



# TDN Q & A

With the Breeders' Cup right around the corner, the TDN sat down last week with Breeders' Cup Chairman William S. (Bill) Farish Jr. to discuss the state of the Breeders' Cup and the efforts to grow the event into something even bigger and better. Farish is a 1987 graduate of the University of Virginia and currently oversees the day-to-day business of Lane's End Farm, which is owned by his parents, Will and Sarah Farish. Bill Farish was the personal aide to the first President Bush and has worked in banking for Texas Commerce and Merrill Lynch. He is also the founder and managing member of Woodford Racing, LLC, a racing stable consisting of around 50 horses. Farish was named Chairman of the Breeders' Cup in January, 2006.



**Bill Farish** *Horsephotos*

**TDN:** The Breeders' Cup took a big step this year by adding a second day and three additional races to the Breeders' Cup format. Why did the Breeders' Cup feel the need to expand to a second day?

**BF:** What we are doing on Friday is trying to emulate Churchill's success on Kentucky Oaks Day. We are going to take our Friday and grow it into as big a day as we can. The first year, we don't have hugely optimistic goals, but we hope to grow it over time. We do think we will be the second

biggest Friday of the year starting out. There were also some key divisions that were not represented--the dirt mile, the filly & mare sprint, and the two-year-old turf--that give us a great day's racing. There still is the possibility of adding a turf sprint division in the future and it could happen as early as next year.

**TDN:** With the potential of a 12-race Breeders' Cup in 2008, do you foresee even more races being added beyond 2008?

## The Blue Grass Produces Sires



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UNBRIDLED	ROUND TABLE
ALYDAR	PULPIT
BULL LEA	BIMELECH
HOLY BULL	MENOW
NASKRA	SUMMER SQUALL

6-length winner Blue Grass-G1

# BANDINI

FUSAICHI PEGASUS - DIVINE DIXIE, BY DIXIELAND BAND

**\$17,500** live foal, due Nov. 15



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BF: We're probably bumping up against the max. The board does not want to dilute the races. There has been some discussion about a three-year-old colt division or a three-year-old filly division. But when you look at the strength of the three-year-olds in the Classic this year and how they have made it such a great race, it would not be a good idea to create a separate race. The best three-year-olds would go for the Classic anyway.

**TDN: Your thoughts on the new Breeders' Cup races not immediately being given Grade I status?**

BF: To me, it wasn't a great surprise. There is a procedure in place that the graded stakes committee is bound by. To circumvent the process to force Grade I status would be wrong. They are \$1 million Breeders' Cup races that are going to have tremendous fields. I hope they earn Grade I status. All we can do is to put on the best races we possibly can and hope the grade comes quickly. Somebody made the point to me that, back in 1983 when the Breeders' Cup started, there were only a handful of \$1 million races in the world. There are 99 million-dollar-plus races today. So these new races don't have quite the impact that they would have had 20 years ago. If you were to take a straw poll now, I do believe the majority of people would say they should be Grade I races. But I think they will earn it soon. On a side note, we do feel that not having the Grade I cost us four or five top European horses this year.

**TDN: Another bold step this year was the "Win and You're In" concept. What are your initial thoughts on the Breeders' Cup Challenge and do you feel that it has been a success?**

BF: We're very happy with the results. We've seen some positives come from it that we didn't really expect. We've been thrilled with the amount of Breeders' Cup chatter that's been out there from the beginning of the Challenge. We've been thrilled with the attendance and handle numbers from the various racetracks that have had challenge races. We think that, with this being just the first year, there will be a lot more upside to this.

**TDN: What can be done to expand and/or improve the Breeders' Cup Challenge?**

BF: What we did in the first year is what we could do. What I think you'll see next year is an expanded version of it that will be more evenly distributed among divisions. I think that will help in people understanding the concept. Also, we've had a very positive reaction from a lot of racetracks that weren't involved in it that would like to be involved in it. Next year you'll see more "Win and You're In" races. They won't all be televised, but there will be a more consistent distribution of the races. We had quite a long quiet period before Jockey Club Gold Cup weekend. It was about a one-month lag, which was too long. Next year, you'll see at least one "Win and You're In" race a week.

