

MEDIA ADVISORY: FOR IMMEDIATE RELEASE

A new Thoroughbred trade group has been established called the Consignors and Commercial Breeders Association, Inc. (or CBA). Membership is open to any dues paying consignor or commercial breeder who breeds or sells Thoroughbred horses.

The CBA will work on behalf of every consignor and commercial breeder, large and small, to provide representation and an effective, constructive, and unified voice related to sales issues, policies, and procedures. The organization will also work to help create a marketplace that is fair to all parties, and will seek to partner with sales companies and veterinarians to improve sales practices and to help buyers become better informed consumers.

Following two years of informal discussion and small group meetings, an organizing committee has filed Articles of Incorporation and By-Laws, with the assistance of Bill Hoskins from the law firm of Jackson-Kelly. Members of the organizing committee are:

Craig Bandoroff (Denali Stud), Kerry Cauthen (Four Star Sales), Mike Cline (Lane's End Farm), Pat Costello (Paramount Sales), Bill Farish (Lane's End Farm), Olin Gentry (Gaines-Gentry Thoroughbreds), Michael Hernon (Gainesway Farm), Neil Howard (Gainesway Farm), Donato Lanni (Hill 'n Dale Farm), Braxton Lynch (Three Chimneys Farm), Reiley McDonald (Eaton Sales), Dermot Ryan (Ashford Stud), Joe Seitz (Brookdale Farm), Mark Taylor (Taylor Made Farm), Bayne Welker (Mill Ridge Farm), and Rob Whiteley (Liberation Farm).

According to Bayne Welker, Director of Sales for Mill Ridge Farm, "We already have most of the top 40 consignors on board, representing over 75% of annual auction revenue. We are currently launching a full membership drive to get most of the remaining 25%. The CBA will be democratically run and every member will have one vote to elect a Board of Directors before the end of the year. Once that is accomplished, all members will have an opportunity to provide in-put into establishing the CBA's agenda as we go forward."

Boyd Browning, Chief Operating Officer of Fasig-Tipton, says, "The formation of the CBA is a very positive development for the industry, and Fasig-Tipton looks forward to working closely with its members on new initiatives. In our business, we need all groups working together to make the sales scene as good as it can be for buyers and sellers alike. The CBA has been organized by some of the most respected people in the industry and promises to be a proactive source of practical ideas and fresh energy."

According to commercial breeder, Rob Whiteley of Liberation Farm, "Our logo which states 'Education, Integrity, and Service,' is a pretty good summary of what we are about. Our specific agenda will be developed later in the year after the entire membership has a chance to elect a governing Board. Meanwhile, however, we are at work on developing an educational program to help buyers better understand the purposes and effects of various veterinary procedures. In addition, we are exploring the possibility of establishing a Sales Futurity program for yearlings purchased in CBA consignments."

Nick Nicholson, President of Keeneland, says, "Our commitment to integrity partnered with constant communication is a formula that works, and Keeneland looks forward to working with the CBA toward both of these important objectives."

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