



Consignors And Commercial Breeders Association

Newsletter

3rd Quarter 2007 Volume 2, Issue 2

Inside this issue:

- Educational Initiative **1**
- Recruiting **2**
- CBA Open Fall Meeting **2**
- CBA Membership **3**
- Final Focus **4**

"The achievements of an organization are the results of the combined effort of each individual."

Vince Lombardi

Welcome New Members

- Erik & Mary Jo Amlie
- B. Flay Thoroughbreds
- Reynolds Bell
- Bridlewood Farm
- Joseph Bryan, Jr.
- Crossroads Sales
- Crystal Springs Farm
- Edition Farm
- Gallagher's Stud
- Greenwood Farm
- Herbener Farm
- JLT Bloodstock
- Kildare Stud
- La Ciega
- Mallory-Smith, Agent
- Nicoma Bloodstock
- North Wales
- Oak Barrel Farm
- John Perrotta
- Pin Oak Stud
- William Reightler
- Sun Valley Farm
- Robert and Beverly Lewis Trust
- Whitewood Stable
- Wintergreen Farm
- Wynnmere Farm

2007 Educational Initiative — *Buying Sales Yearlings*

BUYING SALES YEARLINGS: Plain and Simple, the latest in the CBA's "Plain and Simple" educational series, provides an informative and insightful overview of key sales issues and practices related to the business of buying yearlings. Useful for new participants and experienced veterans alike, the booklet provides some eye-opening statistics and insights, and sheds light on several long-standing sales "myths."

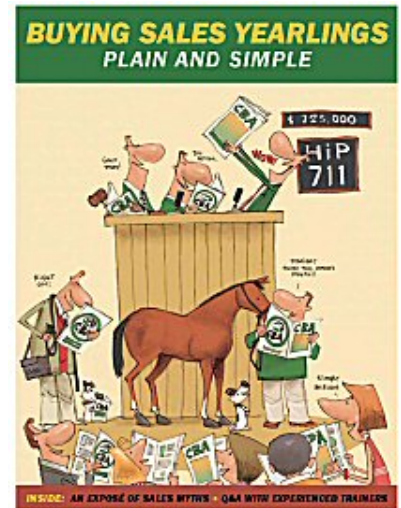
The booklet starts by covering key elements in setting yourself up for success, including the establishment of a sound business plan and the

importance of using key advisors effectively. Helpful information is also presented related to developing a productive relationship with your sales vet, including suggested interview questions when seeking a vet that's right for your program.

Additionally, six sales myths are exposed for being based in faulty information and opinion. Erroneous sales practices and decisions commonly perpetuate these myths year after year; yet the net effect is to cause buyers to unnecessarily miss out on many stakes horses.

The six sales myths are: (1) The "perfect" yearling is the best yearling; (2) May foals are less successful than earlier foals; (3) Foals out of older mares have reduced potential; (4) Less than perfect throats compromise performance; (5) OCDs are usually a problem; and (6) Select sales produce all the top racehorses.

The final section features a fascinating Q & A with experienced trainers that reveals



never-before-published insights into what various trainers look for in a yearling. Trainer commentary includes the most important things they look at when evaluating a yearling, what faults concern them or don't concern them, and important things for a yearling buyer to keep in mind when working a sale.

Pick up and read a copy now, and help us by distributing the booklet to your clientele. Together, we can make the sales experience more satisfying for everyone. Your comments and feedback are always welcome.



The CBA works democratically on behalf of every consignor and commercial breeder, large and small, to provide representation and a constructive, unified voice related to sales issues, policies, and procedures. The Association's initiatives are designed to encourage a fair and expanding marketplace for all who breed, buy or sell thoroughbreds.



CBA Sale Presence: Recruiting Tools

In an effort to further participation and enrollment of members in the CBA, the organization will be circulating the card below at the upcoming Keeneland September Yearling Sales. The CBA

encourages all consignor members to bring as many commercial breeders on board so that we can maintain our position in the industry and continue to finance the educational booklets that

have proven so popular. If you need any cards during the sale, **please call** our sales associate Jordan Blair at **859-806-8640** to deliver them to your consignment.

Question!

As a commercial breeder, have you ever wished for any of the following?

- An organization that operated with **efficiency and transparency** while spending every dollar of your dues to improve the sales scene and your economic welfare in the horse business.
- An organization that had a “**seat at the table**” to represent your interests with regard to sales company issues or changes to “conditions of sale”.
- An organization that recognized the importance of **your investment** in our industry and that worked to protect it.
- An organization that watches and responds to **legislative developments in state government** to assure that your interests and bottom line are being considered and protected.
- An organization that creates and distributes innovative educational materials for buyers, such as the CBA’s popular “**Vet Work Plain & Simple**” series?