# Packed with Sire Power & Champions

By **FUSAICHI PEGASUS** (1997). Classic winner of \$1,994,400, Kentucky Derby [G1], etc. Sire of 28 SWs, \$24,034,600, including Roman Ruler [G1] (\$1,220,800), Andromeda's Hero [G3] (\$828,913), Bandini [G1] (\$676,380), Floral Pegasus [G1].

## 1st dam

**Divine Dixie**, by Dixieland Band. 2 wins at 3, \$62,220, 2nd Jersey Blues S. [L]. Dam of 4 winners, incl.-

**BANDINI** (c. by Fusaichi Pegasus). 5 wins in 9 starts at 3 and 4, \$676,380, Toyota Blue Grass S. [G1], Skip Away H. [G3], 2nd Fountain of Youth S. [G2]. Set ntr at Gulfstream Park, mile in 1:34.

## 2nd dam

**HAIL ATLANTIS**, by Seattle Slew. 3 wins at 3, \$176,325, Santa Anita Oaks [G1]. Dam of 5 winners, including-

**STORMY ATLANTIC** (c. by Storm Cat). 6 wins at 4, \$148,126, Damitrius S., etc. Leading 2YO Sire.

**MR. KATOWICE** (c. by Katowice). 6 wins, 2 to 5, \$143,410, Dancing Count S. [L], 2nd Horatius S.

## 3rd dam

**FLIPPERS**, by Coastal. 5 wins at 2 and 3, \$247,739, Golden Rod S.-L, Pleasant Hill S., etc.

## 4th dam

**MOCCASIN**, by Nantallah. 11 wins, \$388,075, horse of the year, champion 2yo filly, Spinaway S., Test S., etc. Dam of champions **APALACHEE** and **BELTED EARL**, and **SCUFF, NANTEQUOS, BRAHMS** (sire), **INDIAN**.

## 5th dam

\***ROUGH SHOD II**, by Gold Bridge. Winner at 3 in England. Dam of champions **RIDAN** and **MOCCASIN**, and **LT. STEVENS, GAMBETTA** (dam of champion **GAMELY**, granddam of champion **DRUMTOP**), **Thong** (dam of champion **THATCH, KING PELLINORE**; granddam of leading sire **NUREYEV**, champion Fairy Bridge, dam of **SADLER'S WELLS**).

# BANDINI

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**TDN:** Then might we see the Challenge races begin sooner than they did last year?

**BF:** The board is looking at that, but the exact races and the number of races will not be decided until our post-Breeders' Cup board meeting.

**TDN:** Some horsemen have suggested that the horses who win the Challenge races should get free entries into the Breeders' Cup. There have been some Challenge winners who have passed on the Breeders' Cup because their trainers and owners did not want to pay the supplemental fees. Your thoughts on this?

**BF:** That's something that's been on the table from the first day the concept was conceived. Obviously, we want to encourage the best possible fields for each one of those challenge races and we will continue to do that. If it becomes too easy for non-nominated horses to gain entry into the Breeders' Cup, nominators will no longer be motivated to nominate their foals. It's a balancing act and we will continue to try to strike the best balance. The fact that people are talking about it and debating it is a positive in and of itself.

**TDN:** It's evident that the Breeders' Cup is trying to expand its appeal beyond the boundaries of North America. For example, you have entered into a partnership with the Hong Kong Jockey Club. Why is it so important to the Breeders' Cup to tap into these markets?

**BF:** With the Hong Kong partnership, Greg Avioli was attempting to lure a top Hong Kong-based horse to the Breeders' Cup and with that, increase foreign competition and hopefully grow international handle. We have discovered roadblocks in growing handle in many foreign markets. In England and Ireland, for instance, wagering is dominated by the bookmakers. In Japan, there are legal hurdles. Greg will continue to look for international partnerships that are additive to the Breeders' Cup. One of the things that has become evident is that Canada is our biggest international partner when it comes to handle and we have not expended much effort to cultivate that and we intend to change that.

