



KEENELAND SEPTEMBER BOOK 1 SHOWCASE

DAVID COYLE

Book 1 of the Keeneland September yearling sale features a selection of outstanding international pedigrees

PRESENTED BY KEENELAND, THIS EDITORIAL PREVIEW SPOTLIGHTS CONSIGNORS IN BOOK 1 OF THE SEPTEMBER YEARLING SALE WITH FIVE OR MORE YEARLINGS OFFERED.

A REVITALIZED BOOK 1 OF THE KEENELAND SEPTEMBER YEARLING SALE begins Monday, Sept. 11, at 3 p.m. By showcasing a critical mass of upper-market horses, 167 elite yearlings, Keeneland has created a “must attend” event for the leading buyers and sellers of Thoroughbreds around the globe.

With a nod to the “go-go” days of the 1980s and their multi-

million-dollar yearlings during the Keeneland July yearling sale, this year’s one-day “super session” kicks off the first week of the September sale. Book 2 offers 1,036 top-quality yearlings over three days that run through Thursday, Sept. 14.

“We’re trying to put the cream of the North American foal crop in front of the buyers,” said director of sales Geoffrey Russell. “Between Book 1 and Book 2 there are some 1,200 horses that we are very, very proud of.”

Buyers need look no further than the results of 2017’s major races to see the impact the September sale is having on the sport. Horses that have been offered during the September yearling sales have won 24 grade 1 races so far this year, including the winners of the classics—Kentucky Derby Presented by Yum! Brands (G1) and Preakness Stakes (G1)—along with races such as the Longines Kentucky Oaks (G1) and Dubai World Cup Sponsored by Emirates Airline (G1).

Sire power is a strong driver of yearling sales, and Book 1 offers a strong contingent from the top breeders: 22 yearlings cataloged for the session are by Tapit, North America’s leading sire three years running. War Front, a market force on both sides of the Atlantic,

2017 KEENELAND SEPTEMBER OVERVIEW

has 25 yearlings on offer. Sixteen yearlings are by Medaglia d'Oro; another four are from three-time leading sire Giant's Causeway; and Kentucky Derby winners Animal Kingdom, Orb, and Super Saver are represented. International leaders such as Dansili, Deep Impact, Frankel, and Invincible Spirit have yearlings on the grounds.

To assist buyers, Keeneland offers an enhanced digital catalog for Book 1, featuring yearling conformation photos and walking videos, interactive Keeneland pedigrees with full catalog updates and race replays, and more. Buyers and sellers can explore the digital catalog and the Book 1 offerings at: september.keeneland.com/catalog.

Adding a new twist, yearlings sold in Book 1 of the 2017 September sale are eligible for the Keeneland September Sale Bonus Program, rewarding sellers and owners of yearlings that go on to win graded/group stakes.

Book 1 yearlings are eligible for two tiers of this program:

Book 1 Bonus – Keeneland has invested \$750,000 in year 1 and \$1.5 million in year 2 toward the Book 1 Bonus Pool. This offers cash rewards to both the seller and owner of Book 1 graduates that win a grade 1 stakes as a 2- or 3-year-old. These rewards are doubled if the Book 1 graduate wins a grade 1 race at Keeneland or the Toyota Blue Grass Stakes (G2).

Seller Bonus – Provides cash rewards to sellers of horses sold during any book of the September sale that win a grade 1, grade 2, or grade 3 as a 2- or 3-year-old.

For more, see the fact sheet at right.

Buyers and sellers can expect world-class hospitality when they come to the Keeneland grounds; from enhanced culinary offerings in the pavilion area, to complimentary shuttles and coffee, and a terrific line-up of special events both on the grounds and downtown. The Keeneland Shop will also showcase the new Paddock Trunk Show, a marketplace style collection of favorite vendors on Sunday and Monday leading into Book 1. Learn more at: september.keeneland.com.

Keeneland announced earlier this year enhancements to the September yearling sale through two bonus programs that apply to sale graduates that go on to win at the elite level at 2 and 3.

