

Mojo Working

Fred Taylor Jr. makes ownership affordable through Mojo Racing

BY LENNY SHULMAN



A native of Louisville, Ky., Fred Taylor Jr. has an innate passion for horse racing

FOR NEARLY 19 years Fred Taylor Jr. has worked at Southwest Airlines, which built a reputation as a low-cost carrier that provided fun service to its customers, including singing stewardesses. While Taylor hasn't taken the microphone to croon at racetracks, he has followed the Southwest playbook in setting up his Fort Worth, Texas-based Mojo Racing Partners, a Thoroughbred ownership group celebrating its 10-year anniversary in 2016. Taylor offers his partners an economical avenue to enter racehorse ownership and provides a social setting where they can come out to racetracks and training facilities mornings and afternoons to enjoy watching their horses run.

Taylor, 46, has the pedigree to be serving as a modern day Pied Piper for racing. The father of four is a native of Louisville and, like most there, was exposed to horses early on.

"It's an innate passion of mine," Taylor said. "I always wanted to own racehorses. Like every Kentuckian, you know three things: college basketball, bourbon, and horse racing."

A high school friend whose parents owned horses brought Taylor to the barn and racetrack to visit them, giving him some behind-the-scenes insight and also the racing bug.

"I enjoyed racing from a fan's perspective, but I also had it in the back of my mind to own racehorses, and that's where it *(continued on page 36)*

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2015 LEADING SIRE IN LOUISIANA

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Rank	Stallion (Foreign foaled), (YOB, Sire), Where Stands	2016 Stud Fee	Rnrs/ Wnrs	Stakes Wnrs/ Wns	Rstret SW/ BT SW	(Chief Earner, Earnings)	Cumulative				
							2015 Earnings	Foals	Stks Wnrs	A-E Index	Comp Index
1	HALF OURS (03, Unbridled's Song), Clear Creek Stud	\$5,000	143/66	6/7	5/6	(Gentlemen's Bet, \$314,690)	\$3,033,556	*310	12	1.06	1.25
2	E DUBAI (98, Mr. Prospector), Elite Thoroughbreds	\$3,500	145/83	3/3	2/3	(Dubacious, \$170,740)	\$2,794,714	*961	29	1.29	1.21
3	SONGANDAPRAYER (98, Unbridled's Song), The Stallion Station @ Copper Crowne	\$4,500	157/74	2/2	1/2	(Raised a Secret, \$150,038)	\$2,783,496	*854	34	1.17	1.49
4	D'WILDCAT (98, Forest Wildcat), Whispering Oaks Farm	\$3,500	96/61	3/5	1/3	(Amelia's Wild Ride, \$291,930)	\$2,520,923	*383	14	1.40	1.27
5	CLOSING ARGUMENT (02, Successful Appeal), Whispering Oaks Farm	\$4,000	98/55	4/7	2/4	(Smack Smack, \$292,500)	\$2,246,807	*404	17	1.25	1.20
6	YANKEE GENTLEMAN (99, Storm Cat), Le Mesa Stallions	\$3,500	130/66	2/2	2/2	(Yankee Dealer, \$161,650)	\$2,069,532	*475	19	1.16	1.23
7	MASS MEDIA (01, Touch Gold), Red River Farms	\$1,500	91/46	1/1	1/1	(Liberty Fuze, \$110,300)	\$1,709,279	*176	4	1.10	1.05
8	SUN KING (02, Charismatic), Elite Thoroughbreds	\$1,500	95/41	1/1	0/1	(Bold Cait, \$142,604)	\$1,523,403	257	2	0.71	1.01
9	LONE STAR SPECIAL (05, Malabar Gold), Horse of Course	\$1,500	21/16	2/5	1/2	(Mobile Bay, \$614,290)	\$1,199,081	*36	2	1.50	1.12
10	TENPINS (98, Smart Strike), Elite Thoroughbreds	\$2,500	87/34	1/1	1/1	(Kate Is a Ten, \$124,050)	\$1,166,419	*338	8	0.91	1.07
11	GOLD TRIBUTE (94, Mr. Prospector), Red River Farms	\$2,000	35/17	2/4	1/2	(The Pickett Factor, \$298,640)	\$1,053,209	*475	12	0.97	1.07
12	GOOD AND TOUGH (95, Carson City)	Died, 2012	62/33	0/0	0/0	(Grande Basin, \$91,565)	\$1,002,965	*462	13	1.10	1.12
13	MY PAL CHARLIE (05, Indian Charlie), Elite Thoroughbreds	\$2,500	61/29	0/0	0/0	(Charlie's Affair, \$71,200)	\$990,164	89	1	0.85	1.18
14	FOREFATHERS (04, Gone West), Red River Farms	\$2,000	66/34	1/1	1/1	(Nadia Anne, \$91,920)	\$945,930	107	1	0.67	1.16
15	RUN PRODUCTION (00, Saint Ballado), Whispering Oaks Farm	\$2,500	56/30	0/0	0/0	(Running for Boston, \$57,900)	\$858,212	161	7	1.19	1.02
16	IDE (93, Forty Niner)	N/A	72/26	0/0	0/0	(Ide Be Cool, \$74,500)	\$841,258	570	15	1.09	1.07
17	LEWIS MICHAEL (03, Rahy), Circle H Farms	\$2,500	41/19	1/1	0/1	(Lewys Vaporizer, \$240,080)	\$802,528	102	3	0.81	1.13
18	BIG TOP CAT (02, Storm Cat)	Died, 2012	64/27	1/1	1/1	(Thiscatcanjam, \$88,100)	\$731,818	148	3	0.73	0.86
19	MY FRIEND MAX (92, Danzig)	Died, 2013	34/18	0/0	0/0	(Grace's Madelyn, \$83,595)	\$648,108	215	3	0.98	0.91
20	LION TAMER (00, Will's Way), Clear Creek Stud	\$2,500	52/20	0/0	0/0	(Heavy On Themister, \$109,420)	\$646,362	120	2	0.76	1.08
21	GREELEY'S GALAXY (02, Mr. Greeley), Averett Farm	\$3,500	24/14	0/0	0/0	(Mr. Masterpiece, \$107,394)	\$587,134	91	1	1.17	1.11
22	OLE REBEL (99, Carson City), Clear Creek Stud	\$1,500	40/14	1/1	1/1	(Big Dog Doug, \$60,820)	\$582,488	84	2	0.73	0.84
23	PORTO FORICOS (95, Mr. Prospector)	Died, 2013	40/21	0/0	0/0	(Social Misfit, \$91,725)	\$564,778	237	5	0.96	1.14
24	AFTERNOON DEELITES (92, Private Terms)	Pnsd	33/15	1/1	1/1	(Afternoon Tango, \$109,940)	\$495,764	*602	25	1.09	1.32
25	BEHINDATTHEBAR (05, Forest Wildcat), Le Mesa Stallions	\$2,000	33/16	0/0	0/0	(Leavethetip, \$81,300)	\$467,200	68	0	0.59	0.88

