

## James O. Cullen

**Age:** 37

**Company:** Four-Board Racing Stables, and Cullen Bloodstock Services, Lexington, Kentucky

**In business since:** 1998

**Number of employees:** 6

**Total sales:** \$3.4 million in 2004, compared with \$1.5 million during first full year (2002).

**Our niche:** Everybody's heard of fractional ownership of jets or condominiums. At Four-Board Racing Stables we apply the same concept to thoroughbred horses. You get all of the thrills and enjoyment of ownership for relatively fixed costs.

**In a previous life I was...** A journalist for two thoroughbred-industry trade publications.

**My "eureka!" moment:** While still a journalist I scraped together \$3,500 for a stud fee to a stallion I thought would be commercially popular. I couldn't really afford it, but we sold the resulting foal as a yearling for \$55,000. That was a huge confidence builder.

**I first knew the business had staying power**

**when:** After that initial success, people began contacting me to buy horses on their behalf.

**The coolest thing that's happened so far:**

With some partners I bought a yearling colt for \$40,000 in 2003 and resold it for \$360,000 at public auction the following year.

**My biggest challenge is:** Keeping investors focused and patient. You should be involved for the passion rather than the payoff.

**The best thing about entrepreneurship:**

Being able to dictate the general direction of the business.

**If I wasn't an entrepreneur, I'd be:** An advertising executive or a journalist.

**Why I use the the Business Platinum Card from American Express:** Convenience, mainly. I use it for everything. And the Rewards program makes the Card a smart move financially.

**My favorite feature of the Card:** If I'm entertaining a valued client and a small dinner at an expensive restaurant suddenly transforms into a large group and a major tab, I never have to worry about exceeding some predetermined limit on my Card.

**The time the Card saved me:** I was in Dallas for a yearling sale last August when a client decided he wanted to play golf. I turned to *Concierge* for help. Before I knew it, we had a tee time on one of the city's finer—and more exclusive—clubs, one we never could have played just by calling ourselves. Hundreds of miles from home I was able to host my client in the best style.



### How About You?

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