

PEN PICTURES – 2019 – WESTERN CAPE NOMINEES TO THE RA BOARD

Ashwin Reynolds	<p>A little about me personally, I was born in CPT on 20th November 1973 and attended Grassy Park High School in Grassy Park. I have always been in the construction industry with a 2 year working stint in the UK in 2003/2004. I founded Shine The Way 1065 in 2006 which is a 6GB construction company working predominantly in the government tender sector with a Level 1 BEE accreditation.</p> <p>I have always had a passion for horseracing from an early age and was fortunate enough to purchase my first horse in 2015. I currently have horses in CPT with Dean Kannemeyer, Eric Sands, Harold Crawford, Glen Puller and Paul Reeves; in Gauteng with Ashley Fortune; in Port Elizabeth with Gavin Smith and Sharryn Kotzen; and in KwaZulu Natal with MJ Odendaal.</p>
Philip Sarembock	<p>Philip completed his Bachelors of Business Science degree in Finance at UCT in 2003. He then completed his articles and registered as a Chartered Accountant in 2008. He also completed his Masters of Commerce in Taxation in 2007, while completing his articles. After completion of his articles Philip then commenced his career in the audit, accounting and consulting fields and is currently in public practice. Philip is also actively involved in a number of community based organisations on a voluntary basis and has been the honorary treasurer of a PBO for senior citizens since 2011. With prudent fiscal discipline and with a drive to promote creative new approaches to objectives, Philip has been influential in substantially increasing the organisations membership while at the same time, more than quadrupling the organisations capital trust. All in an honorary and part time capacity. As a third-generation owner, Philip was born into an equine loving family. He has participated in various facets of the sport for the past 27 years. Philip has been a licensed colour holder since 2004 and currently has shares in horses with various trainers. Philip believes that in order to promote ownership, we need to drive and sell the various aspects of the game, including entertainment, gaming and the love of the equine. Philip is a strong advocate for customer service and lives by the rule of thumb that "its five times more difficult to attract new customers than to retain existing ones". As a true racing enthusiast and lover of the sport, Philip believes that his passion coupled with his financial expertise, will assist in racing overcoming the tough economic climate it currently faces.</p>
Kevin Sommerville	<p>I am currently employed as the Racing Manager of Drakenstein Stud Farm in the Western Cape. My first job in racing was in the breeding sector as a groom at Ballylinch Stud in Ireland, after that I completed the Irish National Stud course. I attend the Darley Flying Start course after that and then headed home to work for Northfields Bloodstock for a year before going to America and working for the world's largest sales company Keeneland. I remained overseas and worked for Juddmonte Farms as head of nominations for 4 years, after that joined Cape Thoroughbred Sales for a short period before joining Drakenstein Stud Farm in my current role. Currently my role consists of managing the horses in training and dealing with the trainers on a daily basis, I also oversee the running of Drakenstein Stud Farm. My proudest moment in racing was being involved with Gaynor Rupert receiving the Owner of the Year title in 2018 and Drakenstein Stud winning the Outstanding Breeder of the Year title in 2019. I am heavily involved in the local racing industry and sit on numerous boards and committees including the Cape Breeders Club and Graded Races Committee at the NHRA. I believe I would bring International experience both from a racing and breeding perspective to the RA WC Board plus a huge amount of passion for the South African Racing Industry as this is my life blood and I want to see it succeed. Looking after owners and their passion for the sport is critical to both Drakenstein and the sport as a whole hence why I would like to get involved and assist where I can.</p>
Troy Finch	<p>As a racing fanatic that follows racing 24/7 and is active in the racing community on the course and social media with a camera in hand, I do spend considerable time dedicated to the sport. I am a Zimbabwean born marketing professional with experience in sales and sponsorship. My current work includes both equine and non-equine projects as an independent consultant working on marketing projects in South Africa. I have consulted on advertising for stud farms including the stallions Flower Alley, The United States, Soft Falling Rain, Fire Away; working closely with the production team and Tellytrack to deliver the campaigns within budget and on time. My current digital and communication work with leading trainer Brett Crawford and team affords the opportunity to interact on the service end of the racing industry, understanding the processes and challenges alike. Alongside a Bachelor of International Marketing and Trade, and I am in the midst of completing a Masters of Science in Project Management at UCT and a new digital marketing course is on the horizon, as a professional building a track record of growing brands, creating strong relationships and delivering on project objectives I am always up for learning and willing to put in the work. I have connected with many industry stakeholders at both national and regional sales, at race meetings in all racing centres across the country and visited many a stud farm. As a small owner, a trader of bloodstock on behalf of a few clients in South Africa and Zimbabwe, a passionate race goer I have a view of the current ownership experience and its challenges. From simply a cultural and diversity perspective, I believe an opportunity exists to advise on a growth strategy, but also facilitate a strategy for ownership retention.</p>