

Personal Information

Richard W. Wilcke has been with the Equine Industry Program (department of equine business) at the University of Louisville since 1995. He teaches *Equine Management* (EQ 101) during the fall semester and *Horse Industry Overview* (EQ 202) and *Industry Speaker Series* (EQ 206) during the spring semester. He is responsible for the John W. Galbreath Award for Outstanding Entrepreneurship in the Equine Industry, for the Warner L. Jones, Jr., Distinguished Lecture on the Business of Racing, for the UofL Derby Brunch, and for the department's State-of-the-Industry Forum. While he does not have an advanced degree, he did graduate work in intellectual history at the State University of New York at Albany, and has published in several scholarly journals. He speaks to organizations, and also gives clinics on equine business and association management and leadership.

Currently, he is a member of the board of directors of the American Youth Horse Council, Colorado Springs, CO; the Kentucky Equine Education Partnership (KEEP), Lexington, KY; and the Kentucky Quarter Horse Racing Association, Benton, KY. He formerly served on the board of the Horse Industry Alliance (HIA), Fort Worth, TX. Prior to joining UofL, he served as chairman of the American Thoroughbred Breeders Alliance, Ocala, FL; and as a board member of the American Horse Racing Federation, Washington, DC. While in Maryland, he was appointed by then-Governor William Donald Schaefer to two three-year terms as a member of the Maryland Agricultural Commission. He also served for four years as chairman of the Advisory Council on Agriculture and Natural Resources for the University of Maryland System. In addition, he served as a governing trustee of the Council on Economic Education from 1990 to 1995.

In 1985, he became the founding executive director of Maryland Million Ltd., an organization that launched the original major state-oriented racing event in Thoroughbred racing in 1986. Under his management, not only was this event successfully conceived, organized, launched, and then nationally televised for ten years, but the organization raised more corporate sponsorship funds – approximately \$3 million in cash – than any other firm, organization or event in the horse industry in North America during the same period. Beginning in April of 1986, he also served concurrently as the executive vice-president of the Maryland Horse Breeders Association, the nation's oldest state breeders organization, founded in 1929. While at the MHBA, he changed the Maryland Horse magazine, and also founded a successful new publication, the *Mid-Atlantic Thoroughbred*.

From 1979 to 1984, Wilcke served as the president and chief executive officer of the Council for a Competitive Economy, a national business policy lobbying organization with corporate members from all 50 states and headquartered in Washington, DC. In that position, he testified before Congress on numerous occasions and spoke to audiences from coast to coast. He also launched the Competitive Economy Foundation, a 501(c)(3) executive educational organization that offered workshops around the country in business philosophy, market ethics and public policy. He also served as a director of the National Tax Shelter Digest. Before going to Washington, he spent five years as an executive with the Kansas Livestock Association, four years as a radio and television broadcaster, and two years as a high school coach and science teacher. While at Kansas State University as a member of the intercollegiate livestock judging team, he won the Rufus Peebles Award at the Southwestern Exposition & Livestock Show in Fort Worth for outstanding individual achievement.

He has spoken to audiences in a majority of states, including Alaska, plus Canada, Europe and Australia. His articles and columns have also been published nearly 400 times in various trade journals and news/consumer publications around the world. He has been a lifelong horseman, having competed in his first horse show in 1951, and was employed by several horse trainers in the early 1960s. He and

his wife, Janet, are the parents of five and grandparents of five, and raise Thoroughbreds and Quarter Horses on their farm in Henry County, Kentucky.

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