**TDN:** Considering your interest in growing the Breeders' Cup in Canada, might we see the event return to Woodbine in the future?

**BF:** As far as a host site, everyone is on the radar. First, we're trying to do some other things with Woodbine, like involving them in the Breeders' Cup Challenge. It's a great site and they have tremendous turf racing. It's a great venue for the Europeans to ship into. Sure, they're still on our radar.

**TDN:** Yet, Woodbine runs a series of huge turf races a week before the Breeders' Cup. Can they do that and still have the Breeders' Cup?

# The Great looking BANDINI

FUSAICHI PEGASUS - DIVINE DIXIE, BY DIXIELAND BAND



Six-length winner of the  
Blue Grass S.-GI  
out of a 3/4 sister to  
Champion Juvenile Sire  
**STORMY ATLANTIC.**

Family of **NUREYEV** and  
**SADLER'S WELLS.**

**\$17,500** live foal, due Nov. 15



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BF: They have moved some of their big races before and David Willmot is always willing to listen to ideas. If we can find a way to work together and create a win/win for both of us, which I think we can, it would be ideal.

**TDN: Outside of European horses, you probably haven't gotten the sort of international participation you might be hoping for from places like Australia, Japan and South America. How can the Breeders' Cup get horses from those countries?**

BF: We'd love to see more participation from Australia and South America and a number of other places. The problem is that a number of these countries have their biggest races around the same time of year. It's important to us to get horses from those countries. That's what gets Europeans excited about betting on the Breeders' Cup. Having a local horse would definitely spur people in Hong Kong to stay up overnight bet on the Breeders' Cup. Without having a horse of their own, it's a harder sell getting them to wager on our races.

Could we ever get four or five horses from a place like Australia? It's possible. But I don't know that is the goal. The goal is to put on the best races we possibly can and attract the best horses from around the world that we possibly can. Whether that means there are four or five every year from Australia, I don't know. But it's very hard for us to attract a Melbourne Cup-type horse if he's going to stay for the Melbourne Cup or a Golden Slipper type two-year-old. Those are their premier races. There are some things we can't overcome. We're going to continue to try to make the Breeders' Cup the most significant international event that we can.

**TDN: Are there any other racetracks that have not hosted the Breeders' Cup that you feel would be suitable places to hold the Breeders' Cup? If so, would Del Mar be one of them?**

BF: There are other racetracks that we have been looking at. I do think the trend is going to be more toward the larger venues. Our fan base is growing in terms of the number of people who want to go to the Breeders' Cup every year and we need to accommodate them as best we can. Looking toward the larger venues is a trend that will likely continue.

Del Mar has expressed an interest. There are a lot of details that we are trying to hammer out. We're certainly talking to them and it would be a great place to hold a Breeders' Cup.

**TDN: Do you foresee a day when the Breeders' Cup is held outside of North America?**

BF: We have looked at all sorts of things along those lines because of our interest in expanding international participation.

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I cannot envision, at this point in time, holding the Breeders' Cup overseas. There are time change issues; there are any number of issues. Our fan base is in our time zones. To envision us uprooting that and still have a betting handle comparable to what a typical Breeders' Cup has is hard to imagine. There are a lot of hurdles. We obviously want to encourage as much international competition as we can. But we are an American championship that is funded by mostly American nominators. For those reasons, I can't see us holding the event overseas.

**TDN: How about a compromise: running just one two in a place like England or France?**

BF: Other than the novelty of it, I'm not sure what could be gained by something like that.

**TDN: The Dubai World Cup program continues to grow and there seems to be no end to the amount of money Sheikh Mohammed is willing to throw into purses, a new race course and perks for owners. Should the Breeders' Cup be concerned with "keeping up with the Joneses" when it comes to the Dubai World Cup?**

BF: No. It doesn't enter our minds. The Dubai World Cup is a complement to the Breeders' Cup. We think we are a complement to the Dubai World Cup.



