NORTHEAST/MID-ATLANTIC



True Story

La Verdad takes Sheila Rosenblum on a fun ride

BY TERESA GENARO

IT WAS PRACTICALLY dark when post time for the last race at Belmont Park rolled around Oct. 3. A dismal, cold, wet early fall day on which a half-dozen graded stakes races had been run was nearly at an end, and following the running of the Jockey Club Gold Cup Stakes (gr. I), the

Sheila Rosenblum leads her La Verdad to the winner's circle after the Sept. 26 Gallant Bloom Handicap

already sparse crowd had dwindled to a few diehards, possibly looking to get out on the finale or the simulcast from Santa Anita Park after a losing day.

Among those remaining was Sheila Rosenblum, who, despite the mud and the cold, made her way down from her table on the glass in the Belmont Room to the nearly empty paddock, sidling into the stall with trainer Linda Rice as one of her 2-year-olds got saddled for his second start. A former model, she cut a striking contrast to the those left in the descending darkness.

A relative newcomer to Thoroughbred racing, Rosenblum has found herself more often in the winner's circle for a graded stakes race than waiting out the finale. But what looks like overnight, improbable success masks early endeavors from which the less hardy might have fled.

Rosenblum "bought" her first horse in 2010, a private purchase of a 3-yearold filly. In perhaps a harbinger of things to come, that horse, Neon Light, made her only start for Rosenblum's Lady Sheila Stable in a stakes race, the Pin Oak Valley View Stakes (gr. III) at Keeneland. She finished 10th, but that might have been less dismaying than the fact that the horse had apparently not really been for sale, and following the Valley View, she was returned to her original owner. For Rosenblum, it was strike one.

But the former recreational rider who had given up equestrian events after breaking a shoulder in a riding accident—was determined to be involved in Thoroughbreds, so she marshalled her considerable financial resources into buying yearlings—seven of them. Campaigning them in partnership *(continued on page 38)*

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25 SIR WHIMSEY (04, Jump Start), Mill Creek Farm \$2,500 6/1 1/1 1/1 (Take Issue, \$124,175) \$188,933 8 1 1.04	0.95

(continued from page 36)

in 2011 and 2012, she ran horses 13 times, emerging with \$47,793 in earnings. Worse than the financial and sporting disappointment was watching one of those horses, Karma Shield, get injured during a race and be euthanized on the track. Strike-horrifying strike-two.

But the third time, as they say, is the charm, and after regrouping and cutting ties with her partner, Rosenblum found another partner who would help her hit it out of the park.



La Verdad has won four grade II races in New York for Lady Sheila Stable

"I was at an auction in Saratoga shopping for weanlings three years ago," recalled trainer Linda Rice. "I got a call asking if I'd be available for an interview the next day. I drove back to Belmont and met Sheila at the barn at about 10 in the morning, and at 1 that afternoon she asked me to pick up her horses and gave me the job."

Their success wasn't instant, but it came pretty quickly. The first Rice trainee to make it to the races from Lady Sheila Stable was Justoneatheguys on Dec. 1, 2012, at Aqueduct. Eight starts later, on Feb. 23, they made their first appearance in the winner's circle, with Erik the Red, named for Sheila's son.

Their second win arrived a month later, this time, fortunately for domestic tranquility, with a horse named for Rosenblum's daughter, Kara's Match Point.

In her first full year with Rice, Rosenblum's horses entered the winner's circle nine times, finishing second or third 10 times. From 32 starters, that was a 60% top-three strike rate, and Rosenblum, racing in the name of Lady Sheila Stable (a nod to a yacht that Rosenblum's husband had once named for her), was hooked.

Until that point she was just another new horse owner with modest stock; none of her horses with Rice had entered, much less won, a stakes race. (For about a year, Rosenblum was a partner in the graded stakes-placed Battier, owned by Eclipse Thoroughbred Partnerships and Brahman Red, trained by Todd Pletcher.) But in December 2013, a horse came along that changed all that.

