

Kirt Jacobs: Welcome to MoxieTalk with Kirt Jacobs. This is an archived edition when our program was called Leadership Landscape TV.

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Kirt Jacobs: Welcome to another installment of Leadership Landscape where we go inside the minds of local community leaders and sometimes legends and allow them a chance to offer some keen insights into how they see themselves and most importantly explore just what makes them tick. I'm Kirt Jacobs host of Leadership Landscape where previous interviews have included former mayors, state politicians, nationally renowned sports writers, sports legends, and heads of major business concerns, community activists, and developers. Today our guest is John Asher. He's the vice president of racing communications for Churchill Downs. Going to read a bit of his bio here for you. If you haven't heard of him but I'm sure you may since we are in the height of Derby season here. He's a native of Leitchfield, Kentucky. He's a graduate of Western Kentucky University earning a bachelor's degree in journalism. John Asher is working the thoroughbred racing industry as a journalist and a publicist for more than 20 years. Asher joined Churchill Downs in January 1997 and has served in his current position since March of 1999. In that position he oversees communications and public relations efforts at Churchill Downs the home of the, obviously, the world famous Kentucky Derby and the flagship operation of Churchill Downs Incorporated. As a radio journalist WHAS AM and WAVE AM in Louisville Asher won five Eclipse Awards for outstanding national radio coverage of thoroughbred racing and his work on other issues earned such recognition as a National Headliner Award, the Scripps Howard Award and honors from the Society of Professional Journalists, the Radio and Television News Directors Association, and the Kentucky Broadcasters Association. The Associated Press honored Asher as of the Best Reporter in Kentucky Large Market Radio seven times and he was recognized as Public Relations Practitioner of the Year by the Western Kentucky University School of Journalism and Broadcasting in 2003. Not to be

outdone Asher's a past president of the Turf Publicists of America and he serves as vice president of the Kentucky Thoroughbred Media. Asher is a board of trustees of WJKY 32 Spirit of Louisville Foundation which oversees the annual Bell Awards. He's also board of directors with the Kentuckiana Chapter of the Juvenile Diabetes Research Foundation International, Western Kentucky University Alumni Association, Catholic Education Foundation and the Presbyterian, excuse me, the Presentation Academy Board of Trustees. He lives in Louisville with his wife Dee and his three daughters. Welcome John to Leadership Landscape. Great to have you.

John Asher: Great to be here.

Kirt Jacobs: Thanks for being here and I have my derby jacket on. I couldn't couldn't part with it

John Asher: You have everything but a Mint Julep.

Kirt Jacobs: Hey now. Well it's a government channel. I digress. We will leave it at that. It is quite a pleasure to have you here. Our first question I want to ask you was is and before we get into the general questions that we ask is can you explain maybe what the myth or the iconic status is of Churchill Downs and why is it? You know in the last three or four years we've seen record crowds and know you've renovated it. You know in generalities. What is it about that event and now with all of the media and all the different ways we can spend our time?

John Asher: The thing about the Kentucky Derby and Churchill Downs I think most is that it's a bit of everything.

Kirt Jacobs: OK.

John Asher: It's a great sports event that's one thing. Great social event. And I think put it all together is a great piece of Americana. I mean we've got history like baseball. We go back to 1875. We've run the race every year since 1975 without interruption.

Kirt Jacobs: Right

John Asher: On that location that spot of real estate here in this community and through those years the track's had its ups and downs and then the very early years the track really struggled. First 20-25 years or so never turned a profit. And then a local legend and I think I ought to be certainly a regional legend if not national legend Matt When came aboard and turned the racetrack around and built the Derby and Churchill Downs itself into to to what it has become today. I think there are a lot of a lot of things to look at. Again one of the basic things that sports event.

Kirt Jacobs: Right.