What Sheikh Mohammed has done is spectacular and I think he will continue to grow the Dubai World Cup. I hope he does. It is a wonderful thing. I was there last year and I was in awe of the whole thing. We can take lessons back from what he has done and apply them to our Breeders' Cup. For instance, his television coverage was phenomenal. They are on the opposite ends of the calendar and you can run in both. We should find ways to encourage people to do that.

**TDN: Does the Breeders' Cup feel the need to keep up with the Dubai World Cup when it comes to purses?**

BF: I think you've seen that to a small degree. We're not trying to match the Dubai World Cup, but, at the same time, internationally, we want our pursers to be relevant. You've seen the Breeders' Cup purses go from \$14 million to \$23 million in the last few years. Purse increases have been on our mind and will continue to be. I agree that Sheikh Mohammed will continue to add to his purses. I don't think he needs to because it's already such a significant event.

**TDN: The Breeders' Cup's ratings in 2006, its first year on ESPN, were probably lower than you would have liked. Were you disappointed by the numbers and what are your expectations for this year?**

BF: We expected a drop in the ratings. When you go from network to cable you are going to see a drop in ratings. Our goal is to grow the Breeders' Cup brand and one of the ways we're trying to do that is get to a younger audience. ESPN is a proven leader in developing sports to a younger audience and that's something we're trying to tap into. They promoted our event in a far superior way than it's ever been promoted before, through the many different platforms that they have. They continue to do that. While one matrix, the TV ratings, might have been down, we feel our overall exposure was up by quite a bit. Things like having a college football game on the Wednesday before the Breeders' Cup at the Cardinals' stadium and having them show shots of Churchill Downs are great. The more of that we can do the more we can appeal to the younger demographic.

We think that the whole sports marketplace looks at television ratings a lot more skeptically than it used to. While it is a number and something that people love to cite, we have larger issues and are trying to do new things to appeal to the younger demographic. For instance, for the first time ever, we will have live streaming video of all our races on our website. There are so many sports choices out there now, but the more we can be on SportsCenter, the more we can be on ESPN's crawl, the more things we can do along those lines, the more exposure we get. That's important to us.

**BRIS Speed Ratings**  
**Top Weekly Stakes Races**

Horse	Sire	Race	BRIS Speed
Cloudy's Knight	Lord Avie	Pattison Canadian International S.-G1	112
Kettleoneup	Victory Gallop	Autumn Leaves S.	107
Paradise Dancer	Langfuhr	Go to Will S.	105
Pussycat Doll	Real Quiet	Storm Flag Flying S.	105
Dr. V's Magic	Raffie's Majesty	Empire Classic H.	104
Ferocious Fires	Lite the Fuse	Hudson H.	104
All Wired Up	Wire Me Collect	Zydeco S.	103
Kiss the Kid	Lemon Drop Kid	Cozzene S.	103
Cave's Valley	Stephen Got Even	Dover S.	101
Sing Baby Sing	Unbridled's Song	Remington Park Sprint Championship S.	101
Going Ballistic	Lite the Fuse	Centennial Oklahoma Derby	99
Jibboom	Mizzen Mast	Lexus Raven Run S.-G2	99
Wind Water	Bold Badgett	Bay Meadows Speed H.	99
Bel Air Beauty	Smart Strike	Pin Oak Valley View S.-G3	98
Expect the End	Precise End	Maid of the Mist S.	98
Nationhood	Cherokee Run	Zip Pocket S.	98
Outcashem	Mazel Trick	HBPA City of Charles Town H.	98
Smoke'n Coal	Smoke Glacken	Grand Slam S.	98
Theverythoughtof U	Unbridled's Song	Pine Tree Lane S.	98
Ascertain (Ire)	Intikhab	Remington Green S.	97
Golden Strategy	Strategic Mission	Jackie Wackie S.	97
Karakorum Starlet	Skip Away	Iroquois H.	97
Rewrite	Editor's Note	Ticonderoga H.	97
Southwestern Heat	Gone West	Sonny Hine S.	97

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**TDN: It has become racing's \$64,000 question...but what can the sport do to attract new fans and how can the Breeders' Cup help in this process?**