On the advice of her trainer, Rosenblum privately purchased La Verdad, a 3-year-old New York-bred filly by Yes It's True out of the Hook and Ladder mare Noble Fire. She had won three (continued on page 42)

Special Note For Sire Lists:

ro stallions that stand, will stand, or stood (deceased) in New York (stallions that are dead or exported prior to 2011 are excluded), and have runners in North America. Listed below are all available statistics for the Northern Hemisphere through November 1, 2015. As supplied to Blood-Horse by The Jockey Club Information Systems Inc., include adjusted money from Japan, Hong Kong, and Singapore. Adjusted earnings are put on par with average North American earnings from the previous year. For example, the average North American purse in 2014 is \$21,617 or 45% of the 2014 average purse in Japan. To put earnings on par, all Japanese progeny earnings are multiplied by 45% before being credited to a sire's progeny earnings. Hong Kong earnings are adjusted by 19%; Singapore by 54%. Current year stakes winners include all N.H.-foaled stakes winners worldwide and any S.H.-foaled horses that won a N.H. stakes. *Foal counts include Southern Hemisphere. Cumulative stakes winners includes all countries. (A fl indicates a sire represented by his first crop to race).

*AVERAGE-EARNINGS INDEX and COMPARABLE INDEX: Lifetime AVERAGE-EARNINGS INDEX indicates how much purse money the progeny of one sire has earned 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; 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 AVERAGE-EARNINGS INDEX higher than their mares' COMPARABLE INDEX.

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2015 LEADING SIRES IN PENNSYLVANIA

				Stakes	Rstrct				Cumulative		
Rank	Stallion (Foreign foaled), (YOB,Sire), Where Stands	2015 Stud Fee	Rnrs/ Wnrs	Wnrs/ Wns	SW/ BT SW	(Chief Earner, Earnings)	2015 Earnings	Foals	Stks Wnrs	A-E Index	Comp Index
1	ROCKPORT HARBOR (02, Unbridled's Song)	Died, 2013	184/100	6/6	3/6	(Majestic Harbor, \$205,740)	\$3,927,824	439	23	1.35	1.43
2	JUMP START (99, A.P. Indy), Northview	\$10,000	163/75	4/7	1/4	(Pants On Fire, \$204,040)	\$3,889,497	*1111	38	1.52	1.34
3	SMARTY JONES (01, Elusive Quality), Northview	\$4,000	101/48	2/2	2/2	(Old Time Hockey, \$145,000)	\$2,269,714	*571	23	1.63	2.02
4	CORINTHIAN (03, Pulpit), Pin Oak Lane Farm	\$4,000	185/80	2/3	0/2	(Cash Bonus, \$82,418)	\$2,124,757	*471	10	0.79	1.39
5	FAIRBANKS (03, Giant's Causeway), Northview	\$2,500	95/45	1/1	0/1	(One Go All Go, \$247,400)	\$2,089,221	196	3	1.12	1.29
6	MEDALLIST (01, Touch Gold), Northview	\$2,000	55/35	0/0	0/0	(Love Came to Town, \$149,584)	\$1,445,933	186	5	1.29	1.41
7	SILVER TRAIN (02, Old Trieste)	Died, 2013	119/56	1/2	0/1	(Silver Ocean, \$90,051)	\$1,428,545	*438	10	1.00	1.30
8	TALENT SEARCH (03, Catienus), Diamond B Farm	\$2,500	44/25	1/1	1/1	(Total Talent, \$91,500)	\$1,021,799	79	1	1.07	1.35
9	WEIGELIA (01, Safely's Mark), WynOaks Farm	\$3,500	38/16	1/1	1/1	(Pink Princess, \$182,020)	\$982,247	65	3	1.25	1.03
10	TRAJECTORY (97, Gone West), Mountain Springs Racing Stable	\$3,500	36/18	0/0	0/0	(Marten Lake, \$148,591)	\$740,007	363	14	1.10	1.35
11	WISEMAN'S FERRY (99, Hennessy), Dana Point Farm	Died, 2015	41/20	0/0	0/0	(Wise Mac, \$94,460)	\$728,531	*281	6	1.68	1.08
12	BULLSBAY (04, Tiznow), Northview	\$3,000	17/7	0/0	0/0	(Bullheaded Boy, \$143,999)	\$604,387	35	1	1.86	1.02
13	ALBERT THE GREAT (97, Go for Gin), Pin Oak Lane Farm	\$2,500	49/16	0/0	0/0	(Great Starlene, \$76,076)	\$602,266	*369	8	1.14	1.14
14	PARTNER'S HERO (94, Danzig), Castle Rock Farm	\$1,500	35/17	0/0	0/0	(Noble Road, \$94,600)	\$575,410	448	15	1.20	1.32
15	ACTIVIST (94, Wild Again), Godstone Farm	Private	29/15	0/0	0/0	(Pink Elephant, \$104,259)	\$570,710	175	3	0.94	0.84
16	LOVE OF MONEY (01, Not For Love)	Died, 2012	37/13	1/1	1/1	(Jack's in the Deck, \$102,650)	\$568,820	124	1	1.01	1.28
17	GIMMEAWINK (00, Elusive Quality), Mountain Springs Racing Stable	\$2,500	32/14	0/0	0/0	(Winkatdawat, \$71,820)	\$455,937	*215	1	0.78	1.05
18	REAL QUIET (95, Quiet American)	Died, 2010	21/9	0/1	0/0	(Darn Quiet, \$86,858)	\$410,278	*625	15	1.19	1.23
19	SOUTHERN SUCCESS (03, Dixieland Band), Dana Point Farm	\$1,000	14/6	1/2	1/1	(R Frosty One, \$231,353)	\$359,186	46	1	1.16	1.15
20	RIMROD (00, Danzig), Castle Rock Farm	\$1,500	22/8	0/0	0/0	(Averyon, \$41,725)	\$344,519	95	2	1.39	1.18