John Asher: Those two minutes on that first Saturday in May. You only get one shot at it. Three-year-old thoroughbreds in there. About 35,000 each crop only one is going to win it and you get no do-overs. You just get that one opportunity to just get there. And when you get there it's down to 20 and everything's got to go right in those two minutes. So so winning it is a very special thing and and the process of doing that takes years and years of work and years and years of dreaming. Some people spend a lifetime's and never even get close, really deserving people. So it's a it's a great sports event. The sport itself has a lot of romance to it. We get some stories that that are that would you know frankly a story like Funny Cide a few years ago when a bunch of high school buddies got together and decide to get in the worst business. They all put in about \$5000.

Kirt Jacobs: Right that's right.

John Asher: And they end up beating a Saudi prince on Derby Day. I mean those things would be looked at as a bit too much of a cliché if you turned in the script like that. So there's a kind of a and inner romance of this sport. There's also I think a link in that our DNA between the between man and horse that makes it special.

Kirt Jacobs: Interest[ing].

John Asher: But also the social the social aspect of it I think that's

such a huge part of it. And then again that was part of Matt Winn vision for Churchill Downs. And the fashion became such a big part of the Derby hats, the celebrities, the stars of stage and screen, government leaders. There is the Queen of England coming this year.

Kirt Jacobs: Right, right.

John Asher: Might have been the ultimate Matt When dream.I think. But you know I think all those things come together and as great as the individual parts are I think the sum is even greater than those individual parts in it .And it again comes down to just a great bit of Americana. It's a rite of spring and something that not only people who are here look forward to every year..

Kirt Jacobs: Right

John Asher: ...but people around the world look forward to every year. So it's I don't know that I clearly defined it.

Kirt Jacobs: No. No. I think you did.

John Asher: It's a little bit of everything.

Kirt Jacobs: I just want to touch upon that. Our first question we ask all of our guests what drives you to do this John?

John Asher: Love of the sport for me.

Kirt Jacobs: OK.

John Asher: Being in this I've been at Churchill Downs now 10 years as you mentioned earlier and before that I had worked extensively covering horse racing as a journalist but but fell in love with it basically as a kid on a on a farm with bad fences and no thorough-breds.

Kirt Jacobs: Right, right

John Asher: And western Kentucky down around the Litchfield area. And just fell in love with it like so many people in this state do. We were we were a horse racing family. My family was a horse racing family.

Kirt Jacobs: Oh alright. I didn't know that.

John Asher: One day a year. One day a year.

Kirt Jacobs: (laughing) Oh Ok.

John Asher: We gathered around to watch, we gathered around to watch the Kentucky Derby and we were horse racing family.

Kirt Jacobs: Right.

John Asher: And again that that's that's recounted time and time again across this state.

Kirt Jacobs: True. Very true.

John Asher: But one particular Derby a light went on over my head that this was a pretty great thing and and so I've had the great opportunity after attending college came to work here in Louisville. Had a great opportunity to work around thoroughbred racing and probably made a few too many trips to the racetrack during my collegiate years but was still was able to come up here and work around the industry and amazingly landed at Churchill Downs. But what drives me I think is is obviously if you like success you like winning.

Kirt Jacobs: Sure

John Asher: But I think the main thing is just is just doing your best and trying to be the best. I mean at Churchill Downs I feel that everything we do from the communications realm from facilities realm from everything we do ought to be not just the best in our industry to be the best in the world. So I think that drives a lot of people in our place. I think it's just really desire to to be the best.

When I walk in the morning and I look at those twin spires, I really do, I think about the first time I saw them. I do that every day and I think of Matt Winn everyday and then just you just go and try to make a better.

Kirt Jacobs: Whom do you credit most influential in your life. John? Can be more than one. Professional or personal.

John Asher: There are several. I think everybody's got a special teacher somewhere back back in the years. Mine was mine was an elementary school teacher. I was actually I was of the world's quietest kid which a lot of...

Kirt Jacobs: You ?

