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A SLICE OF HORSE HEAVEN  
SERVED UP IN WESTCHESTER COUNTY:

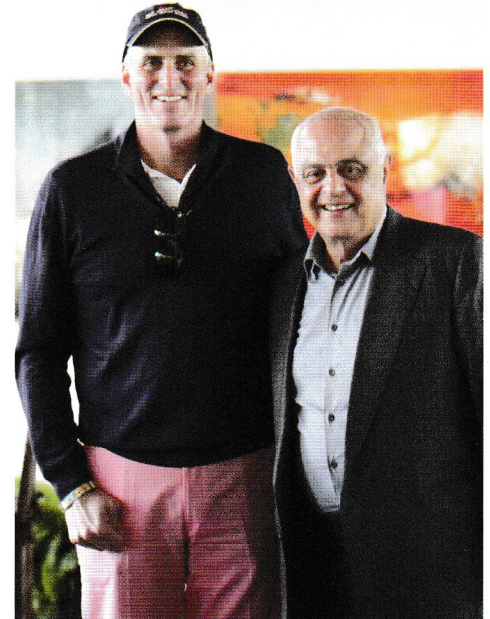
# Old Salem Farm

BY LINDSAY BROCK/JUMP MEDIA

*A walk down the barn aisle or across the iconic grand prix field at Old Salem Farm in North Salem, NY, is sure to meet any onlooker – be it horse owner or show jumping fan – with a clear understanding of the property’s mission. Whether through the on-location work of acclaimed resident trainer, Frank Madden, or the star-studded events of the annual Spring Horse Shows and American Gold Cup, Old Salem Farm has dedicated itself to being a pillar of excellence in horse sport.*



Top left: Daniel Bluman and Conconcreto Sancha LS  
Far left: Mary Kate Olsen and Hertog Van't Merodehof  
Left: Beezie Madden and Cortes. Photo by: Lindsay Brock/Jump Media



## OLD SALEM FARM THEN AND NOW

Founded in 1964 under the moniker of Salem View Farms, Old Salem Farm has undergone its share of transformations to now call a picturesque 120 acres in Westchester County home.

Growth began early as an Easter Sunday horse show in 1967 eventually led to a two-week horse show affectionately known as the Old Salem Farm Spring Horse Shows. The farm changed hands and names several more times in the coming years, including a stint under the ownership of actor Paul Newman and his actress wife and avid horsewoman, Joanne Woodward. It wouldn't come to be known as Old Salem Farm until 1984, after which it hosted the U.S. Equestrian Team selection trial for the 1990 World Equestrian Games and attracted one of the most celebrated show jumping events in the U.S., the American Gold Cup.

In the late 1990s, a partnership between prominent real estate investor, Kamran Hakim and the farm's current owner ushered in a new era for the property. In 2001, Hakim and his wife Ellen, together with their son Scott and family as avid supporters of horse sport, became sole proprietors of Old Salem Farm. In the nearly ten years that followed, Hakim invested in a multi-phase project to renovate Old Salem Farm to its current status, which included the appointment of Alan Bietsch as property manager and Madden as head trainer.

"Old Salem Farm is always dedicated to constant improvement, and I think it's evident

**"It's a place where people can experience horse sport in an intimate, pristine setting"**

through the efforts we have made to make this the best place it can be for our clients, horse show competitors, and spectators," said Bietsch. "It's so much more than a farm or a horse show venue – it's a place where people can experience horse sport in an intimate, pristine setting. We hope that helps us to do our part in advancing the sport of show jumping in North America, as well as generate new spectators."

Today, Old Salem Farm is home to its own renowned training program as well as 26 weeks of on-site horse shows from local and regional events to the highest level of international show jumping competition.

## TOP SPORT

Thanks to the vision of the Hakim family, Old Salem Farm's transformation attracted the attention of some of the world's best riders, as well as the entity that oversees the sport of show jumping worldwide, the Fédération Equestre Internationale (FEI). As a result, the American Gold Cup, which spans five days each September, is designated as a qualifier for the Longines World Cup™ Jumping Final and now included in the prestigious Longines FEI World Cup™ Jumping North American League.

In turn, the wildly successful Spring Horse Shows took a leap onto the international scene this year with a 2\* and 3\* rating from the FEI. Old Salem Farm offers a unique atmosphere where children feed their passion for ponies in the rings next to Olympic hopefuls and horse sport stars showcasing their best horses.

