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CHRB NEWS RELEASE

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BOARD NAMES KIRK BREED EXECUTIVE DIRECTOR

SACRAMENTO, CA – Kirk Breed, a lifelong horseman and in recent years a lobbyist in Sacramento specializing in horse-racing matters, has been appointed executive director of the California Horse Racing Board. He will assume his new duties Tuesday and will attend the monthly Board meeting Thursday.

“We are fortunate that Kirk has accepted the position of executive director. His vast experience in government coupled with his passion for horse racing will be a tremendous asset to the CHRB and the entire racing industry in California,” said CHRB Chairman Richard B. Shapiro in announcing the appointment Monday. “I anxiously look forward to working with him to continue our quest to strengthen and improve California racing in all respects.”

Vice Chairman John Harris, who along with Chairman Shapiro interviewed Breed and other candidates for the position, joined with the chairman in selecting him based on his experience. Subsequently, the full Board was advised of the selection and approved of the hiring of Breed subject to necessary administrative procedures.

“I am delighted that Kirk Breed has accepted this most important job,” said Vice Chairman Harris. “He is an all-around horseman and very familiar with racing issues, plus he has a style and personality that will keep us moving forward. I have known him for years and have always respected his integrity, abilities, and problem-solving skills.”

The executive director, as chief executive of the agency that regulates horse racing in California, provides oversight of horse racing activities throughout the state. The executive director advises, consults, and implements the policies of the Board; oversees the enforcement and licensing activities of the agency; oversees and assigns the stewards; and directs and implements the equine drug-testing program. The salary is \$116,508 annually. Breed fills the position vacant since the resignation of Ingrid Fermin on January 7, 2008.

“I became interested in the job when I saw a real commitment by the Board toward meaningful change to benefit the horse-racing industry,” explained Breed. “I’m excited by the leadership provided by the current racing commissioners, and I want to be part of this effort.

“I’ve always had an open-door policy – always willing and eager to talk with people about their opinions. I believe in providing good leadership and getting people to work with me, not for me. All things considered, I believe this job is a good fit for me.”

Breed resides in Rancho Cordova with his wife, Mary Ann, a lobbyist/consultant and fourth-generation Californian, and their 5-year-old daughter, Cloe. They belong to the Sacramento Horsemen’s Association and enjoy their horses, Mickey and Buck. In addition, Breed has three adult children, who trained and showed jumping horses, and two grandchildren, all residing in California.

Given his strong background with horses and the California horse-racing industry, and his extensive management experience at many levels, Breed is confident there will be a short learning curve in meeting his new responsibilities.

His experience with horses dates back to the late 1950s when he helped his father train and race quarter horses while Breed was attending Oklahoma State University on a football scholarship. Upon graduating with a degree in zoology, Breed volunteered for the Peace Corps and spent five years in Chile working in community development, reforestation, designing parks, and land reform. This led to a brief position with the State Department in Washington D.C., and then two years as director of the Peace Corps in Colombia. After returning home in 1972, he worked six years as director of planning and development with the Oklahoma Department of Tourism and Recreation.

During his time in Oklahoma, Breed was a founding member of the Oklahoma Horse Council and wrote the legislation that became law as the Oklahoma Trails Act. "I have owned at least one horse my entire life and have made a respectable living working for the horse and horsemen," said Breed.

Breed was appointed by Governor Jerry Brown as the general manager of the California Exposition and State Fair (Cal Expo) in 1979. Under his leadership, the California State Fair grew into one of the premier agricultural fairs in the country. In addition to directing fair operations, Breed served as director of racing during the summer fair meet, and in this capacity was a hands-on manager that included everything from negotiating and supervising the harness contract to directing the annual State Fair race meet to driving the tractor during the winter training program.

Breed left Cal Expo after six years, but before he left he directed the installation of one of the first satellite wagering facilities to open in Northern California in the fall of 1985. "We wanted to be the first satellite facility to open, and with very little money we were able to open the doors of the grandstand in one of the coldest, wettest winters in memory," he recalled. "We heated the place with orchard butane heaters and the people loved it. Overnight, we had racing 220 days a year in Sacramento."

Breed returned to State government in 1988 as senior consultant to the Assembly Governmental Organization Committee. He analyzed all legislation pertaining to horse racing and gaming. He drafted legislation, including major bills pertaining to safety standards at racetracks and satellite wagering.

He began his own lobbying and consulting firm in 1990 with clients in the fields of horse racing, agriculture, transportation, entertainment, and mental health. Breed's principal client was the Pacific Coast Quarter Horse Racing Association, the men and women who breed, own, and train quarter horses. Breed's mandate from the PCQHRA was simple: "Help make us more money for purses and help us keep what we have."

Breed concluded, "I have really enjoyed my eighteen years lobbying for horse racing in Sacramento, but now it's time to move into what I consider the greatest challenge of my career: executive director of the CHRB. I'm ready."

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