HOW THEY WORK »

Book 1 Bonus

Offers cash rewards to both the seller (owner at the time of sale) and owner (at the time of the race) of Book 1 graduates that win a G1 stakes in eligible countries as a 2- or 3-year-old (2-year-olds are eligible in 2018; 2- and 3-year-olds are eligible in 2019). Sellers and owners earn double rewards if their Book 1 graduate captures a Keeneland G1 stakes or the Toyota Blue Grass Stakes (G2). Book 1 Bonus rewards are capped at \$500,000 per horse each year and excess funds will carry forward to the following calendar year.

Seller Bonus

Provides cash rewards to sellers (the owner at the time of sale) of horses sold during any book of the September sale that win grade or group 1, 2 or 3 stakes as a 2- or 3-year-old. Seller Bonus rewards will be awarded as follows:

- \$10,000 for a G1 stakes win;
- \$7,500 for a G2 win;
- and \$5,000 for a G3 victory.

A maximum of \$10,000 will be paid per horse over the two-year period.

KEENELAND BOOK 1 SIRES

Animal Kingdom	Kitten's Joy
Arch	Malibu Moon
Australia	Medaglia d'Oro
Bernardini	More Than Ready
Bodemeister	Orb
Candy Ride	Pioneerof the Nile
Curlin	Quality Road
Dansili	Scat Daddy
Declaration of War	Speightstown
Deep Impact	Street Sense
Distorted Humor	Super Saver
Exchange Rate	Tapit
Flatter	Temple City
Frankel	Tiznow
Ghostzapper	Uncle Mo
Giant's Causeway	Union Rags
Hard Spun	Verrazano
Into Mischief	War Front
Invincible Spirit	Will Take Charge

Monday, Sept. 11

Book 1 Select Sale — 167 Hips

Tues., Sept. 12–Thurs., Sept. 14

Book 2 — 1,036 Hips

Friday, Sept. 15

Dark Day

KEENELAND SEPTEMBER SALE BONUS PROGRAM

Producing more graded stakes winners than all other North American sales companies combined, the Keeneland September Yearling Sale represents success at the highest level. In celebration of the success of our graduates both domestically and internationally, the September Sale Bonus Program offers lucrative cash rewards to our loyal customers.

Please see below for details on how to qualify for the September Bonus Program.

SELLER BONUS

1

HORSE SELLS
in **ANY BOOK** at
Keeneland September

2

HORSE WINS
a Worldwide G1*, G2 or G3
in an IFHA Blue Book Part 1 Country

3

HORSE EARNS REWARDS
paid to seller**

\$10,000 | **\$7,500** | **\$5,000**
G1 | G2 | G3

BOOK 1 BONUS

1

HORSE SELLS
in **BOOK 1** at
Keeneland September

2

HORSE WINS
a G1
in an IFHA Blue Book Part 1 Country

3

HORSE EARNS REWARDS
paid to seller and owner**

Win a **G1 Worldwide** = Receive **1 Bonus**
Win a **G1 at Keeneland** = Receive **2 Bonuses**

\$750,000

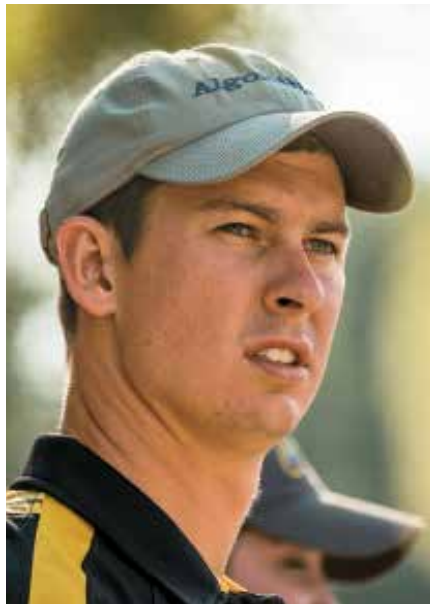
Pool divided among Book 1 Bonus recipients for racing in 2018

* Book 1 graduates who win a G1 will receive the Book 1 Bonus in lieu of the Seller Bonus. Book 1 graduates may receive the Seller Bonus for a G2 or G3 win.

