

ALABAMA

FLORIDA

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MISSISSIPPI

NORTH CAROLINA

SOUTH CAROLINA

TENNESSEE

# Bubbly Spirit

*His love of horses keeps Edward Seltzer young*

BY STEVE HASKIN



COURTESY ED SELTZER

Edward Seltzer at his Solera Farm near Ocala with Power Wow, a just-turned-2-year-old by Langfuhr out of graded stakes-producing mare Double Wow

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**E**dward Seltzer was only a year out of college and was partaking in his usual game of gin rummy with a bunch of buddies when one of them made him an unusual offer. He told Seltzer he had just bought an eighth-interest in a Thoroughbred claimer for \$500 and asked him if he wanted to go in for half.

Seltzer knew nothing about Thoroughbreds, had never been to the track, and had never even placed a bet. But he decided for \$250 to have some fun and took his friend up on his offer. The venture turned out to be “a disaster,” but here he is five decades later one of the most successful small-time breeders in the country, having bred among his dozens of stakes horses three classic winners (Preakness, gr. I, victor Tank’s Prospect; English Oaks and Two Thousand Guineas, both Eng-I, winner Midway Lady; and Irish St. Leger, Ire-I, winner Protection Racket) and last year’s world-record holder Red Giant. He also sold a yearling in 1983 for a then-record \$4.1 million, and alone or in partnership

has bred seven Breeders’ Cup starters, one of whom he owned in his own name and one under his ex-wife Marilyn’s name. Another, whom he didn’t breed, was owned by his daughter, Krista.

In 2006 Seltzer purchased a 250-acre breeding farm outside Ocala from the family of the late Aubrey Minshall and named it Solera Farm.

“I was looking for a small place where we could breed a few mares, and we fell in love with this place,” Seltzer said. “We bring our weanlings down there; we have close to 30 now. And we keep the barren mares who will ship to Kentucky to be bred. We also have about a dozen retirees who will always have a home here. The farm manager, Curtis Garrison, who had been with the farm for 20 years when it was first built, is the best I’ve ever seen.”

Seltzer’s most recent success came Jan. 18 when the 4-year-old filly Game Face, who was bred by Marilyn, captured the First Lady Handicap (gr. III) at Gulfstream Park.

Game Face is a granddaughter of Har-

# 2009 Leading Sires in Florida

State sire lists updated daily online.

Go to <http://breeding.bloodhorse.com/sirelists.asp>

For stallions that stand, will stand, or stood (deceased) in Florida (exported stallions are excluded), and have runners in North America. Listed below are all available statistics for the Northern Hemisphere through February 1, 2009. As supplied to The Blood-Horse by The Jockey Club Information Systems Inc., earnings exclude monies from Japan and Hong Kong. \*Foal counts include Southern Hemisphere. Cumulative stakes winners includes all countries. (A †) indicates a sire represented by his first crop to race.

Rank	Stallion (Foaling Year, Sire), Farm Standing	2009 Stud Fee	Rnrs/ Wnrs	Stakes Wnrs/ Wns	Rstrct SW/ BT SW	(Chief Earner, Earnings)	2009 Earnings	Cumulative			
								Foals	*A-E Wnrs	*A-E Index	*Comp Index
1	<b>PUT IT BACK</b> (98, Honour and Glory), Bridlewood Farm	\$8,500	61/15	4/4	1/4	(High Resolve, \$165,000)	<b>\$559,382</b>	*310	13	1.71	1.35
2	<b>CONCERTO</b> (94, Chief's Crown), Ocala Stud Farm	\$5,000	42/7	0/0	0/0	(Finallymadeit, \$150,000)	<b>\$400,273</b>	*320	18	1.63	1.34
3	<b>MONTBROOK</b> (90, Buckaroo), Ocala Stud Farm	\$10,000	55/11	1/1	0/1	(Oilgonewile, \$60,000)	<b>\$283,543</b>	648	41	1.59	1.62
4	<b>UNTUTTABLE</b> (96, Unbridled), Stonehedge Farm South	\$5,000	38/6	1/1	1/1	(This Ones for Phil, \$137,500)	<b>\$241,832</b>	157	7	1.12	1.43
5	<b>FULL MANDATE</b> (99, A.P. Indy), Hartley/De Renzo Thoroughbreds	\$5,000	60/13	0/0	0/0	(Divine Legacy, \$34,320)	<b>\$202,328</b>	*221	1	0.77	1.08
6	<b>DOUBLE HONOR</b> (95, Gone West), Get Away Farm	\$3,500	53/7	0/0	0/0	(Lovely Isle, \$36,000)	<b>\$176,747</b>	*439	17	1.25	1.32
7	<b>GRAEME HALL</b> (97, Dehere), Winding Oaks Farm	\$5,000	56/10	0/0	0/0	(Martin's Bay, \$10,200)	<b>\$171,945</b>	*209	9	1.55	1.53
8	<b>SWEETSOUTHERNSAINT</b> (95, Saint Ballado), Ocala Stud Farm	\$2,500	27/6	1/1	0/1	(Dynamic Saint, \$74,986)	<b>\$157,404</b>	290	9	1.45	1.08
9	<b>CHAPEL ROYAL</b> (01, Montbrook), Signature Stallions	\$10,000	46/7	0/0	0/0	(Always On the Move, \$26,400)	<b>\$147,863</b>	205	0	0.72	1.30
10	<b>HALO'S IMAGE</b> (91, Halo), Bridlewood Farm	\$5,000	44/7	0/0	0/0	(Halo's Who, \$27,200)	<b>\$145,748</b>	*448	17	1.36	1.39