John Asher: ...people have a little trouble imagining. My real name is be-paid-by-the-word because I get to get to speak so much around Derby time throughout the year. But but I had I had a teacher at St Paul elementary school near Leitchfield, Kentucky. Only had small class we had i guess 20 kids in my class. Just had an amazing teacher. Catholic nun named Sister Mary Matthias Ward who I had as the seventh and eighth grade teacher. Grew up in this little farm community and I was a kid who was hooked on media. I loved radio and which I ended up working in. Loved television. Loved newspapers. I'd soak up the newspaper when it arrived in the mailbox. But but she just had a great very open style especially for rural Kentucky that just kind of opened the windows to the world for you. And encouraged you to love and have opinions on music and to follow news to have an opinion on what was going on. And of probably all the people I've met back through the years whether it be through education or in the business I I just don't think I can think of anybody that had a more profound influence on me than then and she did. Just that just because she made you think that things are possible and that in a community where it was pretty easy to kind of stay put and not not think of stepping outside.

Kirt Jacobs: It looks like to worked.

John Asher: So far.

Kirt Jacobs: So far. What was the most defining moment of your life John? Professional or personal.

John Asher: You know that's a great question too and this one's going to seem kind of probably you know mundane but I think the first one again as I mentioned I was the world's quietest kids and and I absolutely stunned my mother right when I got out high school. I was going to junior college in Elizabethtown and an opportunity came up to get a part-time job at a radio station in Leitchfield, Kentucky. Over 250 watt daytime five thousand watt FM

Kirt Jacobs: OK

John Asher: And I got a job at a radio station which my mother had not understood a word I had said for about five years because I mumbled and was very quiet. I got this job at a radio station. I think the first time I sat down and threw that mike open and said something would have to be the defining moment because because you know again it was a kind of a light bulb going on.

Kirt Jacobs: What did it feel like?

John Asher: It was just... I don't know if it was liberating. I didn't immediately step forward. I wasn't you know I wasn't ..

Kirt Jacobs: Paul Harvey?

John Asher: ...Paul Harvey or anybody. Any genius right off the bat there but it was just it was it just kind of opened up a new way of looking at life for me. And and made me realize that that the thoughts in my head could be translated. Could come out it could make sense and I think I could jump from you know point A to Point B. and and make sense. So I think that job getting that job in the media small as that job was.. A couple experiences I had there. I remember one in particular had a we had election returns. And all my job was going to be that night was to go to the courthouse.

Again this is a small town. Leitchfield, Kentucky population then about I think about 3000, 5000 maybe. Let's go to the courthouse and get election returns. We had an incident where our news director had somehow gotten arrested that night. It was very bizarre I'm not going to go into details but at any rate I ended up anchoring the election coverage that night because the guy that was going to anchor it had to go downtown and take care of things and it just and it just I just sat down and had followed things you know. Hadn't been reporter it just came out. And it came out naturally and it was those kind of confidence building things. Throwing that microphone open to the first time. I believe I was able to do there. And I think that probably throwing that microphone open at that small radio stations was probably as as as as life and career defining moment of that could come up with.

Kirt Jacobs: If there is one what is your biggest professional regret? In other words is there anything you had done differently? Regret is a strong word.

John Asher: Not much really not much really. But but but one that I always wonder what if a little bit because you know throughout my career before I came to Churchill Downs I was in broadcasting was at WHAS was a newscaster did sports and did a lot of sports play-by-play which anybody who's ever been in electronic media has loved doing play-by-play. I've called state tournaments and worked on college broadcasts and things like that and probably the only if I if I had one that say I wish I would get gone back get a little greater effort for I had had an opportunity again just an opportunity not an offer but an opportunity to take a shot at the play-by-play job for the Indiana Pacers when I worked here at WAVE radio. We had the Continental Basketball Association team here in Louisville, the Catbirds, gives you my vintage a little bit that was the mid '80s. I did play-by-play for that team for two years and it grew out of that and I really had never really kind of had to pursue a job or anything at that point so I didn't really follow it like I should have. Ultimately I think even if I knew now what I know today that I would have had that opportunity that I would've gotten that job I don't think... If I choose today I wouldn't do it because I'm happy the way it's gone. But that's kind of the only what if I had

because that would have been it would be a lot of fun to watch those guys jump out of the gym.