** Seller is designated as owner of horse at the time of sale. Owner is designated as owner at time win occurred.

VISIT SEPTEMBER.KEENELAND.COM FOR MORE INFORMATION.

COURTESY KEENELAND



HANCOCK PHOTOGRAPHY

Walker Hancock

CLAIBORNE FARM

The Hancock family's Claiborne Farm has been a longtime consignor to Keeneland sales with champion and Bessemer Trust Breeders' Cup Juvenile (G1) winner War Pass, sold for \$180,000 in 2006; Canadian Horse of the Year Aravale, sold for \$190,000 in 2004; grade 1 winner Jack Milton, sold for \$100,000 in 2011, and grade 1 winner Zensation-al, sold for \$20,000 in 2007, among the farm's September yearling sale graduates.

At the 2014 September sale, Claiborne sold 31 yearlings for \$5,669,000 including Air Vice Marshal, a colt by their leading sire War Front that brought a co-sale-topping price of \$2.2 million. He was purchased by M.V. Magnier. The following year the Claiborne consignment yielded another Book 1 standout when Whitecliffsofdoover, a War Front colt out of a full sister to the farm's late, influential stallion Pulpit, also sold to Magnier for \$1.15 million, the sixth-highest price of that year's auction.

"Anytime you can sell a horse for a lot of money it's a great feeling because there is so much work that goes into it," said Walker Hancock, who represents the fourth generation of the family to

serve as farm president. "It's just very rewarding for everyone, and to do it at Keeneland in your own backyard is special."

War Front has 25 offspring cataloged for Book 1, including three from the Claiborne consignment. The son of Danzig was represented by two seven-figure yearlings at the 2016 Keeneland September sale and was the leading sire by average at the 2015 sale (\$600,714 from 21 sold) among sires represented by three or more yearlings.

With Keeneland going to a single, super select Book 1 session for 2017, Hancock feels the tighter format will help the world's largest yearling auction better capitalize on the top-end momentum in the marketplace and create a trickle-down effect for the remainder of the sale.

"I think right off the bat you're going to have some really nice horses go through there and bring a lot of money," Hancock said. "I know in years past, particularly last year, it felt like it took a while for the sale to get going. I think Keeneland saw that and took matters into their own hands and decided to change the format, which I think has been well received. You're going to have 167 really nice horses walk through the ring on Monday (Sept. 11) and hopefully the bidding starts out strong and the momentum carries on through the rest of the sale."

DENALI STUD

Craig and Holly Bandoroff's Denali Stud has a storied history of selling high-end yearlings since the mid 1990s, having sold English heavyweight and Breeders' Cup Mile (G1T) winner Royal Academy as a yearling for \$3.5 million at the 1988 Keeneland July sale before the couple unfurled their Denali banner.

Since then Denali has sold more than \$240 million worth of yearlings and has been a perennial leader at the Keeneland September sale.

Advancing to this year's Book 1 format

that consists of a single session, Craig Bandoroff notes: "We are in a polarized market. People want to bid on the best product, and I thought if we could effectively put that best product in front of them in one session that it could work. Consignors and Keeneland have done a good job of putting together a strong group of what we term 'bulletproof horses.' They have to have the physical, they have to have the pedigree, and they have to be able to pass the veterinarian; and those are not easy boxes to tick as we all like to say."

As for the September market, Bandoroff likes the current mood in the industry and is hopeful for resurgence in an international clientele during the sale.

"There's a good atmosphere; there's a good feeling," he said. "There is not a reason to go into this sale anything but optimistic."

"Keeneland has a great tradition," he continued. "It's the biggest marketplace. What we are all hoping to see is the rewards of our American horses going over there (Europe, specifically the Royal Ascot meeting) and competing so well and competing in the



JON SIEGEL

Craig Bandoroff

three major grade 1 races against European horses on Arlington Million day. You'd have to think it's time European buyers will think 'you know what, they do have good horses there, and we better go play that market more aggressively.'"