If you answered YES to any of the above...
SIGN UP NOW!

“Coming together is a beginning, staying together is progress, and working together is success.”

Henry Ford



**WE WANT YOU
TO JOIN THE CBA
OPEN MEETING
COMING IN DECEMBER**

We Want To Hear From You

Recently the CBA has been focused on a variety of important issues. These include sales related issues, the three educational booklets that we have published as well as other important subjects. In order to continue these efforts in an appropriately directed manner, we would like to hear from the membership regarding what issues are important to you and what issues you the membership want the CBA to pursue on your behalf.

Later this fall we will be having an Open Membership Meeting to discuss any ideas you deem important. The CBA was designed to help all consignors and commercial breeders, large and small. We want to make sure that we are doing just that. If you cannot attend the upcoming Open Membership Meeting, you can e-mail any of the board members with suggestions or comments. E-mail addresses appear on the next page for your convenience. We encourage the membership to participate in shaping the focus of the CBA for continued success in the future.



CBA MEMBERSHIP

CBA members account for approximately 75% of auction sales revenue in North America.

Abbott, Rick	Elm Tree Farm	Mill Ridge Farm	Walnut Green	Wintergreen Farm
Airdrie Stud	Equus Farm	Mitchell, Frank	Warrendale Sales	Winter Quarter Farm
Amlie, Erik & Mary Jo	Eutrophia Farm	Mitchell, Kelli	Weisbord, Barry	Woods Edge Farm
Anderson Farms	Falls Creek Farm	Montessori Farm	Welker, Bayne Jr.	Woodstock Farm
Andrew Thompson Co.	Fares Farm	Monticule Farm	Whiteley, Rob	Wynnmere Farm
Anstu Farm	Farish, W.S. Jr.	Morgan's Ford Farm	Whitewood Stable	
Arch Bloodstock	Farish, W.S. III	Mt. Brilliant Farm	Willis, Rob	
Ashford Stud	Four Star Sales	Mulholland Springs Farm	Windfields Farm	
Atlas Farm	Foxtale Farm	Narvick International	WinStar Farm	
Audley Farm	Foxwood Thoroughbreds	Needham-Betz		
B. Flay Thoroughbreds	Gabriel Thoroughbreds	Nicoma Bloodstock		
Ballinswood Farm	Gaines-Gentry T'breds	Nikkel, Kathryn		
Ballyrankin/J. Lockhart	Gainesway Farm	North Wales		
Bandoroff, Craig	Gallagher's Stud	Nuckols, Alfred Jr.		
Barker Farm	Gardiner Farms	Oak Barrel Farm		
Beau Lane Bloodstock	Gaulstown Stud	Oceanic Bloodstock		
Bedouin Bloodstock	Glenmalure Farm	O'Connor, Charlie		
Bell, Reynolds	Glenwood Farm	O'Rourke, Garrett		
Belvedere Farm	Glory Days Breeding	Orange Blossom Farm		
Berger, Robert	Golden Eagle Farm	Paladino, Jill		
Beth Bayer Sales	Greenfield Farm	Paramount Sales		
Bettersworth Westwind Farm	Greenwood Farm	Park Stud		
Blandford Stud	Grovendale/James Keogh	Penn Sales		
Bluegrass T'bred Svcs.	Haras du Fresnay	Perrotta, John		
Bluewater Sales	Hart Farm	PHS Racing		
Bowling/Dodd Inc.	Hartwell Farm	Pin Oak Stud		
Bradley T'bred Brokerage	Herbener Farm	Reightler, William		
Brandywine Farm	Hermitage Farm	Richwood Farm		
Bridlewood Farm	Hidden Brook Farm	Robert/Beverly Lewis Trust		
Brookdale Farm	Highclere	Robinson, Jim & Pam		
Bryan, Jr., Joseph	Hilbert Thoroughbreds	Rockwell Sales		
Buckner, Marty	Hill 'n' Dale Farm	Royal Oak Farm		
Burleson Farm	Hinkle Farms	Runnymede Farm		
Calumet Farm	Hundley, C. Bruce	Ryan, Dermot		
Castle Park Stud	Hunter Valley Farm	Seitz, Joe		
Cauthen, Kerry	Hurstland Farm	Sellers, Bill		
Chantelclair Farm	Idle Hour Farm	Serendipity Farm		
Charlton Bloodstock	Indian Creek	Seven Islands Ltd.		
Clark, Tom & Nancy	Jamm Ltd.	Shadwell Farm		
Clarkland Farm	JLT Bloodstock	Shawnee Farm		
Claunch, Todd	Kane, Eddie	Spring Hill Farm		
Cline, Mike	Kildare Stud	Spruce Lane Farm		
Cloverleaf Farms II	Kilroy Thoroughbreds	Stonereath Farms		
Cobra Farm	Kindergarten Farm	Stonerside		
Corner Woods Farm	Kingswood Farm	Strouss, Callan		
Country Life Farm	Knockgriffin Farm	Stuart, John		
Courtellis, Kiki	La Ciega	Summer Wind		
Crossroads Sales	Landes, Bill	Summerfield Sales		
Crystal Springs Farm	Lane's End Farm	Sunrise Stable		
Darby Dan Farm	Langsem Farm	Sun Valley Farm		
Dark Hollow Farm	Latimer, Christina	Swettenham Stud		
Darley America	Legacy Bloodstock	Taylor Made Farm		
Deep Rock Farm	Liberation Farm	Taylor, Mark		
Dell Ridge Farm	Liberty Farm	The Acorn		
Denali Stud	Lynch, Andre	Three Chimneys Farm		
Derry Meeting Farm	Lynch, Braxton	Top Yield Bloodstock		
Diamond A	Lyons, Robbie	Trackside Farm		
Dixiana Farm	Machmer Hall	True North Farm		
Double K LLC	Mallory-Smith, Agent	Twin Willows Farm		
Dreamfields	Manganaro LLC	Upson Downs Farm		
Dromoland Farm	Maple Leaf Farm	Valkyre Stud		
Dunford Farm	Margaux Farm	VanMeter, Tom		
Eaton Sales	McDonald, Reiley	Viking Stud		
Edition Farm	Meadow Haven Farm	Vinery		
Elia, Christopher	Middlebrook Farm	Voute Sales		
Elk Manor Farm	Millford Farm	Walmac Farm		