\*A-E and COMPARABLE INDEX: The lifetime Average-Earnings Index indicates how much purse money the progeny of one sire has earned, on the average, in relation to the average earnings of all runners in the same years; average earnings of all runners in any year is represented by an index of 1.00. The Comparable Index indicates the average earnings of progeny produced from mares bred to one sire, when these same mares were bred to other sires. Only 32% of all sires have a lifetime AEI higher than their mares Comparable Index.

bour Club, who ran in the 1992 Breeders' Cup Distaff (gr. I) in Marilyn's name. As a broodmare, Harbour Club produced multiple stakes winner Holzmeister; stakes-placed Overlord; Greatness, who stands at Adena Springs South; Galleon of Gold, the dam of Game Face; and True Legacy, dam of graded stakes winner Verdana Bold.

Since their divorce, the Seltzers have remained in partnership on several horses, while dividing up the others.

"When I met Marilyn in 1991, she knew nothing about horses, but she has a wonderful eye," Seltzer said. "She can look at a piece of board across the room and tell you how long it is within an inch. I don't know how she does it. We're still very close friends, and she often calls me for advice. We're partners in three or four horses, and she was the one who sold Game Face. Harbour Club was our big mare, and when we divorced, we split up some of the babies that came out of that family. It's been wonderful for her, and she's gotten real good at it for someone who wasn't involved in it at all. I'm happy for her because she's a lovely person."

Among the horses they own together is Beyond the Sun. Her son Red Giant has earned more than \$1 million, winning the 2008 Clement L. Hirsch Memorial Turf Championship Stakes (gr. IT)—in which he set a new world record of 1:57.16 for 1¼ miles—the Virginia Derby (gr. IIT), Fourstardave Handicap (gr. IIT), and Restoration Stakes.

The Seltzers, who purchased Beyond the Sun for \$110,000, sold Red Giant at the Keeneland September yearling sale for \$350,000. Beyond the Sun also has produced stakes winner Carnera and is in foal to Ghostzapper.

"I was crazy about Red Giant's sire, Giant's Causeway," Seltzer said. "We loved Red Giant from the beginning. He was meant to be a very good horse. There were a couple of mares neither of us wanted to give up and we didn't want to sell them, so we just stayed partners and it's been great. We're also partners in some prop-

erty outside of racing."

Seltzer said he and Marilyn sell their horses out of necessity. "We don't have a lot of mares together any longer," he said. "We try to run it as a business and sell enough horses to pay the bills. I don't like to borrow money anymore, so we try to make sure we're not in the red at the end of the day. A lot of breeders can do whatever they want, but we've never been in that position. I think it's wonderful to sell a good horse, especially if you retain the family or a good part of the family. We have so many relatives of Game Face and Verdana Bold, and every time one of them does something, it adds to the pedigree."

What Seltzer is proud of most in racing is the success of his daughter, Krista, who received her veterinary degree from the University of Florida, where she received the Lloyd's Award as the country's outstanding veterinary student for surgery. Now a board-certified veterinary surgeon, she owns horses with her father and sister Amy. In 2005, she sent out Knights Templar, in partnership with Clover IV Stable, to finish sixth in the Breeders' Cup Juvenile Fillies (gr. I). Krista also is involved with show dogs and owns champion Pembroke Welsh corgis.