As Denali Stud hits its stride in the 2017 yearling season, the operation has added a new player: son Conrad Bandoroff. A recent graduate of the Darley Flying Start program, he joined the team to kick off the yearling selling season in July.

"I'm trying to immerse myself in the role and the position," he said. "A lot of the job is helping to run the consignment; making sure the horses are not only being shown properly but making the right people's list. I'm trying to make sure every horse has the best chance to maximize the results for our clients."

EATON SALES

As Keeneland ventures into new territory with its reformulated Book 1 for its September yearling sale designed to offer the best of the lot in an ultra-select environment, consignors such as Eaton Sales' Reiley McDonald have taken



Reiley McDonald

extra steps to help ensure their offerings live up to expectations.

"Placing the best and cleanest yearlings in a small group figures to create the excitement and buzz we all think it should," said McDonald, whose agency is consistently among the leading consignors in North American sales. "Keeneland was smart to approach a majority of consignors to solicit their advice on how to reconfigure Book 1."

While horses entered and accepted into any select sale must "tick all the right boxes" and have the desirable combination of being top physical specimens with premier sires and strong female families, McDonald said he and other consignors had additional veterinary exams performed as the sale approached, adding another level of confidence in their product.

As for his own group of nearly a dozen cataloged in Book 1, McDonald said the standouts include three well-bred colts by Claiborne Farm's top sire War Front.

Hip No. 78 was produced from the grade 2-placed Unaccounted For mare Refugee, making him a half brother to multiple grade 1 winner Hoppertunity, who has earned in excess of \$4.25 million, and to dual grade 1 winner Executiveprivilege.

Eaton's two other War Front yearlings are closely related, with Hip No. 101 being out of super mare Take Charge Lady, a three-time grade 1 winner whose offspring include champion 3-year-old male Will Take Charge and Florida Derby (G1) winner Take Charge Indy as well as being the granddam of champion Take Charge Brandi.

Hip No. 149 is a colt out of Charming, a winning daughter of Seeking the Gold and Take Charge Lady and the dam of Take Charge Brandi as well as a War Front colt, Courage Under Fire, who placed in a group 1 in Ireland.

Hip No. 126, a son of Bodemeister, is "an unusual prospect but I think one that really deserves to belong in book 1," McDonald said.

The colt was produced from Affectionately, an unraced daughter of Gali-

leo whose stellar female family includes her dam, French classic winner Rafha, and group 1 winner and sire Invincible Spirit.

"Physically he is big and strong and absolutely beautiful," McDonald said. "I think more and more we will find horses by American stallions out of Galileo mares will run extremely well in the U.S."

GAINESWAY

Located on Paris Pike just north of Lexington, Gainesway is a 1,500-acre, full-service Thoroughbred farm that is home to eight stallions, including record-setting, three-time leading sire Tapit.



Antony Beck

Gainesway excels in the sales ring by focusing on select limited numbers and offering the highest-quality horses, and such quality has especially been highlighted in the select portion of the Keeneland September yearling sale. The 2015 September auction saw Gainesway consign three of the top four highest-priced yearlings, including the sale-topping Tapit colt that went to Whisper Hill Farm for \$2.1 million. In addition to Tapit's being the leading sire by gross that year with 32 offspring selling for

\$16,860,000, Gainesway was the third leading consignor for the September sale, selling 119 head for \$23,489,900.

Gainesway is also responsible for consigning Chimayo, a daughter of A.P. Indy, who sold to John Ferguson for \$3.1 million at the 2008 Keeneland September sale, making her the sixth-highest priced filly ever to sell at the world's largest yearling auction.

Tapit was the leading sire by both gross and average at the 2016 Keeneland September sale with 31 of his offspring bringing \$19,835,000. Of the nine yearlings that sold for seven figures during the 2016 auction, four were by Tapit, including a colt out of Ponche de Leona—dam of 2013 Breeders' Cup Classic (G1) winner Mucho Macho Man—that was purchased by Bridlewood Farm and M.V. Magnier for \$2 million.

