

"Ed Friendly was a special guy. As founding members of TOC, Ed and I worked closely together for an extended period. He was very focused, enthusiastic and forward thinking. Much of what he brought forth has become part of the fabric of TOC. Always ready to listen to the ideas of those around him, he demonstrated remarkable instinct for separating the important from the rest and in getting things done expeditiously. During his lifetime, Ed was successful in everything he took on; California racing is very lucky indeed that he dedicated himself to our equine interests and to the betterment of the industry. We'll miss you Ed."

— Marianne Chase,
TOC Founding Member

"He envisioned an equal partnership between track owners and horse owners, noting that tracks provided the theater, and owners provided the entertainment. His efforts were focused solely on what he thought best for the Thoroughbred industry."

— Mace Siegel,
TOC Vice President
and Founding Member

"Ed had an unparalleled passion and an intensity to improve the sport of racing. I remember back in 1997 when Ed picked me up at the airport in San Diego and proceeded to drive me to Santa Anita, Hollywood Park, Fairplex and Del Mar to introduce me to their senior management — all in one day! I have met a great number of people in this industry who call for change. Ed was one of the few who got up every morning and worked to create the change he envisioned."

— Greg Avioli,
Chief Executive Officer, Breeders' Cup Ltd.

"Without diminishing the role of any other founding TOC member, I think all would agree that the organization would not exist but for Ed's efforts and will."

— Drew J. Couto,
TOC President
and Founding Member

"Horse owners in California will forever be indebted to Ed Friendly for working so hard on their behalf. He literally gave seven years of his life to improve the plight of the horse owner, ultimately creating the most important and influential horse owners' group in the country."

— Ron Charles,
President, Santa Anita,
and TOC Founding Member



A Tribute to TOC Founder Ed Friendly

In June, California Thoroughbred owners lost the individual most responsible for creating their organization — the TOC — when Ed Friendly passed at the age of 85. Friendly served on the Board from its inception until 2000, as TOC's President from 1993 to 1996, and as Chairman of the Board from 1996 to 1997.

He campaigned horses in California throughout the 1980's and 1990's, including Grade 1 winners Vivid Angel and Friendly Michelle, and graded stakes winners Golddigger's Dream, Gray Slewp, Purely Cozzene, and Timeless Answer.

Ed Friendly will be remembered for his determination and conviction in the fight to establish an organization exclusively dedicated to promoting and protecting the interests of Thoroughbred owners, who together are the largest single investment group in the racing industry.

"I first met Ed Friendly in 1979 when he became a member of the Board of Directors of Caesars World, Inc. where I served as President and Chief Operating Officer. I knew of Ed's extensive and successful history in Hollywood. We maintained our relationship throughout the next 28 years, until his untimely passing. I always admired his sage advice, and I felt privileged when he asked me to join him as a founding member of the Board of the Thoroughbred Owners of California (TOC). I had the opportunity to have lunch with him in Las Vegas about a month before he died. He was then, as he was always, vibrant, outspoken and a wonderful friend. We will all miss him, especially those of us involved in the horseracing industry. He was a great man and a greater friend."

— Terry Lanni,
TOC Founding Member

"It was Ed's vision that the representation of the horsemen be through the folks that had the major investment and not the folks that worked for them..."

Through the TOC, when the owners started taking charge, when Ed's vision was to do this, it really put management and owners on an equal level and gave us a tremendous amount of strength — in negotiations for signals and for what was right for the industry.

Ed was a sensational guy, and very successful in the entertainment business, because he was a visionary. He knew what people wanted to see on television, but he also knew what was the right thing to do. And this was certainly the right thing to do, and he fought hard for the formation of the TOC, and I can tell you that racing has certainly benefited from his foresight. We were very lucky to have Ed involved in this organization and it's a shame we lost him. But I'll tell you, he gave to this industry more than you could ever imagine in his passion for it, and we'll always be grateful to him for that. And Ed, wherever you are, we're glad you were here. Thanks a lot, pal."

— Joe Harper, President &
General Manager, Del
Mar Thoroughbred Club
(Annual Meeting tribute,
8/18/07)