

# Finley outlines initiative seeking new fans

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by [Jeff Lowe](#)  
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Terry Finley, the founder and president of West Point Thoroughbreds, is challenging Thoroughbred industry participants to take a personal role in seeking out new fans over the next few months.

Finley noted widespread industry issues in a monologue he hosted on Tuesday afternoon by teleconference and on the Internet. He closed with the introduction of an initiative called F.A.T.E., an acronym for "Find a Thoroughbred Enthusiast."

"Everybody that works and everybody that's associated with West Point Thoroughbreds, all of our partners, all of our trainers, everyone that's on our team, I'm going to task them with the following commission: between today and the time that they break from the gate in the 2009 Kentucky Derby [Presented by Yum! Brands (G1)], I'm going to ask everyone associated with us to introduce at least three people into our great business," Finley said.

"Obviously the preferred method would be to bring them to the racetrack and to buy them lunch and to introduce the *Racing Form* and the program and all the other aspects of the magic that we live every day. We've got to transfer that magic to other people. We've got to make that connection."

Finley, a member of the Breeders' Cup Ltd. board of directors, said he is tired of hearing criticism pinning blame on racetracks, the National Thoroughbred Racing Association, and the Breeders' Cup for a declining fan base.

"Every time you point a finger, you've got three fingers coming back at you," Finley said. "What I would suggest is that if you derive an income or any pleasure coming from our business, make it a point and mandate and obligate yourself to bring at least three people into our great business. Just think of the viral effect of that and what it would do.

"We have hundreds of thousands of people that in one shape or form are affiliated with the Thoroughbred industry. Just think if every one of us brought in three people in the next eight weeks. Our business would be in a lot better spot, and then it just goes from then and there.

"We derive so much enjoyment and pleasure and our incomes and our livelihoods, I said why don't we take it upon ourselves. I admire the way [President Barack Obama] conducted his election, with the grass roots, and the Internet, and all the other things he did to transform himself from a 300-to-1 shot 18 months ago to the person that is going to deliver the State of the Union address tonight before about 100-million people. It can be done. I just wanted to convey a notion that we've got to take responsibility to save this great business on ourselves, each one of us."