Kirt Jacobs: On the flip side of that what's your biggest professional triumph?

John Asher: I don't know. I think it had to be Derby related.

Kirt Jacobs: Imagine that.

John Asher: Couple Derbies in particular but you know a couple of them I'm pretty proud of. But I think one in particular was just watching the 2004 Kentucky Derby that Smarty Jones won. And that was a year when we were we were in transition. The the renovation was well underway but the clubhouse was about half finished.

Kirt Jacobs: I remember it well.

John Asher: So we had to put people in that. We had temporary facilities up. We had we had a press box it was a trailer set up on stilts. They had a lot of things there are a lot of moving parts in that Derby and again we were hoping to have 150,000 people there. As always we were hoping to have it pretty much business as usual but convincing people to come out and that that things were going to be pretty normal. This too was just two years in the aftermath of 9/11. So we had security procedures that changed markedly two years before that so. And then in the middle of the afternoon we had a thunderstorm the left people doing the backstroke in the infield. We had people swimming in the infield.

Kirt Jacobs: I remember that.

John Asher: We had a little bit of the first turn that was washed out about an hour before Derby. Butch Lear and our crew our track crew did an amazing job putting the track back together. There were so many moving parts that day. Just think from a pure satisfaction standpoint of I don't think I've ever been happier. I've never been more weary but I've never been happier that...

Kirt Jacobs: you know I was curious. I want to take a quick tangent here. I was there that day. I was right there, That rain was pouring

John Asher: Oh yeah

Kirt Jacobs: I can't remember exactly what time of day it was.

John Asher: Came about about an hour and a half before Derby.

Kirt Jacobs: Was there ever just if you were willing to share. Was there ever a point that they said we can't do the Derby with this kind of rain. Would they have called it.

John Asher: Not at that point. I mean...

Kirt Jacobs: It was that bad.

John Asher: It rained. And I remember watching the radar all afternoon. It was nice and clear nice and clear then all of sudden the screen was just green. And and surely you know I mean the safety of our patrons...

Kirt Jacobs: Sure, absolutely

John Asher: ..was the number one concern on that day. And we were watching closely and had it been more severe I think you know I think certainly they would have taken the appropriate moves to get people out there. Especially that 50,000 or so in the infield.

Kirt Jacobs: It did clear up.

John Asher: It did clear up and then we had the biggest the biggest issue then was just making sure the track was safe and in good shape and we had a great Kentucky Derby and a very memorable winner and then at the end of the day we were all we were all muddy and a little weary but it was a great day.

Kirt Jacobs: It was on to the Smarty party.

John Asher: It was it was but that one you look back on them and there's been a lot of satisfaction. That one just just kind of getting through that one and knowing that we had well over a 140,000 people there and that they had a good time and a memorable memorable thing to talk about with was pretty special.

Kirt Jacobs: What was the best advice ever given to you John? Can be more than one.

John Asher: That's a good question to and I think goes back to early days when I was dreaming about being on the radio. And and it's it really came from a guy and I knew this myself anyway but but but when he said this it really resonated with me and when I talk to to elementary school classes or high school classes I never fail to repeat it. But years ago before I got it when to work in radio I made a trip to to WHAS radio early one morning with a college field trip my freshman year in college. Met Jerry David Malloy who was a longtime program director at HAS and then eventually became a good friend and coworker of mine but I just remember him coming out and talking to us and just just talk about some general things about being in the media and he just said and one thing he just basically said that I never forgot he just said read everything you can get your hands on.

