



**The CBA's Good Book...**

The man who wrote the book had a pretty good sale. Rob Whiteley, author and/or editor of the popular CBA booklets that address veterinary issues in sale horses, yesterday concluded a very strong 2008 Keeneland September Sale. Whiteley, through his Liberation Farm, was the breeder or co-breeder of no fewer than 89 yearlings that sold at September. Remarkably, not one horse was bought back. Included in the group were two seven-figure yearlings: an El Prado (Ire) colt who brought \$1 million from Legends Racing; and the Medaglia d'Oro filly who was knocked down to Dr. Karen Sanderson for \$1.1 million and who was later resold to Bobby Flay privately.

As happy as Whiteley is with Liberation's September success, he might be just as happy with the reception of those booklets published by The Consignors and Commercial Breeders Association (CBA). The first of the "Plain and Simple" series was put out in 2005 and was entitled "Vet Work - Plain and Simple: Scoping." A year later came "OCDs in Sale Horses." Both were written by Frank Mitchell and edited by Whiteley. Then came "Buying Sales Yearlings," and, this year, "Success at the Sales," both written by Whiteley.

According to its website, the CBA's mission is to work "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 aim of the CBA booklets is to be a representation that "unified voice," and to bridge the gap of understanding between buyer and seller, particularly when it comes to veterinary issues.

"Talking to a variety of people, the feedback is that the booklets have had a growing impact on the willingness of buyers to forgive minor irregularities in yearlings and other racing prospects," said Whiteley. "The booklets represent an important first initiative for the CBA."

Formed in 2005, the CBA is comprised of some of the most recognizable names in the business: Mill Ridge's Bayne Welker is its president and chairman; Taylor Made's Mark Taylor is vice president, while Brookdale's Joe Seitz acts as secretary and Denali Stud's Craig Bandoroff treasurer.

Talking about the CBA's inception, Whiteley explained, "The CBA came about through conversations that I had with Pat Costello [head of Paramount Sales] over a two-year period regarding sales issues. Pat was instrumental in pulling together a core group of consignors. The snowball quickly gained mass and momentum. Bayne Welker has provided tremendous leadership, and membership has grown to over 300 consignors and breeders who account for nearly 80 percent of the annual auction revenue in North America. Our board is structured to represent small and large consignors alike. We're all on the same page about the importance of improving the sales scene for all participants through education, and thus we embarked on the "Plain and Simple" series, to better inform buyers of the facts related to vet issues and racing performance."

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**KEENELAND SEPTEMBER**

**2008 TOP 10 SIRES BY AVERAGE**

Sire	# Head	Average
<a href="#">Storm Cat</a>	19	\$584,736
<a href="#">A.P. Indy</a>	27	\$550,555
<a href="#">Red Ransom</a>	1	\$475,000
<a href="#">Kingmambo</a>	8	\$443,750
<a href="#">Distorted Humor</a>	31	\$401,741
<a href="#">Unbridled's Song</a>	40	\$355,125
<a href="#">Sadler's Wells</a>	2	\$345,000
<a href="#">Montjeu (Ire)</a>	1	\$310,000
<a href="#">Dubawi (Ire)</a>	1	\$300,000
<a href="#">Giant's Causeway</a>	57	\$285,473

**2007 TOP 5 SIRES BY AVERAGE**

Sire	# Head	Average
<a href="#">A.P. Indy</a>	23	\$858,043
<a href="#">Kingmambo</a>	2	\$662,500
<a href="#">Storm Cat</a>	23	\$536,739
<a href="#">Unbridled's Song</a>	49	\$443,204
<a href="#">Distorted Humor</a>	38	\$414,000

**SALES COMPANY**

**WEB SITE**

Barretts	<a href="http://www.barretts.com">www.barretts.com</a>
CTBA Sales	<a href="http://www.ctba.com">www.ctba.com</a>
Fasig-Tipton	<a href="http://www.fasigtipton.com">www.fasigtipton.com</a>
Keeneland	<a href="http://www.keeneland.com">www.keeneland.com</a>
OBS	<a href="http://www.obssales.com">www.obssales.com</a>
WTBA Sales	<a href="http://washingtonthoroughbred">washingtonthoroughbred</a>

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**CBA cont.**

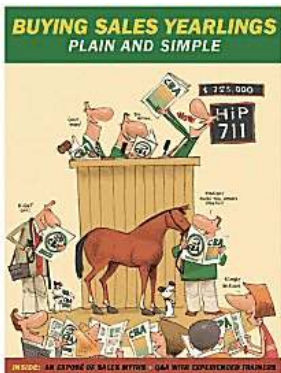
Added Whiteley, "We wanted to dispel some of the false opinions and myths that get carried forward from sale to sale. It's a great pleasure to see how popular the booklets have been and how some of the information is

being absorbed and translated into buyers' decision-making and consignors' practices."