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stayed until I had the opportunity to begin acting on it."

Taylor started with Southwest as a customer service agent in Louisville, and 15 years ago he was offered the opportunity to move to the company's headquarters in Dallas to take on corporate projects. Today he is the airline's liaison to the Department of Transportation's Aviation Consumer Protection Division, making sure passenger protection laws are implemented by Southwest employees and providing data from Southwest to the DOT.



Hollywood Pegasus, Mojo Racing's first runner

COURTESY FRED TAYLOR, JR.

"Ironically, it wasn't until I left Kentucky and moved to Texas that I got to a place where I could consider owning horses," said Taylor. "I began shopping around 10 years ago for the best way to get involved."

Taylor tried learning what he could by studying the terms and conditions of various partnerships. But because the groups were not as well-versed in the Internet as they are today, they had limited information available to potential clients. Taylor found himself running into dead-ends as far as self-educating, which motivated him to start his own organization. Also playing a role key in that decision was a trip to Valor Farm, about 45 minutes from his home. Owned by the Scharbauer family, Valor Farm opened Taylor's eyes, particularly his meeting with farm manager Ken Carson.

"First, I was amazed at the quality of the facility—it was a mirror image of what you would see in the Lexington area," said Taylor. "And Ken changed my life in terms of horse racing. He was so nice and receptive and gave me invaluable advice. He said that instead of joining an existing group, I could start my own partnership under the standards that I wanted to set. He emphasized that option, and had it not been for his belief in me, this wouldn't have happened."

Carson, now the general manager at Valor, well remembers his meeting with Taylor more than a decade ago.

