

Recognizing Quality That Sustains



---

**NICOMA<sup>®</sup>**

PROFILE of HEADLEY BELL

**NICOMA**<sup>®</sup>

---



Headley Bell is a fifth generation horseman whose family has been involved in the thoroughbred business in Central Kentucky for over a century. His grandfather was Hal Price Headley, the first President and founder of Keeneland. His mother was Alice Chandler, founder of Mill Ridge Farm and respected worldwide as one of the most accomplished horsemen in the business. It was in growing up and working on the farm and racetrack that Headley received his early education with thoroughbreds. After graduating from Vanderbilt University, Headley founded Nicoma Bloodstock in 1979 with the idea of providing consultation and services to existing farm clientele at Mill Ridge.

Since then, it has grown to be one of the leading full service agencies in the thoroughbred industry, offering experience and expertise in the areas of thoroughbred pedigrees, matings, consulting, program review, appraisals, racing management, purchase of broodmares, 2-year-olds, yearlings, partnerships or simply how to get into the horse business. In 2008, Headley joined his mother as a Managing Partner of Mill Ridge. In 2020, Price Bell assumed the role of General Manager of Mill Ridge. Headley is now dedicated full-time to Nicoma Bloodstock but remains Managing Partner of Mill Ridge.

CONSULTING with  
**NICOMA**<sup>®</sup>

We're proud of the services we provide at Nicoma Bloodstock.  
We're fortunate to work with the very best in the business —  
those who have a passion for the horse and the spirit  
to compete at the highest level.

With over 40 years of experience, we're happy to share  
our knowledge and results in broodmares, matings, yearlings,  
appraisals, and as expert witnesses.



BLOODSTOCK AGENT and CONSULTING SERVICES

# NICOMA<sup>®</sup>

---



Providing consultation and bloodstock agent services, Headley Bell is a recognized counselor and advisor to the most accomplished thoroughbred owners and breeders.

In an industry where success comes from deep knowledge and a little bit of luck, Nicoma Bloodstock has continued to bring consistent success to clients.

## Long List of Success

Nicoma's early mating success accomplished two **Arc de Triomphe** winners, a **Kentucky Oaks** winner, and just since 2005 has seen *fifteen* Grade 1 winners including: two **Horse of the Year** titles, two consecutive **Kentucky Derby** winners, four **Breeders' Cup** winners, and a back-to-back **Sovereign Awards** winner.

2021 *Sovereign Award for Outstanding Owner* for **Live Oak Plantation**

2020 *Sovereign Award for Outstanding Owner* for **Live Oak Plantation**

2020 *Sovereign Award for SOUPER ESCAPE* named  
Champion Older Main-Track Female for **Live Oak Plantation**

2020 *Eclipse Award for Leading Breeder* for George Strawbridge Jr.

2019 *Eclipse Award for Horse of The Year, 2019 Breeders' Cup Turf Champion*

**BRICKS AND MORTAR** for George Strawbridge Jr.

2016 *Breeders' Cup Juvenile Turf Champion* **OSCAR PERFORMANCE** for Jerry and John Amerman

2011 *Eclipse Award for Horse of The Year* **HAVRE DE GRACE** for Nancy Dillman

2008 *European Champion Filly* **RAINBOW VIEW** for George Strawbridge Jr.

2007 *Kentucky Derby Winner,*

2006 *Eclipse Award for U.S. Champion Two-Year-Old Colt, 2006 Breeders' Cup Juvenile,*

**STREET SENSE** for Gus and Jim Tafel

2006 *Kentucky Derby Winner* **BARBARO** for Gretchen and Roy Jackson

2005 *Breeders' Cup Mile Champion* **ARTIE SCHILLER** for Haras de Mezeray

MATINGS by  
**NICOMA**<sup>®</sup>

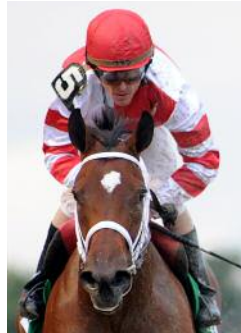
---



BARBARO



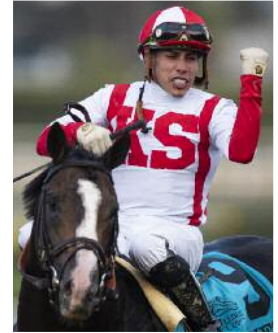
STREET SENSE



HAVRE DE GRACE



OSCAR PERFORMANCE



BRICKS AND MORTAR

Planning a mating is a merger of intuition and information.  
Utilizing experience and science is often the sweet spot in pairing two thoroughbreds.

