

Cassani, despite her undoubted talents, could never have done.

London triumphed and now provincial flagbearers such as regional development agency Yorkshire Forward have the chance to attract teams preparing for the games.

The aim is to get teams to set up their training camps here in advance of the Olympics. As Don Stewart,

Bratislavan shot-putter getting acclimatised to the British weather in the near future but having got caught up in the euphoria of London's triumph last week I want to see this country host the best games ever.

If Yorkshire can gain a £600m windfall from this then fantastic. I said earlier this year that if it could I would win the 100m sprint at the Games towing a Mini.

back of Private Eye.

"Successful businesswoman seeks Superman". With that type of request, you're not going to be swamped with offers.

But for Suzanne Hart, Superman has arrived.

Well, Superman in the form of a 65-year-old company chairman has arrived for the female entrepreneur who founded York Place Company

be tempted to sell.

"Ideally, you want a Superman to come from the sky with lots of money, move in, I will move out and that will be fine!" she said.

Well, that's happened, as Hart has now sold her firm to rival Stanley Davis Group for an undisclosed sum which she described as a "super offer" which was too good to turn down.

She says she has no plans

■ The resilience of the stock market is amazing. Last week stocks plunged following the bombings in London. But the following day shares rallied to such an extent, it wiped out the losses of 24 hours before.

Some criticised opportunists for plunging into the market to buy shares after they fell, but a market is a market, it operates with very little, if



Ticket to ride: York Racecourse now has a hi-tech ticketing system thanks to software company Logical Minds.

## Logical step to ensure smoother day at the races

**Greg Wright**  
Deputy Business Editor

RACING may be the sport of Kings - and Queens - but it has to move with the times.

For generations, ticket orders at York Racecourse were taken in a laborious fashion using ink and paper. Now the process is galloping into a new era.

A Leeds software company, Logical Minds, has created a computer-based system which ensures the ticketing system performs like a thoroughbred.

The racecourse, which recently hosted Royal Ascot, turned to Logical Minds because bosses found the old paper-based ticketing system restrictive.

Logical Minds' managing

director David Weaver said York now had "one of the most customer-focused ticketing systems in the country".

Every racecourse ticket is personalised with the customer's name and reference number.

Tickets are printed off in order to allow quick identification and dispatch.

As the racecourse experi-

ences regular surges in ticket demands, the system also ensures that thousands of tickets can be printed off in a matter of hours rather than days.

The system can also keep a databank of customer purchases, allowing management to analyse whether promotional offers have paid off.

A Faster Route