BF: There's no doubt that the Breeders' Cup has done a phenomenal job over the years promoting itself within its own industry. We have not done a wonderful job reaching out to new fans and that is definitely one of our primary goals. There are 20 to 30 million people out there who identify themselves as casual racing fans and most of them don't know what the Breeders' Cup is. So we have a large untapped pool and there are ways we are trying to market to that crowd. We are trying to do more and more with celebrity types to try to get them to the races and trying to get them on television. We are trying to do what a lot of other sports have done well, like the U.S. Open tennis, where you see a lot of famous people in the crowds. The Breeders' Cup board definitely feels an obligation to the industry to grow the overall fan base, but we must do a better job explaining it to them. People still don't understand that it's 11 races and 11 divisions. It's not an easy thing to explain to them.

**TDN: Why is that?**

BF: Since 1983, when the Breeders' Cup first started, we have seen the sports marketplace explode. The sports fan has so many options.



Just locally, last weekend we could go to a Kentucky/Florida football game, the Bengals/Jets game or pick from a huge list of college games and pro games on cable and satellite. You had golf, tennis, baseball, etc., etc. It's a difficult task to break through all the competition, but this board is committed to try new things and when we find something that works, to double our efforts in that area.

**TDN: In Peter Land, the Breeders' Cup has hired a chief marketing officer with impressive credentials, which include a stint with the NBA. What are your thoughts on his hiring? What areas do you think he needs to focus on to help the Breeders' Cup brand grow?**

BF: A lot of times when you go into these searches you're not sure whether you're going to get or attract the kind of person that you hope. Here, we got a really special hire. He has a tremendous contact list in the entertainment industry and the corporate industry. One of the first projects he is working on is the Monday night dinner in New York with Ivanka Trump (Trump joined Edgar Prado and other leading jockeys at the Kickoff Reception for the Breeders' Cup World Championships last night at AZZA in New York City.) Peter is excited to be on board and excited to take the marketing of our sport to another level.

One of the most exciting things to Peter and to other people we talked to about the Breeders' Cup job is the 20 to 30 million untapped fans who are out there. These are people who go to the races, but they can't tell you all the things they should be able to tell you about the Breeders' Cup. It's a sport that is on the cusp of change. Everybody we talked to about the marketing job was fired up about this; the opportunity we have to make a difference and tap into that many people is pretty rare. It's not getting them to go to the racetrack 10 times a year. How many people go to anything 10 times a year? If you get to one NFL game and a couple of college basketball games you're doing well. It's being a participant in the sport, whether it's wagering on line, or following the sport on line or watching it on television.

**TDN: The old Breeders' Cup Board has been pared down considerably. Why was this necessary and is the current board makeup working out better than the old board makeup?**

BF: There's no question that we're better off. We had a 47-member board that came together two times a year and was reported to. It was a wonderful list of people, but it's unrealistic for any board to function properly with that many people. Through many lengthy meetings and planning sessions, it was determined by the 47-member board that a 13-member board was a much more functional way to go about things. That's what happened.

The 47-member board elected 13 members, and the 47-member board is now called The Board of Members and Trustees. Any article addressing the current state of the Breeders' Cup would not be complete without the names of those board members. Robert Clay, B.Wayne Hughes, Satish Sanan, Dinny Phipps, Watts Humphrey, Antony Beck, Terry Finley, R.D. Hubbard, Jerry Shields, Tracy Farmer, Bob Manfuso, and Jim Friess all worked tirelessly to right-size the Breeders' Cup payroll, restructure the television contracts, restructure the Breeders' Cup/NTRA relationship, and hire a permanent CEO. The board is also responsible for increasing purses from \$14 million to the current \$23 million as well as adding a second day to the championship. Their energies have really been tapped. We met 20 times in the first 12 months and as you can guess by the list of board members, the meetings were quite spirited. There are no shrinking violets in that group. Everything was on the table. It has been a very effective board. Now in its second term, after a new group of 13 has been elected, it continues to be very effective.

