

# West Point Thoroughbreds





**Successes - Equine**

- Graded Stakes Winners
- Appearances in Classic Races
- Multiple Stakes Wins
- Race Record

**Successes - Sales**

- Dream Rush (263%)
- Erinsouthernman (449%)
- Pulpit Exchange (213%)
- Scottish Halo (150%)
- Seattle Fitz over \$700K in earnings

**Business Philosophy**

- Integrity
- Professionalism
- Transparency
- Experience
- Performance

**Infrastructure**

- Sales / Client Management
- Finance / Administration
- Marketing / Communications

**Industry Relationships - Equine**

- Major Racetracks
- Sales Companies (OBS, Fasig-Tipton)
- Bloodstock agents – Buzz Chace
- Veterinarians – Dr. Baker
- Farms (Hill 'n' Dale, Lands End)

**Industry Relationships - Corporate**

- Breeders' Cup Board
- NTRA Board
- NYTHA Board
- Empire Racing Associates Board
- Race For Education Board
- BEST Board



- ONE TIME MARKET SHIFTS
- PUSH DOWN EFFECT
- PULL UP EFFECT



- Video--workouts and offerings
- Fan pages on Facebook
- Big race week diaries & blogs