"We've always felt like we're stewards of racing in Texas," Carson said. "The industry is so delicate here that anybody we can help get into it, man, we're there. We'll help every time. We need a thousand people like Fred. The future of racing is probably the Japanese model where you have huge multiple ownerships where it's not expensive for people to join in."

"When Fred was starting out, he was going to buy one horse,"
(continued on page 38)



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Rank	Stallion (Foreign foaled), (YOB, Sire), Where Stands	2016 Stud Fee	Rnrs/ Wnrs	Stakes Wnrs/ Wns	Rstret SW/ BT SW	(Chief Earner, Earnings)	Cumulative				
							2015 Earnings	Foals	Stks Wnrs	A-E Index	Comp Index
1	POLLARD'S VISION (01, Carson City), Mighty Acres	\$3,000	115/62	3/3	1/3	(Twentytwentyvision, \$257,480)	\$2,965,049	*603	17	1.35	1.24
2	NOTIONAL (04, In Excess), Rockin' Z Ranch	\$3,000	131/71	1/2	0/1	(Far Right, \$485,080)	\$2,531,347	247	5	0.89	1.15
3	LATENT HEAT (03, Maria's Mon), River Oaks Farm	\$3,500	120/64	0/0	0/0	(Rocket Heat, \$187,080)	\$2,139,112	*291	4	0.93	1.07
4	READ THE FOOTNOTES (01, Smoke Glacken), River Oaks Farm	\$3,500	81/41	2/2	2/2	(Between the Lines, \$156,900)	\$2,133,653	*302	17	1.38	1.18
5	MAGNA GRADUATE (02, Honor Grades), Rockin' Z Ranch	\$2,500	93/53	2/2	0/2	(Magna Light, \$139,334)	\$2,025,321	*181	6	1.02	1.12
6	CACTUS RIDGE (01, Hennessy)	Pnsd	69/42	3/4	1/3	(Cactus Kris, \$193,054)	\$1,744,108	*427	20	1.27	1.05
7	KIPLING (96, Gulch), Mighty Acres	\$2,500	82/37	0/0	0/0	(Dariel, \$94,800)	\$1,316,693	311	9	1.05	0.88
8	DON'T GET MAD (02, Stephen Got Even)	Died, 2013	58/32	2/2	1/2	(What Lola Wants, \$108,856)	\$1,162,355	*158	6	1.18	0.96
9	ORATORY (02, Pulpit), River Oaks Farm	\$3,500	46/25	2/4	1/2	(Monster Sleeping, \$132,570)	\$1,053,842	*175	4	1.23	1.15
10	TACTICAL CAT (96, Storm Cat), Raywood Farm	\$1,000	62/27	1/3	0/1	(Heykittykittykitty, \$348,890)	\$942,105	573	24	1.03	1.21
11	MR. NIGHTLINGER (04, Indian Charlie), JEH Stallion Station-	\$2,500	57/29	0/0	0/0	(Lingering Smoke, \$72,304)	\$796,705	113	1	0.61	0.92
12	EVANSVILLE SLEW (92, Slew City Slew)	Died, 2012	46/26	0/0	0/0	(Slew Hunter, \$62,901)	\$672,608	*520	25	1.06	0.91
13	LUCKY LIONEL (93, Mt. Livermore)	N/A	30/19	0/0	0/0	(Tight Britches, \$66,143)	\$582,188	355	9	1.13	1.21
14	SAVE BIG MONEY (03, Storm Cat), Mighty Acres	\$2,000	31/18	0/0	0/0	(Vivid, \$67,589)	\$527,696	60	1	0.74	1.03
15	SERVICE STRIPE (91, Deputy Minister), Caines Stallion Station	\$1,000	31/16	0/0	0/0	(Navy Nurse, \$77,040)	\$477,030	375	18	1.16	1.01
16	FREEFOURINTERNET (98, Tabasco Cat)	N/A	23/16	0/0	0/0	(Catalactic, \$76,560)	\$441,705	86	1	0.88	0.93
17	LIQUOR CABINET (IRE) (01, Hennessy), Oklahoma Equine	\$1,000	25/13	0/0	0/0	(Abigail Lane, \$62,538)	\$377,215	67	1	0.60	0.91
18	SPECIAL RATE (00, Pulpit), Glasses Creek Ranch	\$3,000	37/12	1/1	1/1	(Special U F O, \$72,716)	\$348,260	135	2	0.56	0.54
19	FOREIGN POLICY (02, Danzig), River Oaks Farm	\$1,250	11/5	0/0	0/0	(Ribbon of Darkness, \$192,976)	\$345,334	26	1	0.90	0.88
20	KING OF SCAT (96, Eastern Echo), Raywood Farm	\$1,000	23/16	0/0	0/0	(Okie Princess, \$74,395)	\$338,769	210	6	0.71	0.75
21	BURBANK (93, Wild Again)	N/A	30/12	0/0	0/0	(Heisenberg, \$60,819)	\$306,322	164	3	0.73	0.73
22	THE VISUALISER (03, Giant's Causeway), Mighty Acres	\$1,500	20/6	1/1	1/1	(Zealous Vision, \$111,933)	\$301,661	33	1	0.67	0.91
23	C'MON TIGER (03, Storm Cat), JEH Stallion Station	\$1,000	19/11	0/0	0/0	(Ventures Galore, \$62,421)	\$274,205	48	0	0.44	0.76
24	DIAMOND (95, Mr. Prospector), Oklahoma Equine	\$1,000	18/8	0/0	0/0	(Drowningndiamonds, \$81,741)	\$257,739	296	5	1.05	1.03
25	AFFIRMATIF (06, Unbridled's Song), Caines Stallion Station	\$1,000	21/8	0/0	0/0	(From Out There, \$47,458)	\$225,573	42	1	0.50	0.86