Among the Breeders' Cup winners Gainesway has consigned to the September sale are 2011 Grey Goose Juvenile Fillies (G1) winner My Miss Aurelia, purchased for \$550,000 at the 2010 sale, and 2002 NAPA Sprint (G1) winner Orientate, purchased for \$250,000 at the 1999 auction (he also stood at Gainesway). Gainesway has also consigned such grade 1 winners as Creator, the 2016 Belmont Stakes presented by NYRA Bets (G1) winner who brought \$440,000 during Book 1 of the 2014 sale; Ring Weekend, who sold for \$310,000 at the 2012 September sale; and Practical Joke, a \$240,000 purchase at the 2015 yearling sale.

The farm was founded by John R. Gaines, who was famous for his innovations in the Thoroughbred industry, including the concept that became the Breeders' Cup World Championships. In 1989, Graham J. Beck, a successful businessman, wine maker, and Thoroughbred horseman in his native South Africa, purchased the farm from Gaines. Beck died in July 2010. Today, his son, Antony, oversees farm operations as president. Neil Howard is the operation's general manager, Michael Herson serves as director of sales, and Brian Graves is director of public sales.



Tanya Gunther

GLENWOOD FARM

While it may be a small operation compared to some other Central Kentucky outfits, John Gunther's Glennwood Farm has raised more than its fair share of good horses and brings a strong contingent of yearlings to Keeneland for Book 1 of the September sale. One thing that sets Glennwood apart is that all of the horses in its consignment have been raised at the farm located outside Versailles, Ky., and the majority have been bred by Gunther either alone or in partnership.

"We don't sell any horses that haven't been raised on the farm," said Tanya Gunther, John's daughter. "We've had them since they were born. Over the years there has been the odd horse we've bred in Europe and brought back, but not this year.

"We've raised some really good horses on this farm, which buyers like to know. People know Glennwood a little bit and know we try to raise good horses."

That is comforting to many buyers who are concerned who raised their prospective purchase and how it was raised. Glennwood's reputation is growing, having raised top horses such as First Samurai and Stay Thirsty.

Off the heels of a successful Book 1 last year at Keeneland, this year's Glennwood consignment is six strong with many of the horses offering international appeal.

"It's important to have as broad a group of horses as possible," Gunther said. "We have some turf pedigrees and that's important being able to have that global reach in buyers. European buyers did really well pinhooking from the U.S. and going back to Europe last year. We're happy to have some 'turf' horses in Book 1."

Among the farm's offerings is a colt from the last crop of Exchange Rate and a filly from the last crop of Scat Daddy.

"We have a Tiznow filly out of a Danehill Dancer mare, and the Exchange Rate colt's granddam is by Sadler's Wells," Gunther said of the "turf" pedigrees of the consignment.

"We have a Quality Road filly who looks like a two-turn type," she said, noting the sire's Abel Tasman won this year's Longines Kentucky Oaks (G1).

Another key player to the consignment is a Tiznow colt out of multiple grade 2 winner Bending Strings. The colt's half brother, Stradivari, who was offered at the 2014 September sale, ran in last year's Preakness Stakes (G1) and Belmont Stakes presented by NYRA Bets (G1).

HILL 'N' DALE

A full-service Thoroughbred operation that is home to many of the industry's top stallions, John Sikura's Hill 'n' Dale Farms near Lexington, has a rich history of leading many of the sport's best horses into the sale ring.

Known for his candor and not pulling punches, Sikura is bullish on the yearling market and is a proponent of the new format for Book 1 as the Keeneland September sale nears.

"It is a re-visitation of the way business used to be done," he said. "This is an attempt to create that 'select' session where the sale company can say, 'We've done a lot of the work for you.' These horses are quality. I think that is comforting for

SKIP DICKSTEIN



PHOTOS BY Z

John Sikura

people that maybe aren't full-time horsemen; that the same company has done a little due diligence for them."