Tools used today with research from the computer like Nicks and CompuSire,  
exemplify how technology and more easily accessed data, have enhanced mating choices.

However, we can't lose sight of the time factor and how long it takes to  
determine if a mating or particular nick was successful.

Nicoma has been blessed to be a part of some truly special matings throughout the past.

This wouldn't be possible without the support of our clients whose mares make it an  
enjoyable adventure year in and year out in the pursuit of  
***creating the next champion on the racetrack ...***

*Just since 2005 ...*

Back-to-back **Kentucky Derby** winners,  
**17 G1** winners, **2 Eclipse Horse of the Year**,  
**4 Breeders' Cup** winners

MATINGS by

**NICOMA**<sup>®</sup>

---

Just since 2005, seventeen **G1** MATINGS by Nicoma:

**AQUAPHOBIA** – 2020 United Nations (**G1**)

**DUOPOLY** – 2020 American Oaks (**G1**)

**WIN WIN WIN** – 2020 Forego Stakes (**G1**)

**BRICKS AND MORTAR** — 2019 Eclipse Award for Horse of the Year  
and 2019 Breeders' Cup Turf (**G1**)

**SPRING QUALITY** – 2018 Woodford Reserve Manhattan (**G1**)

**OSCAR PERFORMANCE** – 2016 Breeders' Cup Juvenile Turf (**G1**)

**COFFEE CLIQUE** – 2014 Longines Just A Game (**G1**)

**POWER BROKER** – 2012 FrontRunner (**G1**)

**HAVRE DE GRACE** – 2011 Eclipse Award for Horse of the Year and 2011 Apple Blossom (**G1**)

**NEVER RETREAT** – 2011 Canadian Horse of the Year and 2011 First Lady Stakes (**G1**)

**PASSION FOR GOLD** – 2009 Racing Post Trophy (**G1**)

**RAINBOW VIEW** – 2008 Champion European Filly  
and 2009 Coolmore Fusaichi Pegasus Matron (**G1**)

**MONBA** – 2008 Blue Grass (**G1**)

**LUCARNO** – 2007 St. Leger (**G1**)

**STREET SENSE** – 2007 Kentucky Derby (**G1**)  
2006 Breeders' Cup Juvenile and 2006 Eclipse Award for U.S. Champion Two-Year-Old Colt

**BARBARO** – 2006 Kentucky Derby (**G1**)

**ARTIE SCHILLER** – 2005 Breeders' Cup Mile (**G1**)



PURCHASES by  
**NICOMA**<sup>®</sup>

---

From 167 **MARES** purchased by Nicoma:

- **10%** of the mares produced a **Grade 1 WINNER**
- **20.4%** of the mares produced a **Graded Stakes WINNER**
- **32%** of the mares produced a **Stakes WINNER**
- **47%** of the mares produced a **Blacktype runner**



*Nicoma purchase EASTER BUNNETTE  
and her Grade 1 winning foal and  
2011 Horse of the Year, HAVRE DE GRACE*



*Nicoma purchase JUSTAROUNDMIDNIGHT  
and her 2017 Grade 1 winning foal, DUOPOLY*

From 144 **YEARLINGS** purchased by Nicoma:

- **69%** of the yearlings produced **WINNERS**
- **22%** of the yearlings produced **Stakes horses**
- **14%** of the yearlings produced **Stakes WINNERS**
- **8%** of the yearlings produced **Graded Stakes WINNERS**
- **28%** of the yearlings produced **100K + Earners**

Included in the group is **CATICHE** by Arrogate out of Sacristy, who placed second in the Selene Stakes (G3) with earnings of \$151,361.

CONSULTING | APPRAISALS | EXPERT WITNESS | INSURANCE

# NICOMA<sup>®</sup>

---

## **Consulting**

Each area of service provides a level of expertise which contributes to the whole for success. Nicoma Bloodstock consults for many of the leading owners and breeders in the country and are a sounding board to share our thoughts and vision.