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 J. R. Caldwell - Trainer
 Izam Vargas Diego - Jockey
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 Mojo Racing Partners 1 and J. R. Caldwell - Owners



Mojo Racing competes at meets in Oklahoma, Texas, Kentucky, Louisiana, and Arkansas

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and that's a very tough order. The odds aren't great you'll even get a start. So my advice to him was to make it fun. And he did."

Taylor started Mojo, emphasizing three main things. Providing information and education was of primary importance. Finding the right price point for potential clients was next. And then it was building on the Southwest concept reinforced by Carson and making it fun for people.

"The concept of owning a racehorse is foreign to most people," said Taylor. "It's exciting, but the information of what goes on behind the scenes isn't always readily available. So I wanted to make sure to provide my partners with knowledge. Then, because I'd looked into the cost of participating in various syndicates and found them pretty high—\$10,000 to \$30,000—I wanted to do something more cost-effective. I wanted to make it affordable for a

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Special Note For Sire Lists:

For stallions that stand, will stand, or stood (deceased) in the states featured in this section (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 December 31, 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 ♯) 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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mid-manager or anyone out there with a passion that wanted to get involved. So I came up with a budget to figure out the number of people we'd need.

"And then I wanted to make it fun, which Ken instilled in me. Set it up so that people could come together and socialize and get to know each other while learning about it all."

Taylor put his first group of 20 people together to invest \$1,000 apiece to pur-

chase a yearling at the Keeneland September sale. Half the folks were co-workers at Southwest, and others came from Carson's recommendations. For \$15,000 Mojo bought Hollywood Pegasus, a son of Fusaichi Pegasus. With the Mojo partners all living in the Dallas area, the gelding was kept at local farms and training centers so that they could go see him. Hollywood Pegasus ultimately ran twice, and bled badly enough in a race at Keeneland that he had to be retired. But Tay-

lor said that about a third of the original partners have carried through and continued to be active in Mojo horses. One, Vanessa Valentine-Nixon, has been in on every one of the 20 Mojo horses over the past 10 years.

"I grew up in Chicago near Sportsman's Park, and my family would go to the races and I always loved it," said Valentine-Nixon, also an employee at Southwest. "So when Fred presented the opportunity, it seemed like a great way to be around the animals and the sport. Living in Texas, horses seem like a natural thing to be involved with. And having a horse gives you a good reason to travel—either hop in the car or get on a plane using my SWA benefits."

Taylor has put together partnership groups around claiming horses, sales horses, and multi-horse packages. Today the groups usually number between 10 and 15 participants, and Taylor has adjusted the price points, depending on the economy and people's budgets at any point. Those wishing to keep a tight budget can play for only several hundred dollars, while those looking to have a bigger stake can put more money in up front and give Mojo a chance to spend more for better bloodstock. Joe Alexander, who has retired as dean of the veterinary college at Oklahoma State University, is a Mojo client interested in spreading his ownership interests to try and race better stock.