Sikura realizes that in the horse business, like any other business, time is precious. With the one-day Book 1 session, "buyers can come to Keeneland for a day or two and find what they want. They want to talk to their trainer and their agents and discuss the possibilities of what the horses can do.

"We've become a business of events with a concentration on quality. Look at the race schedules: There are big days at every track. This Book 1 concept is a mirror image of the trend in the sport. The social and entertainment aspects are underestimated. There is a richness when people come to town for the sales. They become more ingrained in the sport and start thinking about the lifestyle and visiting the farms. That's so much more important than buying a horse on the telephone."

Which leads to the Thoroughbred experience.

"Sales are like racing—it doesn't transmit through a device; you have to be there," Sikura said. "There is an excite-

ment that builds in the arena. The better the horse, the quieter the building becomes, and there is an anticipation when the yearling walks into the ring. It's something magical I've always remembered from when I was a kid. It's a great event."

The pre-sale indicators have been positive. Buyers and sellers alike should be on their toes.

"There are lots of examples of horses that have gone through the ring early in the sale while people are still watching the marketplace who have turned out to be either really good racehorses or fantastic pinhooks," Sikura said. "I think there is an abundance of quality."

LANE'S END SALES

Bill Farish of Lane's End is looking forward to seeing how changes to this year's Keeneland September yearling sale play out as the sale opens with an exclusive Book 1 and features an expanded bonus program for sellers and buyers.

Farish recalled how the September sale gradually replaced the former Keeneland July select yearling sale. He's looking forward to seeing how this year's changes play out in the market.

"Everybody's hopeful it will be successful," Farish said. "I think it's going to be very interesting. Keeneland is obviously doing a lot of things to incentivize the sale and help its success, so it's going to be interesting."

Will Farish's Lane's End finished as the second-leading consignor by gross at last year's September sale, with 209 yearlings sold from 261 offered for a total of \$22,820,900; an average of \$109,191 and median of \$50,000. Last year's consignment was led by a War Front—Prize Catch, by A.P. Indy colt (later named Althaaqib), who was purchased for \$1.9 million in Book 1 by Shadwell Estate Co.

The sale's leading consignor in 2014, Lane's End has consigned 260 yearlings

to this year's sale, including 16 in the exclusive first session. The group includes yearlings by War Front, Medaglia d'Oro, Curlin, Hard Spun, Into Mischief, Kitten's Joy, Malibu Moon, Pioneer of the Nile, Scat Daddy, and Tiznow. Some of the group's family highlights include a half sister to grade 1 winner and sire Majestic Warrior and a half sister to last year's Breeders' Cup Juvenile Fillies Turf (G1T) winner New Money Honey.

Farish credited Lane's End sales director Allaire Ryan with doing a terrific job.

Among the horses Lane's End has consigned to the September sale over the years are champions Lemon Drop Kid, Rags to Riches, Stevie Wonderboy, and Wait a While; Belmont Stakes (G1) winners Bet Twice, Jazil, and Palace Malice; TVG Breeders' Cup Mile (G1T) winner Court Vision; and Vodafone Epsom Derby (G1) winner Kris Kin.

Will Farish received the Eclipse Award as leading breeder in 1992 and 1999. He



ANNE M. EBERHARDT

Bill Farish

has served on Keeneland's board of directors since 1985. In 2006 he succeeded James E. "Ted" Bassett III as a Keeneland Trustee. Bill Farish's involvement in the industry includes serving as chairman of Breeders' Cup Ltd.



ANNE M. EBERHARDT

Mark Taylor

TAYLOR MADE SALES AGENCY

Taylor Made Sales Agency has ranked as Keeneland's September yearling sale's leading consignor by gross 18 times since 1988. The Nicholasville, Ky.-based farm, founded in 1976 and now a full-service breeding and sales facility, is run by sons of noted horseman Joe Taylor. Joining Duncan, a Keeneland Association director who is Taylor Made's president and CEO, are brothers Ben (vice president, stallions), Frank (vice president, boarding), and Mark (vice president, marketing and public sales). Pat Payne (vice president, sales) is also a partner.