Rosenblum's first winner, Erik the Red, at Aqueduct in February 2013

(continued from page 38)

races from four starts, and that first start for Rosenblum, at Aqueduct Dec. 19, 2013, was a win, too, the first of 13 for her new owner. She's the horse that changed Rosenblum's life.

"I can't get emotionally involved with my horses," said Rosenblum recently, sitting at Belmont. "Except for one. La Verdad isn't a horse to me. I know I'm not supposed to say that, but the reality is that she's different. She's my third child."

She brought Rosenblum her first stakes win, and then five more, winning graded stakes at Aqueduct, Belmont, and Saratoga. She has yet to get that elusive grade I, an accomplishment that both her owner and trainer unabashedly seek. A former dancer, Rosenblum has had her eyes on the Ballerina Stakes (gr. I) at Saratoga for the last two years, but La Verdad finished fifth in the race in 2014 and was scratched from this year's running.

"She had some inflammation in a hind leg, and I told Sheila that I'd rather not run her," said Rice.

"I agreed," said Rosenblum. "She has such a heart, and it wouldn't have been worth it if she'd have gotten hurt."

La Verdad got another shot at a grade I Oct. 31 in the Twin-Spires Breeders' Cup Filly & Mare Sprint (gr. I). Perhaps a bit beyond her scope at seven furlongs, La Verdad led throughout until finishing second after getting run down by Wavell Avenue in deep stretch. It is perhaps fitting that Rosenblum's first big horse is a female. Her success has come with a woman trainer, and last year she initiated the first of several all-women partnerships, Lady Sheila II, stocked with her friends from New York's social and philanthropic circles, including Dottie Herman, CEO of Douglas Elliman real estate; and "Real Housewives of New York" Jill Zarin. (Do a search for Rosenblum's name, and you'll turn up as many photos of her on the red carpet as you will in the winner's circle.)

Rosenblum has denied that she's a feminist, but there's no denying her belief in the strength of women, individual and collective. All of her partners are women, as is her trainer, and she named one of the runners in her Lady Sheila II Stable Hillaryinthehouse—yes, that Hillary, and, yes, that House. A \$225,000 2-year-old purchase last year, the Freud filly—like La Verdad, a New York-bred—broke her maiden at Belmont in July and was second by 3% lengths in October at Belmont.

Rosenblum has spent about \$5 million on horses this year she bought the second-highest-priced 2-year-old at the Fasig-Tipton Midlantic sale in May for \$840,000—purchasing more than a dozen horses for her own stable, for the Lady Sheila II partnership, and for Triumphant Trio, a third partnership comprising herself, Rice, and Iris Smith. Both Rice and Smith are also members of Lady Sheila II.