Obviously, when talking of veterinarian issues, the opinion of respected veterinarians is essential, and Whiteley said the CBA has, "made a special point to utilize input from prominent veterinarians in preparing our copy. We've featured the points of view of an number of veterinarians, and most of the expressed feedback from veterinarians has been

positive."

The booklets, which are superbly illustrated by Chris Ware, can be downloaded for free at: [www.consignorsandbreeders.com](http://www.consignorsandbreeders.com).



**KEENELAND SEPTEMBER**

**2008 TOP 10 BUYERS BY GROSS**

Buyer	# Head	Total
John Ferguson	27	\$18,185,000
Shadwell Estate Company	28	\$14,115,000
Legends Racing	29	\$12,010,000
Zayat Stables	30	\$6,732,000
Ben Glass, agent	26	\$6,455,000
Blandford Bloodstock	19	\$4,841,000
Maverick Racing	8	\$4,155,000
RBTS for Sequoia Racing	14	\$3,910,000
Rabbah Bloodstock LLC	20	\$3,900,000
Southern Equine Stables	18	\$3,810,000

**2007 TOP 5 BUYERS BY GROSS**

Buyer	# Head	Total
John Ferguson	21	\$17,780,000
D.L. O'Byrne	11	\$16,850,000
Shadwell Estate Co.	17	\$9,540,000
Mike Ryan, agent	37	\$9,335,000
Zayat Stables	39	\$8,952,000

**KEENELAND SEPTEMBER**

**\*TOP CONSIGNORS BY AVERAGE**

Consignor	# Head	Average
Middlebrook Farm	16	\$322,906
Vinery Ltd.	4	\$317,500
Mt. Brilliant Farm LLC	10	\$296,550
Winter Quarter Farm	13	\$180,384

\*With 2 or more sold

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

Horse	Sire	Race	BRIS Speed
My Pal Charlie	Indian Charlie	Super Derby-G2	110
B R Remark	Regal Remark	Derby Bar and Grill Express S.	105
Hold On Smokey	Concorde's Tune	Robert M. O'Malley Memorial S.	105
Indian Blessing	Indian Charlie	Gallant Bloom H.-G2	104
Monsoon Rain	Old Trieste	Gold Cup S.	104
Real Estate	High Yield	James B. Moseley Sprint H.	104
Commentator	Distorted Humor	Massachusetts H.	102
Wonder Mon	Maria's Mon	Deputed Testamony S.	102
Way With Words	Sefapiano	Eleven North H.	100
Seattle Smooth	Quiet American	Fitz Dixon Cotillion S.-G2	99
Thunders Dove	Thunderello	Drumtop S.	99
Informed Decision	Monarchos	Missile Belle S.	98
Paradise Tonight	Slew Gin Fizz	Jersey Girl H.	98
Tortuga Flats	Wild Zone	River Cities S.	98
Krazy Koffee	Regal Intention	British Columbia Derby-G3	97
Nosir	Cee's Tizzy	New Mexico State Fair H.	97
Not Bourbon	Not Impossible (Ire)	Overskate S.	97
Shadowbdancing	Montbrook	Prairie Meadows Derby	97
Dynaman	Dynaformer	John Henry S.	96
Northern Soldier	Yankee Victor	Governor's Cup H.	96
It's a Bird	Birdonthewire	Plagiarize S.	95
Meriwether Jessica	Freud	Jack Better Be Rite S.	95

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**What They're Saying At The Sales...**

**Keeneland's Geoffrey Russell on oversupply:**

"It's a question of profitability for breeders, some of whom suffered a painful reality check during this sale. There are still too many non-commercial horses being offered. This market adjustment will have a positive effect in the reduction of production costs."

**Rob Whiteley, Liberation Farm:**

"Overall, the sale was very sobering. My heart goes out to those breeders who didn't have the big hit to even things out. Many commercial breeders were badly hurt. With costs rising across the board, the number of profitable yearlings declined, by my estimate, to the lowest level that I can remember. Stud fees, sales fees and vet fees must come down if our breeding industry is to remain viable."

**Brereton Jones, Airdrie Stud:**

"The first week was a pretty good sale, and after that it got pretty rough. We have to get the purses up at the tracks, or else we're going to lose a lot of the industry. And when we lose a lot of the industry, the farmland will end up being sub-divisions, and Central Kentucky will change a lot if we don't get this straightened out."