When you consider the level of investment made in the thoroughbred business, it's a small price to pay to retain an expert involved in all aspects of the business at a marginal cost of what a full time employee might be.

## **Appraisals**

Appraisals are one of the most valuable tools available because it provides an outside, professional opinion. We provide appraisals for many of the leading operations each year including Juddmonte Farms and Darley Stud.

Law firms or banks find Nicoma's appraisal service invaluable and we are happy to assist them when requested.

## **Expert Witness**

Headley Bell has decades of experience as an expert witness when cases regarding the thoroughbred industry go to court. His goal is to always provide guidance on the facts and to assist in determining the "right versus wrong".

## **Insurance**

Insurance is only as good as the underwriter or the adjuster in the company that one might work with. Thus, Nicoma Bloodstock has aligned with Ron Kirk Insurance. He provides the most thorough coverage at the fairest price and Nicoma is proud of this association.

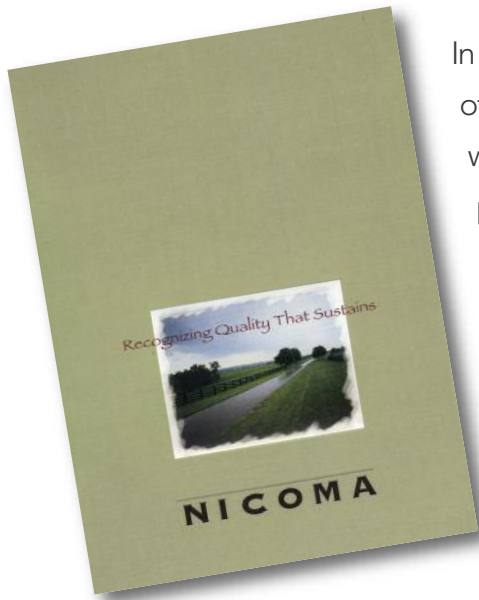
*We look forward to a discussion about your program.*



APPRAISAL GUIDELINES with

# NICOMA®

---



In an effort to better understand the mechanics of an appraisal, we will give some general guidelines which are used when preparing this appraisal. When performing an appraisal, Mr. Bell attempts to inspect the animal whenever possible, giving a general observation of its conformation and physical appearance. It is assumed that this animal is healthy in all respects and is free of any bad habits which might be prevalent with a Thoroughbred, i.e. broodmare, stallion, or racehorse, etc., unless otherwise noted.

The appraised value, or fair market value is determined based on his opinion as to what this individual might sell for at an appropriate public auction at a date close to the effective date of the appraisal when offered to a knowledgeable, willing buyer by a willing seller, void of other enticements or considerations. The appraisal value takes into account the conformation as well as the pedigree which includes, but not limited to, its racing ability and whenever possible relates to recent trades or comparable offerings. Naturally, actual value depends on at least two people wanting this animal at public auction and since no one can ever predict if this will occur, he often gives a range of value that he believes to be the lowest possible value as well as the highest possible value and then assigns the actual value somewhere in between. Although there could be a discrepancy between an appraisal and an ultimate sale price, it is more than likely that variables such as changes in the horse's age, use, physical condition, performance, progeny performance, fertility, breeding status and performance of relatives, would be contributing factors for justifying such discrepancies. Additionally, time lapse from date of appraisal, changes in general market conditions and proper market testing at an appropriate auction could become factors in appraisal/actual sale discrepancies.

REPRESENTATIVE CLIENTS of

**NICOMA**<sup>®</sup>

---

**INDIVIDUALS AND FARMS**

John & Jerry Amerman  
Darley Stud Management LLC  
Denali Stud  
Nancy Dillman  
GoldMark Farm  
Haras du Mezeray  
Jamm Ltd.  
Jim Miller  
Juddmonte Farms  
Marc Keller  
Lael Stable  
Lazy Lane Farm  
Live Oak Stud  
Mill Ridge Farm  
Millsec Ltd.  
Richard Otto  
Allen Paulson Living Trust  
Pin Oak Stud  
Lynn Schiff  
Guy Snowden  
George Strawbridge, Jr.  
Jim Tafel  
Tom Van Meter  
Winchell Family Trust  
Temple Webber, Jr.