At the Fasig-Tipton Saratoga sale of New York-bred yearlings,



Rosenblum has spent plenty of time in winner's circles of late



La Verdad's first win for Lady Sheila Stable came on Dec. 19, 2013

Rosenblum established a fourth partnership, this one with longtime owner/breeder Vivien Malloy, with whom she bought two horses for a total of \$500,000.

Hesitant to buy yearlings after her first disappointing foray into horse ownership, Rosenblum declared herself ready this year to get back into that market after focusing recently on 2-year-olds. At times she can seem daunted, and even a little surprised, by the size of her stable and her investment.

"Did I know that we would be buying some of the horses we have? No," she said frankly. "But I'm working with Linda, who is a great horseman and has a good eye. She helped me cull some of my original horses and I have so many of racing age, so now I'm in a position to look at yearlings."

She planned on offering three horses at the November sales: Kara's Match Point and Ballerina Belle at Keeneland, and La Verdad at Fasig-Tipton Kentucky.

On the day after the Breeders' Cup she withdrew La Verdad from the Fasig-Tipton sale.

"We'll race her one more time this year if she comes out of the Breeders' Cup well," said Rosenblum, mentioning the Fall Highweight Handicap (gr. III) at Aqueduct Racetrack Nov. 26 as a possibility. "And then I'll breed her next year.

"She's my New York love story," said Rosenblum. "It would be a shame if her foals are not New York-breds."

She is emphatic that she knows that what she's done has gone from a hobby to a business, and she is pragmatic about offering Kara's Match Point and Ballerina Belle. La Verdad is another story.

"It seems like a natural progression," Rosenblum said, acknowledging that her partnership with Malloy, a twotime New York breeder of the year about whom Rosenblum speaks with awe, has influenced her thinking about breeding some of her mares.

She is enthusiastic about the New York-bred program, which has proved both lucrative and useful for her.

"There's so much opportunity when you campaign a horse like La Verdad," said Rice. "She's a New York-bred that beats open company repeatedly, but when we need a filler, we can get one in a New York-bred race. It builds confidence in these horses, especially when they're coming along as young horses, you get New York-bred conditions, and it makes a lot of sense economically."



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		Stakes Rstrct					Cumulativ				
Rank	Stallion (Foreign foaled), (YOB,Sire), Where Stands	2015 Stud Fee	Rnrs/ Wnrs	Wnrs/ Wns	SW/ BT SW	(Chief Earner, Earnings)	2015 Earnings	Foals	Stks Wnrs	A-E Index	Comp Index
1	NOT FOR LOVE (90, Mr. Prospector), Northview Stallion Station	Pnsd	107/54	2/2	1/2	(I'm Mr. Blue, \$133,290)	\$2,679,819	925	77	1.70	1.45
2	LION HEARTED (96, Storm Cat), Northview Stallion Station	Died, 2015	85/45	1/1	1/1	(Jar of Hearts, \$119,080)	\$1,719,213	*599	18	1.21	1.29
3	ORIENTATE (98, Mt. Livermore), Northview Stallion Station	\$5,000	103/53	0/0	0/0	(Night Maneuver, \$72,822)	\$1,512,073	*751	32	1.28	1.71
4	GREAT NOTION (00, Elusive Quality), Northview Stallion Station	\$3,500	49/21	3/4	1/3	(Phlash Phelps, \$165,512)	\$1,161,079	194	12	1.55	1.22
5	GIACOMO (02, Holy Bull), Heritage Stallions	\$3,500	75/36	1/3	0/1	(Classic Giacnroll, \$132,010)	\$1,098,869	*295	11	1.11	1.24
6	LOUIS QUATORZE (93, Sovereign Dancer), Murmur Farm	\$2,500	61/32	0/0	0/0	(Senor Louie, \$107,520)	\$1,086,860	*965	21	1.15	1.33
7	DANCE WITH RAVENS (02, A.P. Indy), Northview Stallion Station	\$3,000	70/28	1/1	1/1	(A P Elvis, \$91,590)	\$1,065,068	328	10	1.14	1.47
8	SCIPION (02, A.P. Indy), Murmur Farm	\$2,500	44/19	0/0	0/0	(Grandiflora, \$68,637)	\$789,204	112	3	1.09	1.07
9	PETIONVILLE (92, Seeking the Gold), Murmur Farm	\$5,000	60/29	0/0	0/0	(Pesci to De Niro, \$56,415)	\$781,312	*690	41	1.32	1.28
10	OUTFLANKER (94, Danzig), Shamrock Farm	\$3,000	46/17	0/0	0/0	(Pinkout, \$89,230)	\$755,255	*521	21	1.38	1.14
11	STREET MAGICIAN (04, Street Cry), Heritage Stallions	\$3,000	31/15	0/0	0/0	(Blitzensmajikreign, \$79,280)	\$746,435	53	2	1.13	1.18
12	ROCK SLIDE (98, A.P. Indy), Shamrock Farm	\$2,000	37/14	0/0	0/0	(Aix En Provence, \$120,460)	\$721,031	261	8	1.02	1.20
13	TWO PUNCH (83, Mr. Prospector)	Died, 2011	39/23	0/0	0/0	(Jackson P, \$64,446)	\$718,637	*1104	56	1.41	1.39
14	GATORS N BEARS (00, Stormy Atlantic)	Died, 2012	30/11	0/0	0/0	(Thisdanseistaken, \$98,745)	\$586,542	151	5	1.05	1.19
15	CHEROKEE'S BOY (00, Citidancer), Murmur Farm	\$2,000	30/15	0/0	0/0	(Lunar Rock, \$69,941)	\$521,265	88	1	1.15	1.03



Rosenblum and trainer Linda Rice with La Verdad at Aqueduct

That was the path taken by Hot City Girl, La Verdad's half sister by City Zip. Earning her first black type with a runner-up performance in the East View Stakes, a state-bred stakes race at Aqueduct last December as a 2-year-old, she branched out into open company listed stakes before winning the Charles Town Oaks Stakes (gr. III) in September.

And while Rosenblum seldom misses seeing one of her horses run, neither she nor Rice made the trip to West Virginia. Rosenblum watched the race on her phone in a Manhattan restaurant.

"I did my whole routine," she said. "My Hail Marys, my squat. I had the whole restaurant in an uproar. They didn't know what the heck they were cheering for, but it was pretty exhilarating."

Neither Rosenblum nor Rice is stoic, impassive race-watchers. Inveterately squatting near a clubhouse box monitor as the horses break, Rosenblum can't sit still. She crouches, she stands; she looks to the track, she looks to the screen. And she, along with her trainer, roots their horse home.

The horse they're watching in that chilly gloaming after the Jockey Club Gold Cup is Matt King Coal, a \$250,000 purchase earlier this year. By Cool Coal Man out of the Came Home mare Donna Marie, he's making his first start on dirt after a third-place finish on the Saratoga turf.

He sets the pace and testing fractions, and as they head up the backstretch, Rice shakes her head, sure that the pace will do him in. But the bay colt is doing it easily, pulling away, and as the field hits the quarter pole, the two women know their horse has a shot, even as favored Gift Box joins him, the two runners leaving their rivals far behind on Belmont's sloppy track.

Matt King Coal can't quite hold on, not even with the forces of Rice's and Rosenblum's vocal encouragement and Gift Box just gets to him at the wire, winning by a nose. Rosenblum is both disappointed and encouraged; she knows that she's likely got another good one.

In his next start, Oct. 29 at Belmont, the Florida-bred Matt King Coal breaks his maiden by 5% lengths.

Rosenblum is active in New York's charity and social scenes, serving on the board of the March of Dimes and as a mentor to young people who haven't had the advantages that her own children have. Kara is now a freshman in college, and Erik will soon follow her. After years as a wife and mother, Rosenblum is reclaiming the individual identity of her dancing and modeling days, only this time she's doing it not on stage or in front of a camera but at the racetrack.

"I chose this path," she said, "and I have the liberty to expand on something that I adore. Horse racing isn't just for the old blue-blood generation, and it's an exciting time to be involved with this.

"I'm coming back into my own time," she said, "and I can wake up every day knowing that I'm going to do something I love."



Gift Box edges Matt King Coal in the finale Oct. 3 at Belmont