CBA Officers

Bayne Welker	President/Chairman
Mill Ridge Farm	bwelker@millridge.com
Mark Taylor	Vice President
Taylor Made Farm	mtaylor@taylormadesales.com
Joe Seitz	Secretary
Brookdale Farm	jseitz@brookdalefarm.com
Craig Bandoroff	Treasurer
Denali Stud	craig@denalistud.com

CBA Board Of Directors

Rick Abbott	Charlton Bloodstock
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Craig Bandoroff	Denali Stud
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Bayne Welker	Mill Ridge Farm
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Final Focus

In an effort to improve the sales scene for all participants, the CBA is dedicated to helping buyers become better informed about all sales issues. Our mission is to provide a continuous education platform to empower the purchaser through information and sales knowledge. As we frequently state, "An educated consumer is our best customer."

The CBA booklets have proven to be wildly popular since the first one was printed in 2005. Altogether, over 50,000 copies of the booklets are in print, and over 600 copies of all three editions were recently mailed to buyers who purchased a yearling for \$40,000 or more in the past year. Additionally, the booklets were mailed to practicing sales veterinarians and to every legislator in the state of Kentucky.

Comments or suggestions are always welcome and appreciated and may be sent directly through the website as well (www.consignorsandbreeders.com/contact.htm).

2007 Booklet Highlight

BUYING SALE YEARLINGS

Most OCDs disappear naturally or with treatment and don't affect racing performance.



CBA Subcommittees

Following are the standing committees for 2007. The CBA welcomes members to participate on these committees and would like to get the membership more involved. If you are interested in serving on one of these committees, please talk to a CBA board member or officer.

Budget:

Craig Bandoroff (chair), Neil Howard, James Keogh, John Stuart

Education:

Rob Whiteley (chair), Clifford Barry, Andrew Cary, Mark Taylor

Legislative:

Kerry Cauthen (chair), Mike Cline, Don Robinson, Dermot Ryan

Membership:

Mike Cline (chair), Pat Costello, Robbie Lyons, Dermot Ryan

Communications/Newsletter:

Braxton Lynch (chair), Mike Owens, Kitty Taylor, Rob Whiteley

Nomination:

Bayne Welker (chair), Craig Bandoroff, Kerry Cauthen, Mike Cline, Mark Taylor,

Medication/Vet:

Tom VanMeter (chair), Craig Bandoroff, Kerry Cauthen, Bayne Welker, Mark Taylor

Website:

Kris Stuebs

Consignors And Commercial Breeders Association

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Please
place
stamp
here

TO: