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Dixie Roundup
Lions' Dixie Sun Bowl

Sept. 16-17-18, 1982

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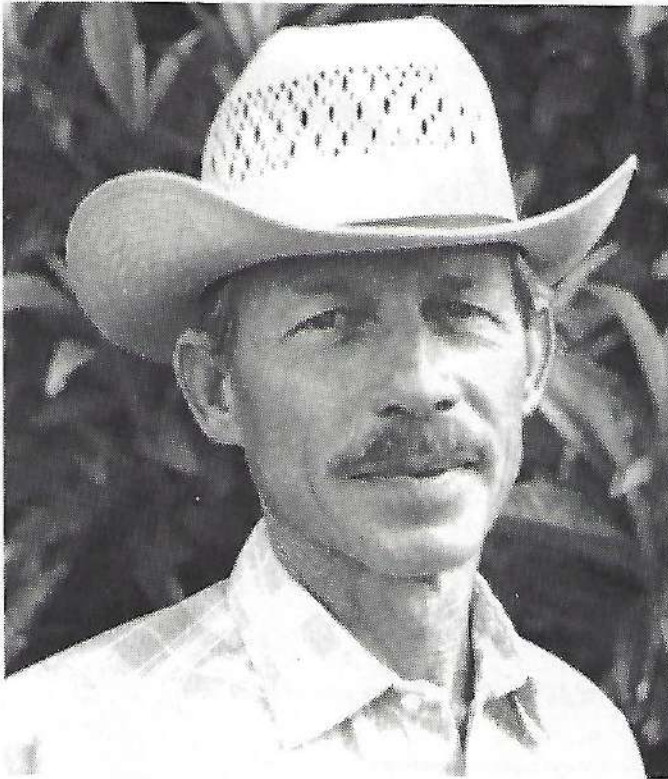
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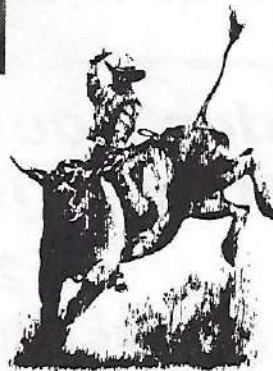


President's Message

It is my pleasure as President of the St. George Lions' Club to welcome you to our 48th Annual Dixie Roundup. We Lions are justly proud of our Roundup and Sun Bowl Arena. As in the past, the loyal support we receive from the merchants, businesses, and all the people of St. George and surrounding areas enables us to produce this fine show to help finance our Civic Projects throughout the year. The parades, rodeo, and dances are for your enjoyment.

President Wallace Mathis

St. George Lions' Club



Mayor's Message

It is indeed a pleasure to welcome all of you to one of the finest cities in the world for our Annual Lions' Dixie Roundup and acquaint you with the world's finest people.

Today the city enjoys prosperity and is taking its rightful place in the world as being one of the most beautiful places to live. It has a climate that is second to none.

We invite you to enjoy our beautiful area and hope you enjoy this fine event.

Mayor Karl Brooks
City of St. George



Dixie's Weekly Newspaper ... **Washington County News**

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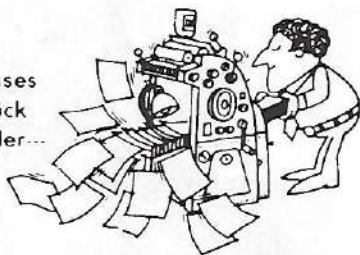
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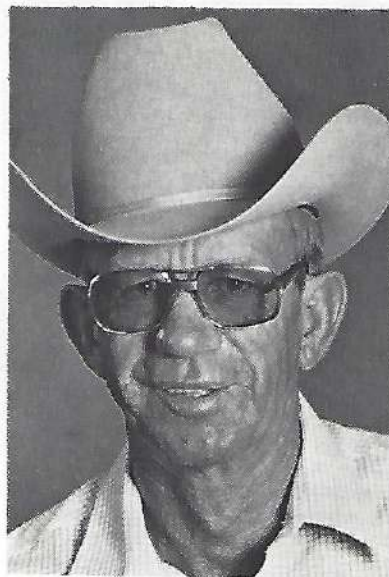
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1982 Dixie Roundup Queen & Princess



Cindy Welch
Roundup Queen



Natalie Staples
Roundup Princess

JIMMIE COOPER

MONUMENT, N.M.

1981 PRCA WORLD ALL-AROUND CHAMPION

JIMMIE COOPER: 1980's ROOKIE SENSATION SETS NEW ALL-AROUND MONEY RECORD IN '81

In a phenomenal first year as a rodeo professional, Monument, New Mexico's Jimmie Cooper won 1980 Rookie-of-the-Year titles in three separate categories—all-around, calf roping, and steer wrestling. His '80 year-end total of \$74,432 is a rookie record that may stand for quite awhile. But that's only the beginning.

This year, after winning the all-around and a new Dodge truck at Reno, \$6,700 at Albuquerque, the Big Four Award at four prestigious Northwest rodeos, and placing for large paychecks at a half-dozen other major contests, the 6-foot, 195-pound three-eventer entered the '81 NFR in fourth place for the all-around title, trailing defending champ Paul Tierney by just over \$6,000. Still, few insiders would have picked him to gain much ground on the three seasoned champions ahead of him—Tom Ferguson, Roy Cooper, and Tierney.

But by the tenth and final NFR '81 performance, it had come down to this—one calf remained to be roped, and the all-around championship of the world hinged on Jimmie's time compared to his cousin Roy's. When it was over, the two Coopers had tied for NFR calf roping points. The outcome would now be determined by the NFR average winner. And again, both Coopers were tied. The sudden-death winner would have to be decided by which cowboy had tied a single calf the fastest. It was Jimmie, by two-tenths of a second. After twelve months, over 150 rodeos, and probably more than 400 multi-event performances, a second-year professional had won rodeo's most coveted title by two-tenths of a second, and less than \$48.

Cooper, 25-years-old, finished the year placing second in world calf roping standings and



thirteenth in steer wrestling. His \$105,862 for the '81 season set an all-time single-year winnings record, established by Tierney in 1980, \$105,568.

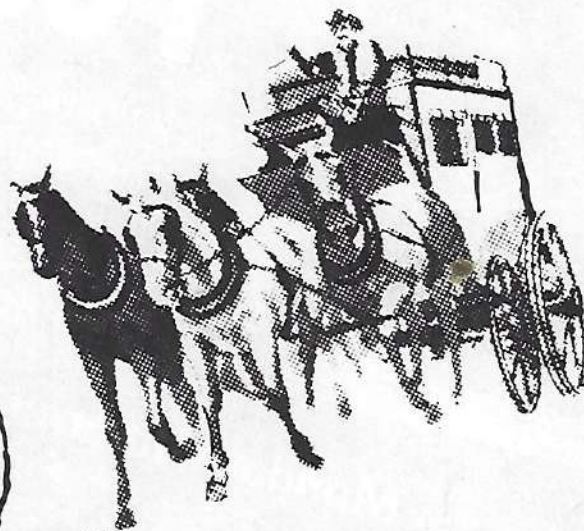
Jimmie is ranch-raised, a graduate of New Mexico State University in agriculture economics, and together with his wife Sheryl, he operates a 600-acre cattle ranch when he's not on the road.



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Rodeo Producer

"SWANNY" KERBY *Bar T Down Rodeo*

D.A. "Swanny" Kerby started out producing rodeos by himself in 1945 with one county fair. In the 35 years which have followed, his involvement has expanded so that he now produces an average of 25 rodeos a year over a five-state region.

Kerby produced the Salt Lake City rodeo in 1980 which had an estimated attendance of more than 70,000. In addition to such large contests, the rodeo company has also handled small rodeos such as Fort Duchesne, Utah which hosted 2,500 fans. Kerby also produced college and high school rodeos in 1980.

Bar T Down Rodeos is headquartered in downtown Salt Lake City. The stock is actually kept on 250 acres (both leased and owned) in the northern portion of the state.

Swanny's wife, Verda, is an integral part of the rodeo company as are both their son and daughter-in-law. Verda provides her services as rodeo secretary and timer; son Bud helps with production and is also a pickup man; daughter-in-law Evelyn is also both a timer and rodeo secretary. The rodeo portion of the company employs about ten people. Swanny also is in livestock speculation, buying and selling livestock, and trucking for hire.