One of those talents is Georgina Bloomberg, daughter of former New York City Mayor Michael Bloomberg and accomplished equestrian in her own right. For her, Old Salem Farm is in her New York backyard and was the perfect outlet to fuel her dedication to horses.

"Old Salem is where I grew up. I rode there for over 15 years, and most of my childhood memories come from my times spent there," said Bloomberg, who has become a hometown hero among Westchester equestrian fans after basing her own Gotham North just up the road from Old Salem Farm.

"When we decided to build our own barn, I knew I wanted to stay in North Salem and close to Old Salem," continued Bloomberg. "I love every inch of that place and feel at home when I am there. It's been incredible to see Old Salem transform and grow."

## A PERFECT FIT

As the success of Old Salem Farm gained momentum in recent years, riders weren't the only ones taking notice. Priding itself in a cherished group of charity partners and sponsors, horse shows at the farm aim to further enrich the local equestrian

experience. One such sponsor has connections to the horse sport world that may not be evident at first glance.

Stephen Kincade, friend and advisor to Kamran Hakim, formed a New York City-based wealth management team within Bank of America, Merrill Lynch seven years ago that exclusively focused on high net worth individuals. Coined The Kincade Group, it didn't require many visits to Old Salem Farm before Kincade realized equestrians represent a potential customer base. The Kincade Group, made up of five members and led by Kincade himself, signed on as sponsor of the Old Salem Farm Spring Horse Shows in 2012, sparking a partnership that has helped to mold both businesses into successful forces within their individual markets.

As presenting sponsor of the \$50,000 Old Salem Farm and \$130,000 Empire State Grand Prix events each May, The Kincade Group is one of the biggest supporters of events at Old Salem Farm while gaining direct exposure to future clients.

"I was familiar with the farm, and after visiting, I started to see a fit between the services we provide and the type of clientele that come to Old Salem Farm throughout the year and for the horse show in particular," said Kincade, who has experience in the horse industry as an owner and fan of Thoroughbred racehorses. "Our niche is providing idiosyncratic investment ideas for affluent individuals and families who are a little bit tired of the conventional wealth management approach. Many of those people are owners of farms and horses or love the equine arena in general."

Kincade characterizes his sponsorship at Old Salem Farm as a fortunate accident, but one that he is glad he made. "Our initial foray into this field was largely exploratory," he said. "It seemed to make sense on paper to see if there was some connectivity to our own approach to investment advice and the clientele in and around the equine industry in general, and at Old Salem Farm in particular."

"The amount of time, effort, and money that Old Salem Farm puts into the property itself is truly extraordinary, and it gets bigger and bigger each year," continued Kincade. "I can't believe there is a better venue in the U.S. to host a horse show after what the

Hakim Family and their team have done."

Exploration revealed that Kincade had tapped into a fantastic market. Directly benefiting from owners, trainers, and riders taking part in the events at Old Salem Farm, Kincade also saw derivative benefits through spectators attending the shows. In the end, much like Old Salem Farm paved their own way to an internationally known property and show facility, The Kincade Group made a name for themselves in the horse world.

**ABOUT OLD SALEM FARM**

Old Salem Farm, located just one hour north of New York City, is one of the best equestrian competition venues in North America, as rated by the North American Riders Group. Host of the FEI 2\* and 3\* Old Salem Farm Spring Horse Shows, the prestigious American Gold Cup CSI-W 4\*, and year-round competitions, the facility offers a state-of-the-art turf grand prix field, indoor riding arena, and two all-weather footing rings. As a boarding and training facility, Old Salem Farm is second to none and home to top trainer Frank Madden.

For more information, please visit [www.oldsalemfarm.net](http://www.oldsalemfarm.net) or call 914-669-5610.

Old Salem Farm is on Facebook, as well as on Twitter and Instagram as @oldsalemfarmny. Follow for an exclusive and behind-the-scenes look at the Old Salem Farm experience.



Far left: Georgina Bloomberg of Kincade  
Photo by: Lindsay Brock/Jump Media  
Left: Stephen Kincade and Hamran Hakim  
Top: Gold Cup Presentation  
Above centre: Gretchen Kincade, Emily Sheppard, Natalie Christopoul & Stephen Kincade  
Above: Frank Teacher  
Photo by: Lindsay Brock/Jump Media