"You have no idea how great it is to have my daughters involved," Seltzer said. "Krista is wonderful at it. She's the best I've ever been around, but that's her father talking. It's a blessing to have a kid who loves what you do and you have a great relationship with. It makes your life wonderful, especially when you spend your life trying to make something grow after starting out with nothing."

Seltzer, 74, was born in Chicago and made his money as a real estate investor, owning hotels on South Beach.

Although his initial \$250 investment in Thoroughbred racing did not turn out well, he was hooked and decided to pursue the endeavor, maintaining a small claiming operation.

He then met trainer Joe Pierce Jr. and the two teamed up to form a successful part-

nership. It didn't take long for them to hit the big-time. In 1962 they claimed a horse named El Bandido for \$18,000. He went on to win the Canadian Championship Stakes and the Arlington Handicap. They also claimed Going Abroad, who captured the 1964 Manhattan Handicap.

Tragedy struck when Seltzer lost his son in 1975 and his first wife in 1980, something he admits he doesn't like to talk about. He says it was his longtime trainer and friend Harry Trotsek who was influential in getting him interested in racing again.

"Harry was like a father to me, and he got me through all that," Seltzer recalled. "If it wasn't for him, I don't know what would have happened to me. We had wonderful times together, and when he died, I lost a great friend."

Seltzer bred the top-class stakes winners Polar Falcon, Protection Racket, and Prix Saint-Alary (Fr-I) winner Smuggly, and teamed up with Serge Fradkoff to race Irish champion Kilijaro. He and Fradkoff were partners for three years, swapping interests in horses back and forth. One of the horses Seltzer purchased an interest in from Fradkoff was 1981 Washington, D.C., International (gr. IT) winner Providential II.

In 1982, Seltzer bred the Mr. Prospector colt Tank's Prospect, who ran the fastest Preakness ever. "I bought the mare Midnight Pumpkin, very cheap, and I had seasons and shares in Mr. Prospector, who was not an expensive stallion back then," Seltzer said. "I bred Midnight Pumpkin to him and sold the son at public auction for \$625,000. I also sold a Nijinsky II colt to Sheikh Mohammed for a record \$4.1 million. That record lasted about four hours."

Today Seltzer maintains a close relationship with Canadian trainer Danny Vella, who, like Trotsek, is more of a friend than a trainer.

"Since I met Danny, it's been fun again," Seltzer said. "You can have good horses, but trainers nowadays don't call you very much. It's just not the same. When you

## SUNSHINE STATE DOMINATES MILLIONS PROGRAM

The 24-14 beating the University of Florida gave to the University of Oklahoma in the Jan. 8 FedEx BCS National Championship Game was nothing compared to the pounding Florida-breds gave to California-breds in the Sunshine Millions Stakes series Jan. 24 at Gulfstream Park and Santa Anita. Florida-breds won six of the eight stakes, including the event's richest race, the \$1-million OBS Classic Stakes. It's a Bird, bred by White Cross Farm and sired by Birdonthewire, captured the 1½-mile race for Edmund A. Gann

Although the biggest win in the bi-coastal series belonged to It's a Bird, the victory by Florida-bred This Ones for Phil in the Sunshine Millions Dash Stakes for 3-year-olds at six furlongs provided the biggest reaction. His 116 Beyer Speed Figure, off a time of 1:09.10, is the highest so far this year for any age runner. According to Andy Beyer, "no horse so young has ever earned such a high number since *Daily Racing Form* began publishing these ratings in 1992."

The intrigue over This Ones for Phil's lofty figure has taken on new meaning because of the gelding's connections. He is owned by Paul Pompa Jr. and trained by Richard E. Dutrow Jr., both of whom were central figures in 2008 3-year-old male champion and dual classic winner Big Brown. Pompa raced Big Brown in partnership, and Dutrow trained him.

This Ones for Phil was bred by Gilbert G. Campbell, who stands the gelding's sire, Untutttable, at his Stonehedge Farm South near Williston, Fla.

"Untutttable has proved to be a useful stallion, especially for those who breed to race," said farm manager Larry King of the son of Unbridled, "He sires racy, good-looking offspring."

Stonehedge also stands West Acre, the broodmare sire of Dash Stakes runner-up You Luckie Mann.

The family of the late Arthur I. Appleton enjoyed a big day in the Sunshine Millions. Florida-bred High Resolve, winner of the Hill 'n' Dale Filly and Mare Sprint Stakes, is by Put It Back (by Honour and Glory), who stands at the Appleton family's Bridlewood Farm near Ocala, Fla. Another winner, Wild Promises, who captured the Filly and Mare Turf Stakes, was bred by Arthur Appleton. Both winners raced for the Estate of Harry J. Aleo.