"I have been an individual owner, and a big thing for me is by being in a partnership I can own more horses and better horses than I could by myself," he said. "What attracted me was Fred himself. He's established a philosophy that this is not just a partnership but a family. You get to know your partners, and there's a social aspect to it."

Mojo usually has between two and four horses going at any one time. Trainer J.R. Caldwell, whom Taylor met early on, is on a circuit that goes from Texas to Remington Park in Oklahoma, up to Churchill Downs, and possibly to Oaklawn Park and to Louisiana. Caldwell helps select yearlings and 2-year-olds with Taylor at auction. Last year they purchased three yearlings at Keeneland.

"I've developed an eye for a horse after teaching myself the basics of conformation and the subtle differences in size and scope and overall looks," Taylor said. "J.R. provides his opinion about whether we can take the horse in front of us and turn it into a competitive racehorse in his pro-

(continued on page 42)

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- **POLLARD'S VISION's 2015 earnings of \$3,489,387** outranks that of any stallion standing in Oklahoma.
- **POLLARD'S VISION's ELEVEN 2015 Stakes Performers** include **MISTER POLLARD** (\$479,475), a 5-time SW at 2, 3 and 4; **VISION PERFECT** (\$321,967), a **Grade 3**-placed NYRA SW at 2 and 3; **LOOKS TO SPARE** (\$255,410), winner of the 2015 \$200,000 West Virginia Governor's S. and 3rd in 2015 \$500,000 **Grade 1** Clark H.; new 3XSW **WINNING VISION** (\$168,119); Argentine **Grade 2** SW **GOTH VISION** and **Grade 3** SW **KAVALERA**; **Twentytwentyvision** (\$257,480), 2nd in the 2015 \$400,000 **Grade 1** Eddie Read S.; **Everything Lovely** (\$154,250); etc.

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2015 LEADING SIRES IN TEXAS

Rank	Stallion (Foreign foaled), (YOB,Sire), Where Stands	2016 Stud Fee	Rnrs/ Wnrs	Stakes Wnrs/ Wns	Rstrct SW/ BT SW	(Chief Earner, Earnings)	2015 Earnings	Foals	Cumulative		
									Stks Wnrs	A-E Index	Comp Index
1	TOO MUCH BLING (03, Rubiano), Lane's End Texas	\$4,000	75/45	5/5	5/5	(Blings Express, \$97,820)	\$1,686,585	154	17	1.22	1.12
2	VALID EXPECTATIONS (93, Valid Appeal)	Died, 2015	57/39	3/7	2/3	(Ivan Fallunovalot, \$312,200)	\$1,518,306	645	40	1.22	1.15
3	EARLY FLYER (98, Gilded Time), Valor Farm	\$2,500	66/38	3/4	2/3	(He's Comin in Hot, \$161,010)	\$1,321,895	241	15	0.83	0.93
4	CONGAREE (98, Arazi), Lane's End Texas	\$5,000	57/35	1/2	0/1	(Shrinking Violet, \$181,851)	\$1,251,668	*339	13	1.35	1.43
5	MY GOLDEN SONG (03, Unbridled's Song), Valor Farm	\$4,000	29/14	2/3	1/2	(Thegirlinthatssong, \$192,500)	\$737,407	78	7	1.15	1.05
6	INTIMIDATOR (01, Gone West), Asmussen Horse Center	\$1,500	74/29	0/0	0/0	(Lady Emily Sage, \$38,595)	\$674,907	180	5	0.58	0.78
7	GRASSHOPPER (04, Dixie Union), Lane's End Texas	\$3,500	37/18	2/5	1/2	(Texas Chrome, \$182,562)	\$615,779	52	2	0.67	1.00
8	UNCLE ABBIE (97, Kingmambo), Key Ranch	\$2,000	37/16	2/2	1/2	(Ibaka, \$116,269)	\$467,089	220	6	0.66	0.64
9	LUNARPAL (02, Successful Appeal), Lone Star Farms/Rafter S Ranch	Private	25/12	0/0	0/0	(Annagrace'spal, \$56,600)	\$371,490	106	2	0.80	0.96
10	GAFF (02, Maria's Mon), Seguin Horse Center	\$1,500	27/14	0/0	0/0	(Hook, \$53,710)	\$330,690	60	0	0.66	1.01
11	SCRIMSHAW (00, Gulch), R&S Racing	\$1,500	25/14	0/0	0/0	(Shyloh's Friend, \$47,850)	\$284,022	*186	3	1.01	0.91
12	LITTLEEXPECTATIONS (97, Valid Appeal), Asmussen Horse Center	\$1,500	23/11	1/1	0/1	(Born to Disco, \$69,538)	\$281,726	194	5	0.77	1.00
13	JET PHONE (01, Phone Trick), Valor Farm	\$2,000	17/10	0/0	0/0	(Aces N Jacks, \$39,166)	\$270,973	32	3	1.14	1.19
14	SENECA JONES (90, Alydar)	Died	10/8	0/0	0/0	(Seneca Destiny, \$125,650)	\$220,491	239	9	0.91	0.83
15	WIMBLEDON (01, Wild Rush), Key Ranch	\$2,000	11/8	0/0	0/0	(Martys Wimbledon, \$64,885)	\$215,115	106	4	0.76	0.76