Kirt Jacobs: OK

John Asher: And just just broaden your mind and be ready to deal with any issue that pops up. And you know I was a kid that read pretty ferociously anyway but to hear him say that it was just something that always stuck with me and I had a kind of expanded beyond that to read everything get your hands on and learn to write is an addition I make because I think that's the most important skill. I've always been a good writer and I think that's allowed me that when I was that shy kid I think the fact that I could write allowed me to transfer it from here to here and kind of organize it so. So those two things but I think I think that seems very very simple but it's something that I never fail to share with people. I think that's that's probably the most valuable advice I've ever had.

Kirt Jacobs: Good stuff. Can you define leadership in one word? That's what this show is about.

John Asher: Yeah

Kirt Jacobs: Can be more than one.

John Asher: Pondering that I was... I just think it's there and there are so many things go into effective leaders.

Kirt Jacobs: Sure

John Asher: I'm sure I'm sure not saying that I'm one but I've worked around a lot of good ones. And seen a lot of good ones in this community. Covered them when I was a journalist or had the pleasure working with them on various boards and community activities. I think it's inspiration. I think it's not and inspiration on several levels that's the personal inspiration among those men and women to step forward and be leaders. To step forward and come up with maybe some ideas that some people might think a little bit crazy but decide to take the lead and try to follow them through. But I think it is also in the is creating that inspiration among the people around you. Inspiring people around you. Inspiring coworkers to do better to do and to use another overused cliché but effective one think outside of the box. Think of new ways of doing things. Don't don't get caught in the old ways and and to me I think all of the leaders that I can think of in this community that I admire most there are so many Mayor Abramson would be one. Seen him on several levels over the years. And people like Ed Glasscock who hails from my hometown of Leitchfield, Kentucky and so he's a guy that I always appreciated. Guys like Phil McHue and Fifth Third Bank that I've worked with on a couple of boards and just just love the way he operates. I just know that he inspires me. Those people inspire me. And I think and I think I think for me it's inspiration is the key leadership. Aot only the personal inspiration to lead but to create that electricity that inspires those around you.

Kirt Jacobs: If you could change one thing be it in your own life or in general what that be? You can really interpret this question any way you'd like.

John Asher: It's kind of a wide open question and I think I'm just going to I'm focused on Louisville.

Kirt Jacobs: Sure

John Asher: Because I love this community and grew up not too far away from here always wanting to be here. And have never really wanted to leave. Everything I love is here and I love this community and I think we've moved forward a million miles. Think we've got so much potential to go so much farther. If I could change one thing about life in this community I think would be to to to make us a little less provincial. I think we're still very much a collection of small towns within within the city and I think sometimes that keeps us from being unified moving forward and keeping our eyes on what's really really important. And and again I've got... I love this city. I have the greatest faith in the world in it and I know from the people that I know who have moved away and can't wait to get back. I know it's a special place.

Kirt Jacobs: Right

John Asher: I know I'm right about this place

Kirt Jacobs: I have the t-shirt. I love Louisville.

John Asher: Because I've seen so many people that when they when they get away they just can't wait to find any opportunity to come back. And so it's a special place but I think we did and we did we could be even more exciting if we could do it if we could just just work together just a little bit better and kind of eliminate some of those boundaries that still exist.

Kirt Jacobs: You are pretty much there at the helm driving the big icon. One of them

John Asher: Well well it's... You know being a Churchill Downs too I think gives you a real sense of community...

Kirt Jacobs: Sure

John Asher: ...because it's not just our staff at Churchill Downs that puts on the Kentucky Derby. I mean is it really is the entire community. Whether it be the law enforcement agencies, the government's, the Derby Festival, the literally thousands of volunteers but it's the people in airports that greet horsemen and others when they come in from around the world. And that then the people in the restaurants who make it a memorable occasion. And every everybody that comes into the Kentucky Derby that I talk to after their experience especially their initial experience but those have been many times say there's no place in the world like Louisville if you're in our industry. And that's just not a perception that that Churchill Downs creates although we work hard to do so. And we've got a lot of people we've got an incredible host committee that through many of the leaders of this community that they've come in and deal with those people as they come in but I mean it's everybody's from cab drivers to to to again waiters that really come together to to make an effort and when Derby time.. To make it a success when Derby time comes or Breeder's Cup you know that's what I think we really do get that kind of effort when everyone is just thinking one thing and in just concentrating on people having a wonderful time they come to our community.

