses will appear, sorted by Consignor. Here is the top of a long list of 2006 “PA trotting fillies” to show you how the page will appear:

Printer Friendly Printing Problems?									
Search Results									
Name	Sex	Gt	Hip	Elg	Ped	Vid	Sire	Dam	Select
		Consignor: BLUE CHIP FARMS, LLC, AGENT							
Tarport Majorette	f	t	20	PA			Broadway Hall	Tarport Lindsay	<input type="checkbox"/>
Consignor: BLUE CHIP FARMS, LLC AGENT FOR									
Vega Blue Chip	f	t	937	PA			Lindy Lane	Caviar Please	<input type="checkbox"/>
		Consignor: CONCORD STUD FARM, AGENT							
Forever Sunrise	f	t	682	PA			Andover Hall	Infinites Uprising	<input type="checkbox"/>
Lass Chance	f	t	242	PA			Andover Hall	Lady Windsong	<input type="checkbox"/>
Lil Grrl	f	t	428	PA			Broadway Hall	Lil Gracy	<input type="checkbox"/>
Marion Michelle	f	t	346	PA			Broadway Hall	Sofia Letsgo	<input type="checkbox"/>
Poster Pin Up	f	t	241	PA			Andover Hall	Poster Princess	<input type="checkbox"/>
Princess Kelly	f	t	597	PA			Andover Hall	Real Crown	<input type="checkbox"/>


The list is sorted by Consignor, and the Consignor logo is displayed above their horses. After you have viewed pedigrees of interest with Acrobat Reader by clicking on the “Ped” icons, and have watched videos on Real Player by clicking on the “video” icons (again, more on videos soon), check the boxes in the **Select** column to mark pedigrees to be downloaded. Then simply click on “Download Selected Pedigrees” at the bottom of the page to save those pedigrees to your computer in a ZIP file:

				Consignor: WALNRIDGE FARM, INC., AGENT				
Magalloway	f	t	1006	PA		Andover Hall	Jet Fortuna	<input checked="" type="checkbox"/>
Single Pans Reflex	f	t	441	PA		Andover Hall	Youronpandidcamera	<input checked="" type="checkbox"/>
				Consignor: WINBAK FARM				
Princess Cruise	f	t	430	PA		Donerail	Scent Of A Woman	<input checked="" type="checkbox"/>
				Consignor: WINTERWOOD FARM, AGENT				
Broader Ambition	f	t	187	PA		Broadway Hall	To B Mz America	<input type="checkbox"/>
Lady B Charming	f	t	535	PA		Broadway Hall	Lady B Worthy	<input type="checkbox"/>
Sweet Broadway	f	t	1065	PA		Broadway Hall	Mine Again	<input checked="" type="checkbox"/>
Download Selected Pedigrees								

After clicking on “Download Selected Pedigrees”, download your ZIP file by clicking on “HERE” in the subsequent window:





















Once you have done this a few times, you will see that **Advanced Yearling Search** is a very powerful tool for creating your own custom catalog.

Last year, Standardbred began posting yearling videos on the Black Book website. Videos usually become available in October, and are posted when submitted by Consignors before the sale. Yearlings with video clips will have a video icon inserted just to the right of the link to their PDF pedigrees; if no icon is posted, no video is presently available for that yearling. The icon looks like a small video camera . Here is how Millstream’s Consignor page will look with video icons in place:

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Search Results

Name	Sex	Gt	Hip	Elg	Ped	Vid	Sire	Dam	Select
 Millstream		Consignor: MILLSTREAM FARM							
		Bertogusto	c	t	559	PA			Lindy Lane
Duomus	c	t	101	NJ			Muscles Yankee	Duo Val Car	<input type="checkbox"/>
Kentucky Glide	c	t	103	NJ			Yankee Glide	Odre Coucou	<input type="checkbox"/>
Mesquiton	c	t	521	ON			Angus Hall	Sweet Mesquite	<input type="checkbox"/>
Royal Endeavour	c	t	519	NY			Conway Hall	Royal Privilege	<input type="checkbox"/>
Name	Sex	Gt	Hip	Elg	Ped	Vid	Sire	Dam	Select
 Millstream		Consignor: MILLSTREAM FARM							
		Angel Way	f	t	560	NY			Conway Hall
Eyedeaa	f	t	102	PA			Lindy Lane	Spencer Hall	<input type="checkbox"/>
Glideagante	f	t	520	NJ			Yankee Glide	Elegante Mongil	<input type="checkbox"/>



Download Selected Pedigrees

To view video clips, you need a copy of Real Player. A free copy of Real Player can be downloaded from the company website at www.real.com. By double clicking on the video icon, Real Player loads and plays the video clips.