2015 LEADING SIRES IN ARKANSAS

Rank	Stallion (Foreign foaled), (YOB,Sire), Where Stands	2016 Stud Fee	Rnrs/ Wnrs	Stakes Wnrs/ Wns	Rstrct SW/ BT SW	(Chief Earner, Earnings)	2015 Earnings	Foals	Cumulative		
									Stks Wnrs	A-E Index	Comp Index
1	PORTOBELLO ROAD (04, Storm Cat), Anderson Farms	\$1,000	46/31	1/1	1/1	(Jean's Beauty, \$96,785)	\$1,073,793	101	1	0.88	1.01
2	THE DADDY (02, Valid Expectations), Trophy Club Training Center	\$1,500	43/27	1/1	1/1	(Manchurian High, \$128,123)	\$1,021,263	*136	4	1.05	1.19
3	BRAHMS (97, Danzig), Trophy Club Training Center	\$2,000	65/27	0/0	0/0	(Over a Barrel, \$131,770)	\$972,592	*627	13	1.07	1.16
4	PRIMARY SUSPECT (01, Hennessy), McDowell Farm	\$1,000	42/17	1/1	1/1	(Delancy, \$81,613)	\$512,933	125	4	0.73	1.18
5	ZARBYEV (84, Nureyev), Chad White	\$1,500	36/14	0/0	0/0	(Zarb's Brite Lite, \$70,505)	\$510,196	*353	13	1.07	0.84
6	HIGH CASCADE (98, Woodman), Cornerstone Farms	\$500	33/13	0/0	0/0	(Cupid's Hit, \$78,765)	\$363,320	*178	1	0.51	0.62
7	HESABULL (93, Dispersal)	N/A	32/11	0/0	0/0	(Terre Noire, \$48,025)	\$331,006	181	6	0.82	1.06
8	JONESBORO (02, Sefapiano), Lake Hamilton Equine Associates	\$500	21/8	0/0	0/0	(Redneck Attack, \$44,614)	\$255,870	44	0	0.57	0.77
9	COMMANDER'S SHOES (03, Deputy Commander), Rafter R Ranch	\$1,500	14/7	0/0	0/0	(Easter Shoes, \$66,825)	\$214,131	42	0	0.63	0.74
10	RICHTER SCALE (94, Habitony), Chad White	\$1,500	26/8	0/0	0/0	(Farmerville, \$55,400)	\$203,210	377	7	0.74	1.22