**LAW FIRMS**

Gess, Mattingly & Atchison  
Greenebaum, Doll & McDonald  
Miller, Griffin & Marks  
Stites & Harbison  
Stoll Keenon Ogden

**ACCOUNTING FIRMS**

Dean, Dorton, Allen, Ford, PSC

**BANKS**

JPMorgan Chase  
PNC Bank

**SALES COMPANIES**

Keeneland

A Bloodstock Agent TO GROW YOUR PORTFOLIO

# NICOMA<sup>®</sup>

---

For over 40 years, Nicoma's client success, integrity, and quality scope of bloodstock agent services stand alone. Providing guidance, we assist in every aspect of your portfolio.

We seek to identify and strengthen every link - matings, raising, early training, or trainer selection.

Our objective is to enhance your program, whether you are just beginning your portfolio or a seasoned industry figure.

Nicoma Bloodstock and Mill Ridge offer sales representation, private purchases, appraisals, matings, consulting, and insurance services.

*We look forward to a discussion about your program.*



*Headley Bell and Oscar Performance*

CONTACT

# NICOMA®

Nicoma Bloodstock  
2816 Bowman Mill Road  
Lexington, Kentucky 40513

www.nicoma.com  
office: 859.224.1000  
fax: 859.224.8977

Headley Bell  
email: hbell@nicoma.com



**ADVISER**

## Headley Bell

BY DEIRDRE B. BILES  
PHOTOGRAPH BY THE BLOOD-HORSE BUREAU/ARND BRONKHORST

### Bloodstock agent makes it two Derbys in a row

**I**f your dream is to breed a hometred classic winner, then you might want to give Headley Bell a call. The Central Kentucky bloodstock agent is an adviser to the connections of the two most recent winners of the Kentucky Derby Presented By Yum! Brands (gr. I), Street Sense and Barbaro. Jim Talef races the former and Gretchen and Roy Jackson raced the latter.

"I'm just truly blessed," Bell said. "It's everybody's dream to have a chance to watch that Derby magic, and, in my small way, I've been able to contribute to the Bell pedigree." Nicoma Bloodstock, whose offices are located at Mill Ridge Farm near Lexington, Bell's mother, Alice Chandler, founded Mill Ridge, where such talented runners as 2001 Derby winner Giacomo, Netters Breeders' Cup Mile (gr. II) winner Arre Schiller, and 2006 Emirates Airline Breeders' Cup Distaff (gr. II) winner Round Pond were raised.

Bell advised Nicoma in 1979 after graduating from Vanderbilt University. "Nicoma has always been a spoke in the wheel of Mill Ridge," Bell said. "I'm there my mom in whatever way to allow her to enjoy the fruits of her labor. The reason I ended up working with Jim Talef is because he had been a longtime client and friend of Mill Ridge."

When he plans matings, Bell usually gives clients three stallion choices for each mare, and that was the case with Street Sense's dam, Bedazzle.

"Mara's Mom was first: Street Cry was second, and Comandante's Quest was third," Bell said. "We went to look at all those stallions somewhere. There were two mares that I recommended Street Cry for, and Bedazzle was one of them."

Mixing Street Cry and Bedazzle's bloodlines worked because her sire Dixieland Band (by Northern Dancer) is "a super that crossed well with the Mr. Prospector line" in Street Cry's pedigree, Bell explained.

Talef has recently reduced the size of his breeding venture and owns only about six mares, according to Bell. One is housed at Lexington and the others are at Mill Ridge. Talef no longer owns Bedazzle.

"My first directive from him [Talef] was: 'I am breeding to race, but I need the option of being prepared so I can sell,'" Bell said. "I always plan a mating with the best consideration of what horse, timing wise, might be a hot stallion. In other words, I don't jump on the fashion of the day and lose it to breed to the 'now' horse. Horses or people who are breeding to race are the real deal, so I try to anticipate what will be happening."

Bell's other clients include such well-known horsemen as George Noyesridge, Jimmy Matel, ex-couzie John Amerman, and Charles Henri de Roussac of Haras du Mesuray in France.

273



### Bell Searching for Future Stallion Prospects

**W**hen Headley Bell is not at the races, he is often in the company of his clients, searching for future stallion prospects. Bell, a Central Kentucky bloodstock agent, is seen here with a client, likely discussing breeding options. The article continues with details about his breeding strategy and the importance of finding the right stallions for his clients' mares.

PHOTO BY ARND BRONKHORST