Represented by its first Keeneland consignment in 1978, Taylor Made has sold more than \$1.6 billion worth of Thoroughbreds.

"Our customers are our key to success," Mark Taylor said. "A lot of other agencies sell a lot of their own horses—they have big broodmare bands or pinhooking operations, or both. We only own a small percentage of what we sell, and the quality depends on our clients. We're fortunate to work with some of the

most iconic operations in the business.

"We've sold more grade 1 winners than any other consignor and more Breeders' Cup winners (18)," Taylor continued. "On pretty much every metric, we've set the bar over the last three decades, and that's a tribute to our customers. The Breeders' Cup winners we take a lot of pride in because that's the pinnacle, especially in North America."

Taylor Made's Breeders' Cup-winning September sale graduates include 1999 Juvenile (G1) winner Anees, 2003 Sprint (G1) winner Cajun Beat, 2004 Distaff (G1) winner Ashado, 2011 Classic (G1) winner and Belmont Stakes (G1) winner Droselmeyer, and 2015 Dirt Mile (G1) winner Liam's Map. Taylor Made also consigned champion and Preakness Stakes (G1) winner Lookin At Lucky and Kentucky Oaks (G1) winner Lemons Forever (dam of Aug. 26 Personal Ensign Stakes, G1, winner Forever Unbridled).

"It's definitely the sale of the year," Taylor said of the September sale. "It's where all your work over the last few years goes to be judged. We get excited about it and there's also anxiety, wanting it to go well for our clients and hard-working employees."

Looking to Book 1, Taylor remarked, "We have 25 horses in Book 1. We are bringing very good physicals that have some pedigree to go with them, and we put some horses in there that we specifically wanted to qualify for the bonuses because we think they're going to be as good on the racetrack as any."

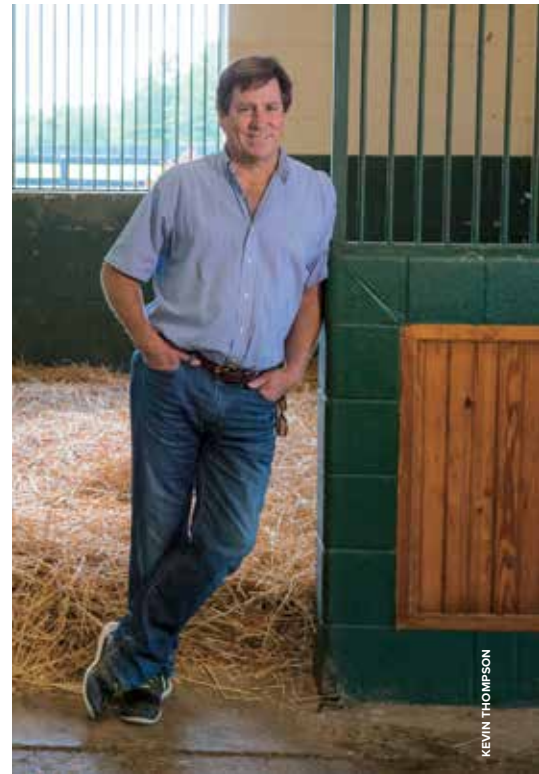
"I'm optimistic. I think the market is going to be stronger and hopefully our clearance rate is going to be a touch better than it was in 2016."

VANMETER-GENTRY SALES

In buying and selling horses together for some 30 years, Tom VanMeter and Olin Gentry are in their sixth year offering that expertise as consignors.

As part of the John R. Gaines Racing Stable, VanMeter and Gentry bought into

Indian Charlie—from owner/breeder Hal Earnhardt III—ahead of his 1998 Santa Anita Derby (G1) victory, and the two worked together at Eaton Sales. Launched in 2011 (initially named VanMeter Sales), VanMeter-Gentry Sales has enjoyed quick success with horses such as 2015 Longines Kentucky Oaks (G1) winner Lovely Maria, and grade 1 winners such as Cupid, Connect, and Declassify. Olin Gentry said as a smaller



KEVIN THOMPSON

Tom VanMeter

consignor, they have the advantage of familiarity with each horse they offer.