2015 LEADING SIRES IN ARIZONA

Rank	Stallion (Foreign foaled), (YOB,Sire), Where Stands	2016 Stud Fee	Rnrs/ Wnrs	Stakes Wnrs/ Wns	Rstrct SW/ BT SW	(Chief Earner, Earnings)	2015 Earnings	Foals	Cumulative		
									Stks Wnrs	A-E Index	Comp Index
1	TOP HIT (98, Twining), Triple AAA Ranch	Private	36/23	0/0	0/0	(Top Tizzy, \$37,760)	\$480,201	86	5	0.94	0.91
2	DISTORTED REALITY (04, Distorted Humor), Fleming Thoroughbred Farm	Private	37/21	0/0	0/0	(Prater Sixty Four, \$44,114)	\$366,191	95	0	0.37	0.86
3	MARGIE'S WILDCAT (01, Storm Cat), Fleming Thoroughbred Farm	Private	26/11	0/0	0/0	(Silky Sami, \$44,382)	\$285,163	95	0	0.70	0.87
4	EZ DREAMER (05, In Excess), Triple AAA Ranch	Private	9/4	2/2	2/2	(Heidi's in Charge, \$100,081)	\$187,713	13	2	1.07	0.90
5	DEMON WARLOCK (00, Demons Begone)	N/A	14/9	1/1	1/1	(Redsolocup, \$49,370)	\$179,576	41	3	0.50	0.64

(continued from page 40)
gram, and we rely on that.”

It is mostly word of mouth that keeps new clients coming to Mojo, as partners who have been satisfied have brought in friends and family. Taylor encourages them to get out to the farm and training facilities and racetracks to watch their horses, providing as much access as possible. In Texas these days it's a tough sell and takes good marketing.

“Football, baseball, and basketball are huge here,” noted Taylor. “Horse racing isn't at the forefront of people's minds. It's secondary. It's not like Kentucky, where it's the king sport. You have to keep after people and keep the door open and have a good website. I run promotions on social media, and the three yearlings we bought are going through a naming pro-



TERRI CABE PHOTOGRAPHY

Bling It On Baby won three races and finished second in a stakes for Mojo Racing

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2015 LEADING SIRES IN NEW MEXICO

Rank	Stallion (Foreign foaled), (YOB,Sire), Where Stands	2016 Stud Fee	Rnrs/Wnrs	Stakes Wnrs/Wns	Rstrct SW/ BT SW	(Chief Earner, Earnings)	2015 Earnings	Foals	Cumulative		
									Stks Wnrs	A-E Index	Comp Index
1	DIABOLICAL (03, Artax), A & A Ranch	Private	67/41	3/4	3/3	(Diabolical Dame, \$234,200)	\$1,438,004	101	9	1.02	0.96
2	ATTILA'S STORM (02, Forest Wildcat), A & A Ranch	Private	55/30	5/5	5/5	(Stormin the Jewels, \$167,103)	\$1,320,345	117	13	1.32	0.81
3	DESERT GOD (91, Fappiano), A & A Ranch	Pnsd	36/21	2/2	1/2	(Proceed, \$96,000)	\$865,504	259	25	1.48	0.74
4	QUINTON'S GOLD (97, Carson City), Doubletree Farm	\$5,000	38/22	1/1	1/1	(Gold Boundry, \$122,741)	\$823,402	106	8	1.47	0.86
5	THE WAY HOME (04, Giant's Causeway), Doubletree Farm	\$2,500	47/24	0/0	0/0	(E P Who, \$80,495)	\$623,907	97	4	0.91	1.01
6	SOUTHWESTERN HEAT (04, Gone West), A & A Ranch	\$2,500	30/16	2/2	2/2	(Gator Heat, \$90,890)	\$549,465	*44	2	0.76	0.91
7	SING BABY SING (03, Unbridled's Song), Doubletree Farm	\$2,000	31/21	0/0	0/0	(The Lone Roo, \$54,771)	\$533,845	45	0	0.64	0.85
8	WEATHER WARNING (04, Storm Cat), Double LL Farm	\$3,000	43/13	1/1	1/1	(Storm Warrior, \$112,036)	\$488,240	*125	4	1.09	1.04
9	PRO PRADO (01, El Prado), Hourigan Horse Farm	\$2,000	19/12	1/1	1/1	(Wyatt, \$181,620)	\$466,320	61	1	0.77	0.87
10	ROLL HENNESSY ROLL (00, Hennessy), A & A Ranch	\$3,500	32/12	0/0	0/0	(Twixy Roll, \$71,844)	\$406,549	119	10	1.02	1.01
11	YOUR EMINENCE (01, Saint Ballado)	Died, 2012	28/13	1/1	1/1	(Golly Gee, \$114,354)	\$404,689	165	3	0.69	0.74
12	PREMEDITATION (99, Afternoon Deelites), A & A Ranch	\$2,500	16/9	1/1	1/1	(Mr. Wizard, \$174,849)	\$400,123	75	6	1.10	0.82
13	DEVON LANE (93, Storm Cat)	Died, 2012	30/16	0/0	0/0	(Picasso's Bro, \$55,046)	\$395,275	440	14	0.77	0.79
14	DOMINIQUE'S CAT (97, Storm Cat)	N/A	24/16	0/0	0/0	(Dom Juan, \$46,716)	\$367,248	100	2	0.83	0.62
15	RIGHT RIGGER (06, Unbridled's Song), Lady T Ranch	Private	5/4	1/1	1/1	(Tea Light, \$138,830)	\$336,226	6	1	2.38	0.74
16	SILVER WAGON (01, Wagon Limit), Hunter Creek Farms	\$2,500	15/10	0/0	0/0	(The Big Deluxe, \$179,192)	\$318,603	59	1	1.12	1.30
17	REAL DANDY (02, Yankee Victor)	N/A	21/8	0/0	0/0	(My Dandy Girl, \$163,467)	\$305,838	36	1	0.66	1.13
18	DOME (98, Storm Cat), Double LL Farm	\$2,500	19/13	0/0	0/0	(King of Cool, \$59,017)	\$269,680	209	5	0.74	0.83
19	ELUSIVE JAZZ (01, Elusive Quality)	N/A	9/4	0/0	0/0	(My Bikini Fell Off, \$186,204)	\$257,700	20	0	0.80	0.82
20	TO TERAS (00, Unbridled's Song)	N/A	18/8	0/0	0/0	(Whatakiss, \$53,542)	\$231,930	71	1	0.80	0.58