One of the "old timers" in stock contracting circles, "the man in the white western hat" has had stock selected for the prestigious National Finals since it started in 1959. More than 200 Kerby animals have been seen in the Finals competition in those twenty years. The Wilderness Circuit has also recognized Kerby's quality stock in at least three separate years, for animals such as "Alley Cat," the bareback horse which has also won recognition as part of the top bucking stock at the NFR. Swanny says "Alley Cat" is definitely his best bareback horse.

Swanny prefers to purchase all of his stock rather than to raise it himself. He makes at least eighteen trips during the year to do so, far more than many stock contractors. He seeks his stock in seven different states, even traveling as far as Florida annually. It isn't surprising that he logs at least 18,000 miles for his efforts.

One of the problems, he says, is that there are "no Brahma-crossed cattle in our area (Utah)" and so he has to go far to find them. Swanny agrees that the bucking horse population is also decreasing, and part of this is due to the fact that "too many horses are being slaughtered." The average price he pays for a bucking horse is \$500, the average for a bull is \$1,500. The most he has ever paid for a bucking animal was \$3,500.

Swanny lists "Hyrum Special," a 16-year-old sorrel gelding as his top saddle bronc. "No. 13," a 6-year-old, 1500 lb., black bawly-horned Braford cross bull is his top bull.



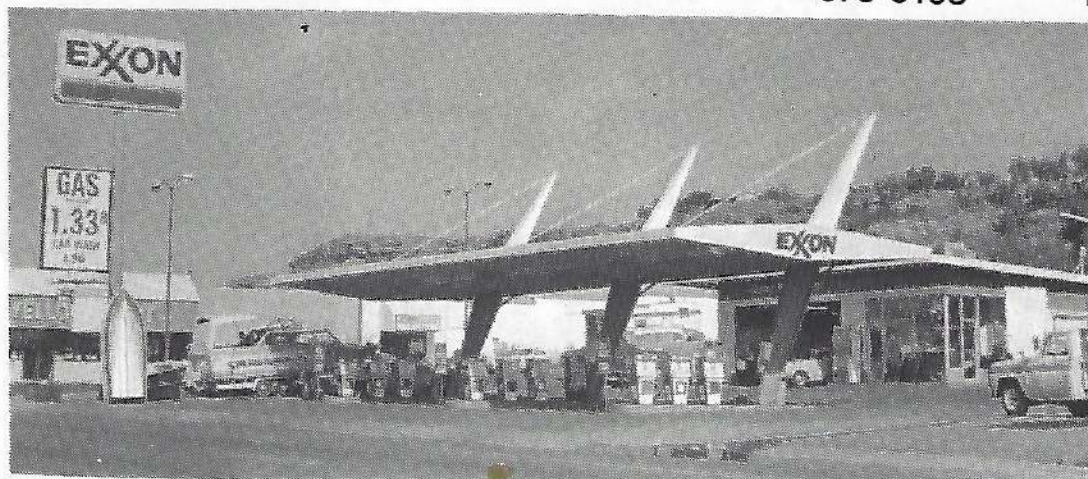
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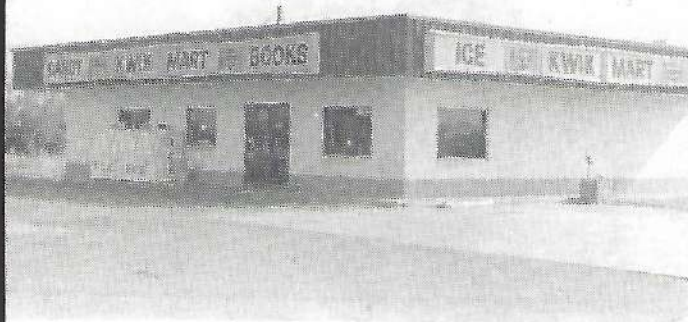
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NESTEA BONUSES BENEFIT TEENS AND PROS

Sponsor of the Nestea Teenage Top Hand Challenge each year since 1979, The Nestle Company's Nestea is again featuring youth activities as the centerpiece of its program in 1982. The majority of its funds, some \$125,000, is scheduled for added prize money and bonuses for PRCA members and contestants at rodeos where the teen competition takes place.