Wild Promises is by Wild Event, who stood at Bridlewood but now stands in Brazil. Both Wild Event and Put It Back are owned by Bridle-

wood in partnership with Julio Bozano's Haras Santa Maria de Araras.

Wild Promises, a half-sister to grade II winner Icy Atlantic, is from the same female family responsible for one of Appleton's best runners. Homebred Jolie's Halo, a half-brother to Wild Promises' second dam, was a three-time grade I winner and handicap division star in the early 1990s.

Put It Back already is represented by four 2009 stakes winners. "He's a proven stallion in Florida and represents tremendous value," said Bridlewood general manager George Isaacs. "He's good looking, and is an outcross for about any mare (his closest inbreeding is 5x5).

Little by little, he's proving himself as an important stallion on the national scene."

Wild Promises' dam, Frosty Promise, is in foal to Put It Back.


High Resolve, out of the On to Glory mare Shari's Glory, was bred in Florida by Steve Tucker and his son, Bryan. The two men are partial to the Bridlewood breeding operation. "Mr. Isaacs runs a great breeding shed, and it's nice to do business with people like that," Steve Tucker said.

The decision to breed Put It Back to Shari's Glory was made because the same mating two years earlier had resulted in what Steve Tucker called "a

well-made, handsome colt." Named Starting Pitcher and later gelded, he failed to live up to expectations.

The Tuckers keep Shari's Glory at their farm near Flemington, Fla. Shari's Glory is in foal to Put It Back and is booked back to him.

The other two Florida-bred Sunshine Millions winners were Leah's Secret (by Tiger Ridge) and Soldier's Dancer (by Lost Soldier). Leah's Secret, winner of the Distaff Stakes for WinStar Farm, was bred by Hartley/De Renzo Thoroughbreds. Leah's Secret's second dam is a half-sister to 1986 Horse of the Year Lady's Secret.

Soldier's Dancer, winner of the Turf Stakes for Herman Heinlein, was bred by Franks Farm. His dam is a half-sister to five-time grade I winners Heatherthen and Florida Derby (gr. I) winner Bull Inthe Heather. 

By David Schmitz



This Ones for Phil

ADAM COGLIANESE

find someone that really wants to enjoy it and be your friend, it's more fun when you win, and when you lose, it's not as bad."

Seltzer admits he has never been able to tell anything about a horse by looking at it, and is more of a pedigree person.

"I love looking at pedigrees," he said. "I've never been able to look at a horse, and I don't kid myself. I'm just not good at it. And I don't have my pulse on the market like a lot of people do. Michelle Zerolo was always instrumental in judging the horses from a physical sense, and later my daughter, and of course Marilyn with her great eye."

Seltzer has been a presence at the Breeders' Cup, as sole breeder of Harbour Club (Distaff), Polar Falcon (Mile), Snappy Landing (third in the Juvenile), Tank's

Prospect (second in the Juvenile), and Word Pirate (fifth in the Juvenile). He was also represented by Juvenile Fillies starters One of a Klein, in partnership with Joseph Arriola; and Femme Elite, in partnership with Graham Loving. He was the listed owner of Femme Elite while Marilyn was listed owner of Harbour Club.

Other stakes winners bred by Seltzer include Senor Tomas, winner of the Super Derby (gr. I), Jefferson Cup Stakes, American Turf Stakes, and Choice Handicap; Garden of Heaven, winner of the Prix du Conseil de Paris (Fr-II); and Cascading Gold, winner of the Rancho Bernardo Breeders' Cup Handicap (gr. IIIT). In partnership, he bred Fire the Groom, winner of the Beverly D. Stakes (gr. IT) and Wilshire Handicap (gr. IIT); Steinbeck, winner of the group

III Prix Daphnis and Prix La Rochette; Nelson, winner of the Ark-La-Tex Handicap (gr. III); and Verdana Bold, winner of the Selene Stakes (Can-III) and Star Shoot Stakes. He also bred graded stakes winner Wow Me Free under the name Edward A. Seltzer Trust.

Some of Seltzer's more recent partners include anesthesiologist Dr. Alvin Wong and longtime entertainer David Cassidy, with whom he has four or five horses.

"I never think I'm old, which is why I don't look in the mirror," Seltzer said. "But I've been doing this for 50 years. Whatever we do, the important thing is to have fun. This business will either keep you young or make you old, depending on how you live with it. The bottom line is that I love it." 