"We're not the biggest by any stretch. We do know the horses well, and, I'll tell you what, I'm proud of the output we've had, given such small consignments," Gentry said. "Our results have been strong, particularly given our size. I feel like we've managed to bring to market a lot of good horses."

VanMeter said both partners are comfortable with the size of the operation, which will see five horses offered in Keeneland September Book 1, and 29 overall at the sale.

"We don't have a lot of clients, and

we're not looking for a lot of clients. It's pretty much us, and a few other guys, Scott Dilworth, Fox-Straus, Mike Schmeling. We'll sell an odd one for WinStar or Coolmore," VanMeter said. "So we're small time; we're not out beating the bushes looking to go to every sale."

That small operation has delivered big results. Last year VanMeter-Gentry ranked 11th among Keeneland September consignors by average price (two or more sold). Among the five Book 1 yearlings offered by VanMeter-Gentry this year is a full sister to Cupid (Tapit—Pretty 'n Smart), as well as yearlings by Candy Ride, Pioneerof the Nile, Distorted Humor, and War Front.

VanMeter and Gentry are expecting further strong results this year.

"I think this is the best group. It's not a big group, but top to bottom we have really strong physicals and very good pedigrees," Gentry said. "We have a full sister to Cupid, who is probably more attractive than he was. We have really good War Front colts, an exceptional Pioneerof the Nile filly, just to name a few. I'm pretty proud of them."

"Our feeling for our draft this year is extreme optimism," VanMeter said. "We are keenly optimistic about our group of horses in Books 1, 2, 3, and beyond."

WARRENDALE SALES

After serving as director of sales for Vinery, veteran horsewoman Kitty Taylor struck out on her own in 2002 and has built Warrendale Sales into a consistent winner in the sales arena. Recent graduates include Classic Empire, last year's champion 2-year-old male and winner of this year's grade 1 Arkansas Derby, and Exaggerator, the 2016 Preakness Stakes (G1) winner who is off to a promising start at stud at WinStar Farm.

Now with Hunter Simms, who came up under Arthur Hancock III at Stone Farm, along as a partner in the business and director of bloodstock services, Warren-



Kitty Taylor and Hunter Simms

dale's well-designed crew is "ready to roll" into this year's Book 1 at Keeneland.

"We had a great Book 1 last year; we sold some really expensive horses for Stonestreet," Taylor said.

A Tapit half sister to two grade 2 winners, out of grade 3 winner Moonlight Sonata, by Carson City, sold to John Oxley for \$675,000 last September from the Stonestreet Bred & Raised consignment, as did a Giant's Causeway half sister to grade 2 winner and sire Soldat (by War Front), that brought a \$450,000 bid from agent Ben Glass.

"We're hoping to build on that," Taylor said. "We have a smaller group. The change in the format made us cut it back to just those types of horses they were looking for.

"This is going to be a great adventure in Book 1," she said. "Based on the sales thus far this year, it should be very robust. People are looking forward to it and have been working very hard on the logistics of the September sale. It looks

like a very good market. The economy and the stock market are fueling into people buying horses again, and I'm pretty excited about that."

Taylor points to the "U.S. Bred" marketing program and Keeneland's new bonus program for both buyers and sellers of horses in Book 1 as great selling tools.

"We just need to let Europeans and other markets be aware of how good, and what quality, our horses are. That's going to help everybody. We just have to make people aware of it. Keeneland is out there banging the drum for American-bred horses.

"And I love the bonus plan. I think that will really incentivize people to get in there and raise their hands."

As for the 167 horses cataloged in its "new format" Book 1, Taylor admits Keeneland has "done such a good job of judging these horses: Physicals; pedigrees; and making sure they all vet well. It will be a good evening of selling really good horses." **BH**

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