Kirt Jacobs: I want to ask you this question because you're in a fairly unique viewfinder in your position with Churchill Downs. Is there a difference today in our leaders than there was in past generations? You know you're dealing with horse owners. You're dealing with some extremely wealthy individuals. Heads of industry. Have you seen any change or just a general observation?

John Asher: I just think it's a good thing. I just think it's a more varied group. So I think you know it's not everybody looks the same. That's a great thing you know and then we need to I think we need to see you see more of those different faces out there. We are headed in the right direction on that but but you know I do think if

we are to such a critical time... In development of our industry for one thing.

Kirt Jacobs: Sure

John Asher: I mean we're an industry that used to be used to have a corner on the market and that segment of the entertainment industry or that segment of the gaming industry. Horse racing was pretty much your only option.

Kirt Jacobs: Right.

John Asher: I mean a lot of things have changed in our industry. One would be obviously some you know immediate competition in our market from riverboat casinos and other things. But it's not only that it's home entertainment. You can if you want to bet on horse race at Churchill Downs you can do it from your home. You can do it through several outlets. You don't have to come to the racetrack. You can and then there are just so many other entertainment options. So many of them in the home but there are so many more things to do now than there were in the day that when that when Churchill Downs or any racetrack in the country would draw 25,000 every Saturday. In those those those days are wonderful but there are fewer and more far between now. So and we're having to react to that that competitive changing the competitive landscape and certainly the Year of the Computer and the Internet and just bringing the world to you in your home. We're adjusting to that like everybody else is. I think our leaders are doing the same thing too. It's a... But it does give us the opportunity to for our industry to make some some inroads over maybe some generations that we may have lost a second of because when we do the right to do the right things. I think you know just in terms of general leadership in our community same thing. You got some new faces stepping forward. You've got people from different backgrounds stepping forward.

Kirt Jacobs: Sure

John Asher: I think is a good thing for us.

Kirt Jacobs: I love asking this question because I always like to see the guests answer. I think it gives great insight into your personality. John if you were granted two weeks right today. No obligations. No commitments. You know you turn in the Blackberry.

John Asher: Yeah

Kirt Jacobs: I guess with the new guy Robert Evans at Churchill Downs. You know CEO says get lost. You can take your family or not. Call me in two weeks. I don't care what you do. What you do with those two weeks? It can be a working vacation be whatever.

John Asher: Two to go any where.

Kirt Jacobs: Do whatever.

John Asher: Boy that's a great question. I would travel a little bit in there. As you might guess it would probably be a horse horse race related. I would... My dream has always been to go to... Again one of the great things having the Queen here this year.

Kirt Jacobs: Sure

John Asher: Is that it really provide a connection from from present day world to the very origins of the Kentucky Derby. The Derby was modeled after the Epsom Derby. One of the great races in Europe and and I would I would love to get... I would love to go. A trip I've always wanted to take that would be to go to to England. Visit some of the great racetracks there. I'd love to go to Epsom. Love to see the Epsom Derby but there's also a wonderful meet called the Royal Ascot where everyone wears top hats. And it's a very special thing. The Queen always attends. I would love to catch that one and then that about a week later after Royal Ascot they run the Prix de l'Arc de Triomphe in Paris. Those are.. Another city I've never come close to visiting. So...

Kirt Jacobs: Yeah

John Asher: I'd love to see racing in those venues. That I would really kind of... If I could take the two weeks and kind of compress the schedule and to fit my schedule I would love to hit great racing events in the world. I loved it hit the Epsom Derby. I'd love to hit the Royal Ascot, Love to hit the Prix de l'Arc de Triomphe. Love to hit the Melbourne Cup in Australia where the country just stops for a horse race.