**TDN: Over the last 18 months or so, the operating agreement between the NTRA and the Breeders' Cup was terminated. Why was this a necessary step and your thoughts on how the Breeders' Cup has fared now that it's once again completely on its own?**



BF: We had two very different missions trying to co-exist. After much discussion and debate, the board determined that both would be better off to separate. The structure we had called for all the Breeders' Cup money to flow through to the NTRA. The Breeders' Cup was profitable, yet the profits were being retained by the NTRA. This was not something that sat well with the new board. As it has turned out, I think the Breeders' Cup has flourished under Greg Avioli's leadership and the NTRA is thriving under Alex Waldrop.

**TDN: When the Breeders' Cup agreed to a merger with the NTRA it was seen as a matter of the profitable Breeders' Cup throwing a lifeline to the NTRA. Can they make it without your financial support?**

BF: The NTRA doesn't need the Breeders' Cup to the extent it once did. The NTRA is focusing on the things that it does best. I feel strongly that we need the NTRA to thrive and the Breeders' Cup has every intention of continuing to support the NTRA. The NTRA's work in Washington is vital to our industry and Alex Waldrop is doing a great job in that area.

**TDN: The Breeders' Cup has become such a coveted prize that we are seeing many horses skip prestigious races in the fall so that their horses can come into the Breeders' Cup fresh. This phenomenon has affected races as prominent as the Travers and the Jockey Club Gold Cup. Does this worry you? Is there a solution to this problem?**

BF: I don't know what the solution would be. The Breeders' Cup has now been going on since 1983 and this isn't a new phenomenon. The Jockey Club Gold Cup immediately went from the year-end crowning event to the major Breeders' Cup prep. In my opinion, it's still one of the most coveted trophies in our sport. You can't force people to prep for the Breeders' Cup in a certain way. One of the problems that I've had with some of the ideas that people have had in the past about putting together a series of races leading to the Breeders' Cup is that they try to force people to run in certain places. What's worked so well over time for the Derby is a group of prep races over all the country, where the horses take the best path the trainer thinks will get his horse to the Derby. That's what we are seeing with the Breeders' Cup. I don't think it's something we should fight, but instead we should try to enhance these races and bring context to them so that our casual fan will understand how they fit into the Breeders' Cup picture.

**TDN: Other than the event day and the Breeders' Cup Challenge, are there other areas in which the Breeders' Cup might try to wield some influence to change racing for the better?**

BF: Absolutely. The Breeders' Cup has the ability to lead in certain areas. We have to help The Jockey Club and the rest of the industry in any way we can to better backstretch security, to come up with better medication testing. For the first time ever, we are seeing EPO testing for the Breeders' Cup. From pre-entry day on, we can test any horse anywhere in the world who is pre-entered for the Breeders' Cup. That is something that will be happening this week. We have hired a firm called Wackenhut, which does the security for the Masters. They are going to be on the backstretch at Monmouth reviewing all our security procedures, not just for safety but for medication issues. That is something we take very seriously.

The security will be even tighter than we saw last year. It's hard to come up with a perfect system when you have 141 horses entered, but we will continue to heighten security. There will be more cameras in the barns, there will be more guards in the barns and there will be a bigger security presence.

**TDN: What else does the new board hope to accomplish this term?**

BF: Beyond what I've already said, we want to add to the purses when we can. The corps of our mission is to add value to the nominator's dollar. We want the nominators to feel like they are getting more bang for their buck than they ever have from the Breeders' Cup. In order to do that, we have to fulfill the charge of expanding and growing the sport. We also have to continue to have more money go to purses and less money go to overhead. We've got a lot to do. When we started with the 13-member board, we were just trying to get our house in order and were not able to look forward. Now, most of what we do involves looking forward. It's a pretty exciting time.

**TDN: After almost a quarter century, do you envision a time when the Breeders' Cup could be self-sustaining through race-day revenues and sponsorships without the traditional stallion nomination fees?**

BF I think that would be a wonderful thing. But if we want to continue to raise purses and grow the Breeders' Cup and grow the challenge and market the sport more, that would be a difficult thing to achieve. I hope that what we are accomplishing is more nominator awareness as to what's going on with the Breeders' Cup and providing more accountability to the nominators.



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