The student contestants in the 1982 Nestea program, members of the National High School Rodeo Association, compete against their peers in special contests at PRCA rodeos throughout the year for some \$47,000 or more in scholarships, available through a grant to the PRCA from Nestea. Final winners in the Nestea Challenge, in competition during the PRCA National Finals Rodeo, will earn the largest shares of the scholarships.

There are two rounds of Nestea teen "seeding" competitions at approximately 45 PRCA rodeos prior to the NFR, with Nestea bonus money added to the existing purse at each rodeo and the NFR. More than 400 top NHSRA contestants participate in the opening round, narrowing to some 120 students for the semi-final round and some two-dozen for the Nestea finals.

In addition to its support to up-and-coming youth in rodeo, Nestea has provided nearly a half-million dollars in added prize money and bonuses to PRCA members and contestants since 1979. Nestea-PRCA student scholarships for the four-year period total some \$150,000.

Nestea also commissions a bronze sculpture for the Prorodeo Hall of Champions in Colorado Springs each year. The 1981 honoree is the great bucking horse Descent, now in retirement at the Hall.

HESSTON CONTINUES NFR TELECAST

Hesston, a major farm equipment manufacturer, sponsored the annual National Finals Rodeo telecast over a special Hesston rodeo television network for their eighth consecutive year in 1981, and are planning a ninth telecast for 1982.

"Prorodeo Count-Down to Glory," a 30-minute special program featuring highlights of the nine rounds leading up to the final NFR performance, was followed immediately by 90-minutes of action coverage of the 10th and final championship performance in 1981. The hour-and-a-half segment was exclusively sponsored by the Hesston Corporation and over 100 participating Hesston Farm Equipment dealers in the United States and Canada.

The entire program was aired as a prime-time, two-hour television special in 36 states, including 10 new markets in 1981, and three provinces of Canada. A viewing audience of well over 25 million saw the NFR telecast. Now the biggest television promotion in the farm equipment industry, Hesston's first telecast, the 1974 NFR, was aired in 17 states to seven million viewers.