Kirt Jacobs: Really

John Asher: Every November. It's their Derby day. And I would I would love to to hit those events because I've been to the best one here. It doesn't get any better than the Kentucky Derby. Loving the industry as I do and I would love to be able to see some of those.

Kirt Jacobs: I bet you will get to a couple of those.

John Asher: I will I will at some point.

Kirt Jacobs: Before the great days comes which we will talk about.

John Asher: Just haven't had a chance yet.

Kirt Jacobs: Yeah my next thing is I don't like to date our interviews because I think I'd like to memorialize them but I had to bring it up. Who was your Derby pick for 2007 Derby?

John Asher: 2007 Derby my Derby pick was Streetsense the winner of the 2007 Kentucky Derby.

Kirt Jacobs: I'm going to hold that up. When was the last time you picked the Derby winner?

John Asher: Well I've picked every Derby winner since 2007. I'm happy to say right now but my prior to that. But I'm something of a local of a legend. Urban legend. My last one prior to that was a horse named Ferdinand in 1986.

Kirt Jacobs: Billy..

John Asher: A pretty good stretch there

Kirt Jacobs: ...Shoebaker wasn't it?

John Asher: Bill Shoemaker. Charlie Whittingham. One of my favorite Derbys for a lot of reasons. And I've reminded people through the years and you know again as a guy who is supposed to know a little something about thoroughbred racing to be on a 20 year losing streak for the biggest race of them all is a pretty remarkable thing.

Kirt Jacobs: But you got some close seconds and thirds.

John Asher: I did get alot of close seconds and thirds but hey they only remember the wins you know. But that was fun. I always remind people that Ferdinand did pay \$44 dollars and if you bet on every loser I'd given in the ensuing 20 years you were still \$2 up going into this year. So the pressure was on.

Kirt Jacobs: I love that.

John Asher: Came through with a wonderful horse that that would... Ran a brilliant race on Derby day. And it was just a great story and...

Kirt Jacobs: I got you.

John Asher: And anxious to see what he does from here on out. But on Derby day it was awfully special to see him on the lead going down the stretch.

Kirt Jacobs: It was good stuff. Now I'd like to end on a light note but this is a question we ask all of our guests whether young or older. When the great day comes John how do you want to be remembered? Say you walk out of here today and something tragic happens. How would you like to be remembered?

John Asher: I'm going to bring up Matt Winn again.

Kirt Jacobs: OK

John Asher: Who is one of my heroes in that he's again he's the person that really built the Derby and Churchill Downs into what it is today. All those traditions came from Matt Winn. He is he had an incredible populist touch for and it was he was known around the country is as Mr Derby. His picture was on the cover of Time magazine. Guy just the one most influential citizens in the history of our community. And given that and given how much I love the Kentucky Derby and how much I love Churchill Downs

Kirt Jacobs: Right

John Asher: I have had some other opportunities take some other jobs but every time I go out of those twin spires I can't do it. Just love the place too much at least at this point in my life. And I would love when we get to the great day and and they want to be remembered I'd be awfully happy if somebody say Matt Winn would love this guy.

Kirt Jacobs: Alright

John Asher: I would like to think that I made some contribution the time that I've been there. What time I have remaining but I made Matt Winn smile I would be pretty happy.

Kirt Jacobs: I think it's a great note to end on. I think you're making him smile wherever he is.

John Asher: I hope so.

Kirt Jacobs: John it's quite a pleasure and honor to have you on Leadership Landscape. I've really enjoyed it.

John Asher: Thank you.

(music)

Kirt Jacobs: Thank you for listening to MoxieTalk with Kirt Jacobs. This episode was archival audio from when we were known as Leadership Landscape TV. If you have any feedback, general comments, or a recommendation for a suitable guest feel free to email me at kirt@moxietalk.com or catch us on Facebook under MoxieTalk with Kirt Jacobs, or on Twitter under [@kirtjacobs](https://twitter.com/kirtjacobs) or our extensive website at www.moxietalk.com