



## Stonerside Stable Tracks Its Champion Thoroughbreds Around the World Using the Internet Connectivity

**Paris, KY-** Just outside of Paris, Kentucky is 1,500 acres of rolling hills, black fences, and a small flowing creek. This picturesque Bourbon County farm is home to Stonerside Stable, a leading breeding and racing farm within the thoroughbred industry. Dotted with over a hundred horses that have won stakes races, foaled champions, or await the opportunity, Stonerside Stable is owned by Robert and Janice McNair of Houston, Texas.

Stonerside Stable is dedicated to finding the best horses, providing the best care, and cultivating champions across the globe. Because of the extensive distances among horses in the racing stable division, it is essential that the farm office is able to track the daily activities of each horse.

“High-speed Internet was the perfect medium to keep employees involved and aware of the horses’ routines for Stonerside Stable,” said Vicky Van Camp, research and information director for Stonerside. “We’ve made great use of our website to keep everyone within the organization up-to-date on the daily changes with the horses—whether it is the results of a race in England or the birth of a foal in Argentina.”

In order to monitor each horse, Stonerside uses Equibase Company’s Virtual Stable. The email notification program informs recipients of a horse’s entry, workout or race. The information is sent in real-time and gives Stonerside a timely and comprehensive look at a horse from miles away.

Stonerside also uses the Internet for live calls of races outside of the United States. “We race horses in England and can listen live to the call of the race via the Internet. Within a few minutes, we print out a detailed chart of the race,” Van Camp said. Instantaneous results on the Internet allow Stonerside to stay informed about possible investments and simplify decisions.

“Raising and marketing horses at the caliber at which Stonerside does, requires a website reflective of that quality,” Van Camp said. The farm website is visited by horse enthusiasts such as trainers, potential customers, and fans. The site provides a comprehensive look at each horse and provides pertinent information to the horse’s pedigree and racing statistics.

Some horses have fan clubs. One such horse is Chilukki, winner of the 1999 Eclipse award for champion two-year old filly. “We still get emails and letters inquiring about her nearly every week. Her fans like tracking Chilukki and her foals via the website,” Van Camp said. Website visitors can find news updates on the site concerning races, foals, and industry information.

On the website is a “members only” section protected by a password. This domain provides protected information about the horses that is only suitable for employees and professionals in the thoroughbred industry. Independent consultants can log onto the account to complete evaluations online to increase efficiency.

“Horse racing as an industry is very plugged-in to the Internet,” added Van Camp. It was only inevitable that independent farms like Stonerside would follow suit. Stonerside Stable’s success in racing and breeding is truly benefiting with the evolution of high-speed Internet. While investments in technology are necessary to continue in its success, horses remain their number one priority.

“Mr. and Mrs. McNair made a commitment from the beginning to compete at the top level of the industry, and they constantly replenish and cull the broodmare band and the racing stable to keep only the best,” Van Camp said.

### About KY 120:

In the fast-pace world of technology-driven business, it should be recognized that best practices can be studied and emulated. As a part of the [connectkentucky](http://www.connectkentucky.org) initiative, CiTE (Center for Technology Enterprise) is profiling business initiatives in each of Kentucky’s 120 counties. For more information visit our Web site at [www.connectkentucky.org](http://www.connectkentucky.org) or call 270.781.4320.

**Name:**  
Stonerside Stable

**Internet:**  
[www.stonerside.com](http://www.stonerside.com)

**Products/Services:**  
Breeding Farm and international racing stable

**Location:**  
Paris/ Bourbon County

**Leadership:**  
Robert and Janice McNair,  
Owners

**Employees:** 26

**Founded:** 1994

**Reach:** International

**Innovative Insight:** “We’ve made great use of the Internet to keep everyone within the organization up-to-date—from daily changes with the horses—race results overseas to the birth of a foal.”

**Way Internet Has Made You More Competitive:** “Instant results of racing around the world helps our team stay informed and ready to make quick decisions.”

**Advice to Growing Companies:** “Stay informed about the industry, stay flexible and be willing to embrace technology to meet the needs of your customers.”

**Ways to Continue to Attract the Best Workers:** “For horse-people, we offer the chance to work with some of the best horses in the world.”