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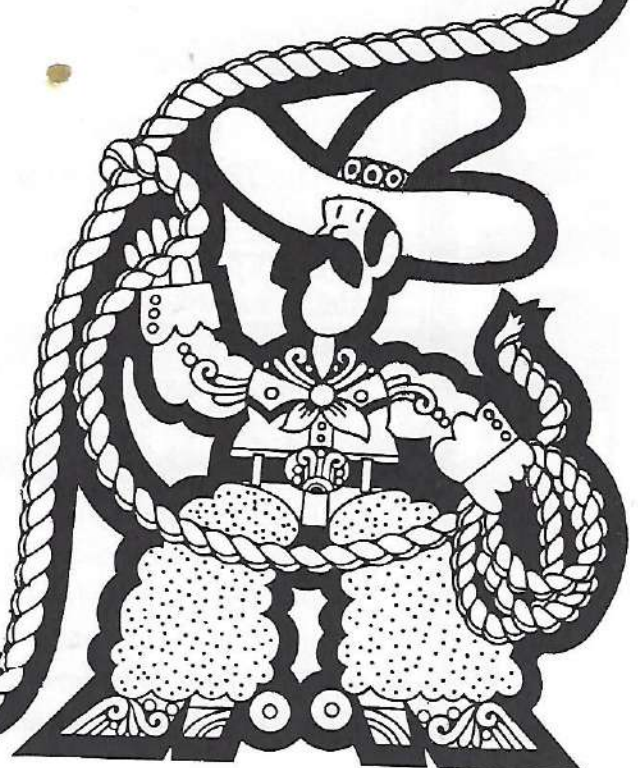
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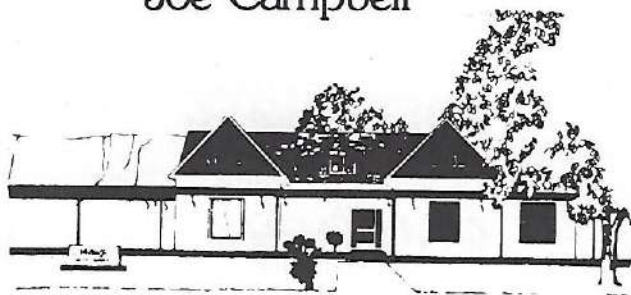
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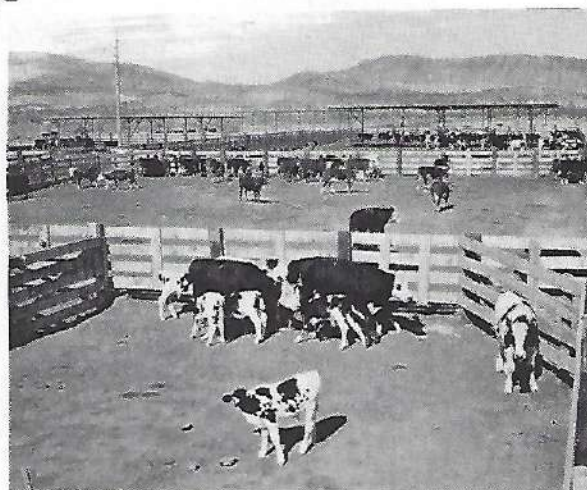
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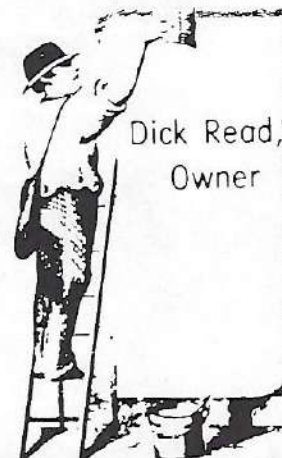
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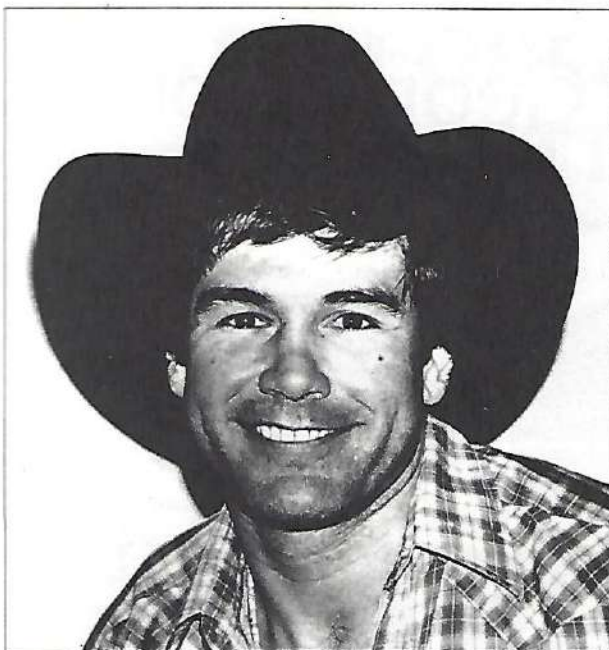
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J.C. TRUJILLO

STEAMBOAT SPRINGS, COLO.
1981 PRCA WORLD
BAREBACK RIDING CHAMPION

J.C. TRUJILLO: A LONG-SOUGHT WORLD CHAMPIONSHIP FOLLOWS "THE GREATEST THRILL" OF ALL

"This is the second greatest thing in my life," an emotional J.C. Trujillo told more than 11,000 cheering fans at the close of the '81 NFR. After nine years as a top bareback contender and as one of rodeo's most popular personalities, he'd just won his first world championship.

