

Fort Worth Business CEO

Taking Flight in the World of Thoroughbred Racing

By Jeff Hooper

Fall 2016

Southwest didn't invent air travel, but from the company's origin in 1967 it has transformed the industry with a culture dedicated to low fares, extraordinary customer service, and – heaven forbid – an enjoyable experience for passengers.

Fred Taylor of Fort Worth is a 19-year veteran of Southwest Airlines, and he has adopted the Southwest Airlines culture into the otherwise unrelated world of thoroughbred racehorse ownership. Adhering to the core principles of 1) setting expectations, 2) proactive communication, 3) championing his cause, and 4) keeping it fun, Taylor has introduced dozens of Fort Worth area residents to the exciting world of thoroughbred ownership through his Mojo Racing Partnerships.

To read the rest of the article, click: <http://www.mojoracingpartners.com/image/FWCEO-MojoTakesFlight-Fall2016.pdf>