Our **Buyers** section has interesting historical **Breed Info** supplied by the Harness Racing Museum and Hall of Fame, downloadable **Forms** to establish or to update your financial relationship with us prior to the Sale, **New Owner Info** supplied by Ellen Harvey of HRC which includes dates and locations for her New Owners Seminars, and our **Terms & Conditions** of Sale. We are especially excited about our **Trainer List**, with contact information, home tracks, and specialties of many trainers who are interested in establishing new customer relationships. A trainer's presence on, or absence from, this list neither implies an endorsement, nor lack of recommendation, from Standardbred Horse Sales Company. All trainers are encouraged to submit their contact information for inclusion on this list.

Our **Consignor** section has a great feature – the **Consignor Directory**, which can also be accessed from the **Home** page. Contact information, yearling listings, and access to individual Consignor websites by clicking on the Consignor's logo can be found here (top row displayed):

choose consignor here

		
<p>All American Harnessbreds Post Office Box 1420 Seaford, DE 19973 (302) 629-5100 Fax (302) 629-8428 email AAH@hertrichs.com Contact: Fred W. Hertrich III View Consignments</p>	<p>Blue Chip Farms, LLC 807 Hoagerburgh Road Wallkill, NY 12589 (845) 895-3990 Fax (845) 895-2110 email jean@bluechipfarms.com Contact: Gina Reilly, Jean Brown View Consignments</p>	<p>Boxwood Farm Post Office Box 418 Englishtown, NJ 07726 (732) 446-7309 Fax (732) 446-6873 email boxwd@aol.com Contact: Taylor Palmer, Jr. View Consignments</p>

Each Consignor's Consignment will be displayed in a format similar to the **Advanced Search** results. Choose the pedigrees of interesting horses for downloading by checking the "Select" boxes in the right column, and clicking the "Download Selected Pedigrees" button at the bottom of the page. Double clicking on the Consignor's logo will usually take you to the Consignor's website, which loads on top of the Black Book website.

The **Results** section should look familiar. Real-time **Daily Results** from the Sale will be displayed as in past years. A very useful feature is the "**Up-To-Date Averages**" button at the top left – click on it to see how horses from different gaits, sex, sires, and Consignors are doing at the Sale:

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[Up-To-Date Averages ~ View Here](#) **2005 RESULTS Part 1 (1006 horses)** [Select Hip #](#) >>

Gross: \$31,730,000 - Average: \$31,541
 Updates automatically when yearling is sold

Hip No.	NAME Clr&Sex / Sire - Dam	Buyer Consignor	Amount
1	CUTCHALL HANOVER ch c Real Artist - Censitive Hanover	----- HANOVER SHOE FARMS, INC.	
2	SHAKA HANOVER br f Western Hanover - Shades Of Art	----- HANOVER SHOE FARMS, INC.	
3	CHEYENNE KNIGHT b c Dragon Again - Cheyenne Sabrina	----- NORTHWOOD BLOODSTOCK AGENCY	

Archives from previous Sales can be found in the **Results** section. We have provided a link to the very useful [Bluestone Farms Auction Database](#) on the **Archives** page.

The **Harrisburg** section provides all the information you need to make your visit a pleasant one. The **Hotels** page gives contact information for our Host hotel, the Sheraton Harrisburg Hershey, and also has downloadable information about rates and locations of other participating Harrisburg area hotels. Reservations can be made free of charge by calling either the Sheraton Hotel directly, or the Hershey Harrisburg Regional Visitors Bureau for all other hotels. The **Maps** page gives directions to the Farm Show Complex, as well as several printable local maps of the Harrisburg area. The **Restaurants** page has links to extensive information about Harrisburg area restaurants.

The **Catalog Request** page allows customers and friends to request catalogs (DVD or paper, not both) by submitting an online form. Separate forms and instructions are presented for North American and Overseas requests. Try our new DVD catalog this year! The DVD has most of the features of the website, including advanced Search functions. And best of all, the DVD includes footage from last year's new Black Book Today daily video, featuring interviews with prominent

breeders, trainers, drivers, and owners in harness racing. Learn how the real pros make their yearling choices!

Finally, the **About Us** section provides the **History** of the Company, **Staff** listings with their contact information, and information about **Advertising** opportunities on the website.

We hope you have found this information helpful to you. We believe that customers and friends can find everything they need to help them make the very best decisions about their purchases, and to make their stay in Harrisburg an enjoyable one. We look forward to seeing you in Harrisburg!

Paul Spears
President
Standardbred Horse Sales Company