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## CALIFORNIA HORSE RACING BOARD



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CHRB NEWS RELEASE

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### CHUCK WINNER APPOINTED TO CHRB

LOS ANGELES, CA – Chuck Winner, newly appointed by Governor Edmund G. Brown Jr. to the California Horse Racing Board, approaches his new role with the passion and commitment that have distinguished his entire life.

It's the passion for political involvement that he demonstrated as a young man when he worked on the California gubernatorial campaign and administration of Pat Brown and the presidential campaign of John F. Kennedy, leading to a long and highly successful career in public relations and corporate and political strategy.

It's the commitment he showed when he first became interested in owning thoroughbred racehorses in the mid-'80s, immersing himself in bloodlines and conformations, leading to ownership interests in a long list of stakes horses.

"If I'm going to get involved in something, I try to make a real commitment," Winner explained. "I wouldn't run my business without being hands-on. I feel the same about racing. If I haven't the time or desire to invest in what I'm doing, I probably shouldn't be doing it."

Winner's career provides a clear picture of the man. He joined the Young Democrats while at John Marshall High School in Los Angeles and later worked with the Democratic National Committee while attending UCLA. His talents were so obvious that immediately after the 1960 Democratic convention, JFK's people offered him a job on the nominee's political advance team. Winner quickly seized the opportunity and left school, though he remains a lifelong Bruin fan and a financial supporter of UCLA.

Eventually he founded Winner & Associates, one of the premier public policy and corporate branding, advertising, and public relations companies in the country. He also created Winner & Mandabach Campaigns, the leading ballot measure campaign firm in the U.S. with a 90-percent success record in over 250 campaigns, in which he remains a partner. He is a recognized industry expert on global crisis communications and issues management and an advisor to many Fortune 500 business leaders and government decision makers.

Winner's initial involvement in owning racehorses began like so many others with a casual conversation over lunch with a friend. He and his wife, Annie, soon purchased their first horse. After that his new interest was anything but casual.

“My interest grew and grew and it became a real passion,” he said. “I wanted to learn everything I could about racehorses. There was little if any Internet horse information back then, so I bought books and read articles on conformation and bloodlines and on medication in racing. I kept at it, and little by little I gained an understanding of the business.”

Reflecting his hands-on approach, Winner insists on personally inspecting every horse he considers purchasing. When someone recommended several horses in Newmarket, he flew to England to look them over. He picked out Magical Fantasy, a Dysis filly who went on to win four Grade 1 races and earn more than \$1 million for Winner and his partners, David Bienstock and Paul Mandabach, before being sold at auction for \$1.8 million. He’s also owned graded stakes winners Domestic Dispute, Daytona, Fine n’ Majestic, Yankee Bravo, Liberian Freighter, Fantastic Spain, The Pamplemousse, and Walkslikeaduck in partnerships. And he owned a small interest in I Want Revenge.

“I attribute much of our success to good partners, good trainers, good help, and good bloodstock agents,” he said.

And now Winner is turning his attention to his new role as a racing commissioner and regulation of the horse-racing industry in California.

“Like anyone who’s been in racing for a while, I am somewhat familiar with the major issues,” he began. “There are medication issues, surface issues, wagering issues, and gaming issues, among others. I’m concerned about what’s going on in the backstretch. I’m concerned about what’s going on with Hollywood Park. I’m concerned about the direction racing is going in terms of fan support and racing in general.

“But being familiar with these issues is not the same as knowing them. I don’t want to come to the Board with any preconceived ideas. It’s better to learn and try to be educated. I want to learn more about these matters before taking definitive positions.”

Winner fills the seat on the Board vacated by John Harris with a term through July 26, 2015. He will attend his first Board meeting Thursday, April 26, at Hollywood Park.

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