



MARK MAHAN PHOTO

Zach Madden and Buckland Sales offer their first consignments in November

## A FEW QUESTIONS WITH ZACH MADDEN

By Ian Tapp

Today's *MarketWatch* interview is with Lexington native Zach Madden, 29, who spent 10 years at Three Chimneys before joining Millennium Farms in October 2014. Recently Madden and Millennium announced their launch of Buckland Sales, a new sales agency that will offer its first consignments in November.

**Blood-Horse Daily: What has the experience been like partnering with Ro Parra (a retired executive of Dell Americas who owns Millennium) to open this new sales agency?**

Zach Madden: It's a dream come true for me, and I'm excited to be launching it with a person like Ro, not only because of his business sense but his integrity. I think everything aligns with us perfectly. He doesn't have a pretentious bone in his body. He's easy-going and unassuming, which is refreshing because he's a person who has been successful in everything he has done. His personality and uncanny ability to get along with people have propelled him into that stratosphere—running Dell and making it successful. A lot of people don't know that he's raised or owned almost 50 stakes winners. He doesn't run to the mountain top and scream it—it's something we want to scream for him, but he won't do it himself.

**BHD: How will Buckland Sales differ from Millennium's past consignments?**

ZM: Admittedly, we've had some starts and stops. Millennium has only been a public farm for seven years. Initially (Millennium consignments) were just Ro's horses; then we partnered with Vinery for one year and back to Millennium again. We felt now was the perfect opportunity to come out with a new brand that is the Buckland Sales sector of the farm.

Buckland is a separate entity, but it is 100% aligned with Millennium. It gives us the infrastructure to offer clients a full-service experience. We can do everything here, top to bottom—stallions, boarding, and now sales. I worked under John Hamilton (at Three Chimneys) for about four years, and he would call it his "doctor's bag." We've got everything in the doctor's bag to serve customers. There's no substitute for a full-service operation.

**BHD: Are there any business considerations when taking an ownership stake in your own consignment at a relatively young age?**

ZM: Last year when I started at Millennium, our first consignment was Fasig-Tipton October where I met some of our Millennium clients for the first time. One of them said, "Gosh, you look like you're 12 years old!" And I understand that, but I think the consignment game in a lot of ways is a young person's game—it's important to have a youthful, driven attitude. You have to truly care about what kind of product you're trying to deliver to buyers, and make sure you represent customers in a straight-up way with no smoke and mirrors. Your reputation is the only thing you have, whether it's in business or in life.

I'm there pretty much every minute of the sale and know exactly what's going on. I think there are a lot of advantages to that model. We're trying to treat this (first consignment) not only as an exciting launch, but treat every consignment going forward like it's our first. **BH**