cess where we open that up to the public to offer suggestions.

"It's competitive out there for people's attention as far as entertainment. I'm proud of giving more than 100 people a chance to own a slice of a racehorse, and I'll continue doing that as long as there's interest out there."

Caldwell said he enjoys seeing the Mojo groups out at the races. "When we have a horse running, there's 20 people out there and maybe they're bringing some other friends with them, and then they go to other racetracks as well," Caldwell said. "I enjoy educating people about the sport and the more I can do, the better. I've gotten to know many of the partners, and we try and put everything in a positive light, have positive goals, and give them a great experience so that they can enjoy the game."

Mojo bought Cool Hand Butte, a Sky Mesa colt, at Keeneland and raced him for two seasons, getting a victory with him at Remington Park. Bling It On Baby was a 2-year-old in training purchase and the Pomeroy filly ran second in the 2014 E. L. Gaylord Memorial Stakes at Remington and won three races for Mojo and earned about \$57,000 while racing for the group before being claimed late last year. Mojo brings back Heza City Slicker as a 3-year-old this year. At \$37,000, the son of stakes winner Sheza Nasty Lady is the most ex-



COURTESY FRED TAYLOR JR.

Taylor: "I wanted to make (horse racing) affordable...and then I wanted to make it fun."

pensive yearling ever bought by Mojo.

"We try to buy low and aim high, so we're not usually getting that stakes level of horse," Taylor said. "But success can be evaluated in many ways, and when you get to know the development process of racehorses, just getting them to the racetrack is an accomplishment. Getting a competitive racehorse at whatever level is another success. And to get to the winner's circle is the icing on the cake. We shoot for buying affordable racehorses that are competitive and can break even for us, and if they

do anything more, it's a bonus."

Added Carson, "Realistically, it's a tough go. The races may not suit everybody because odds are you aren't going to win much. That's why making it fun is key. If it's fun, people will do it again. There are times when Fred has had half of Southwest Airlines there to watch one Texas-bred run. Years ago I was in on a Quarter Horse filly and I think 162 people owned her, each ponying up \$128, which we lost. But it was a fun social deal."

History has shown us that anybody can win the Kentucky Derby (gr. I). Horse racing is nothing if not a game for dreamers. But Taylor understands all the lesser thrills that can accompany owning a racehorse. He knows how exciting it can be just to hear the track announcer say his group's name during the post parade. And he knows that being trustworthy and showing people a good time go a long way, no matter what the endeavor.

"I'm not competing against West Point (Thoroughbreds) or any other groups," Taylor said. "I'm serving a niche market. I'm not trying to serve the country club market, although if somebody wants that experience we're happy to try and include that with our capital partner level. My message is that horse racing can be affordable, and anybody at any level can participate, and I'm trying to educate people on how to do that." **BH**