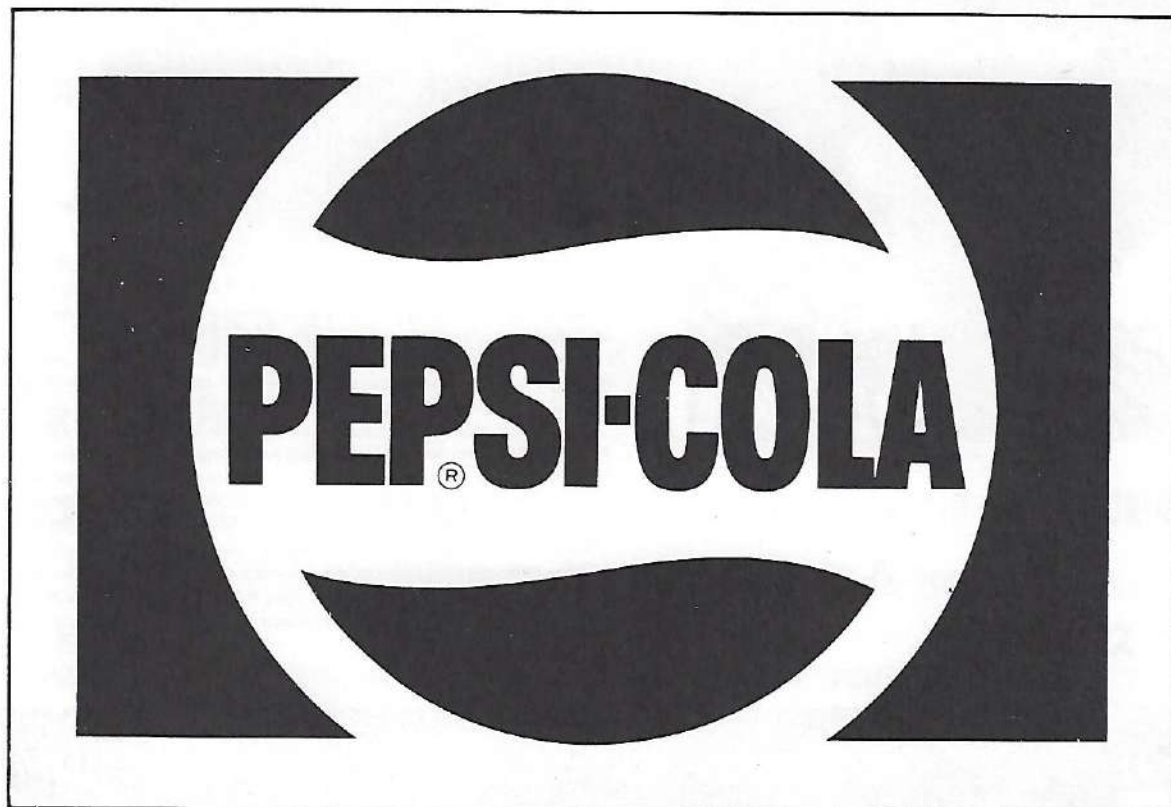
"And the best two things happened exactly one year apart," Trujillo continued. J.C. was referring to the birth of his daughter, Annie, during the '80 NFR. She was celebrating her first birthday as J.C. celebrated his first world title.

After finishing 1980 in third place, \$5,635 behind champion Bruce Ford, the 33-year-old Trujillo ranked among the top three bareback riders throughout the 1981 season. Still, by early October, J.C. was again trailing Ford by more than \$7,000. But a \$4,000 win at San Francisco in November brought him to within \$233 of the lead at the start of NFR '81. Trujillo placed third there for \$11,000 and the world title, while Ford took fifth for \$8,000.

The 5'9", 165-pound champion has a degree in elementary education, and lives in Steamboat Springs, Colo., with his wife Margo and daughter Annie. His 1981 earnings totalled \$76,140, bringing his career total to more than \$315,000. He competed in his first rodeo when he was six years old, excelled in high school and college rodeos, and has been a PRCA member since 1967.



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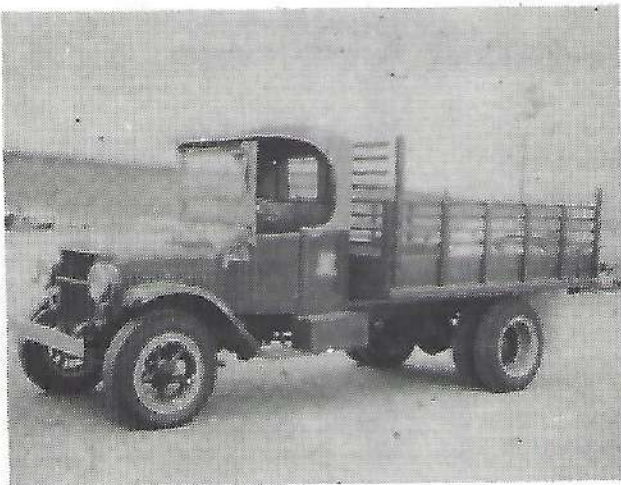
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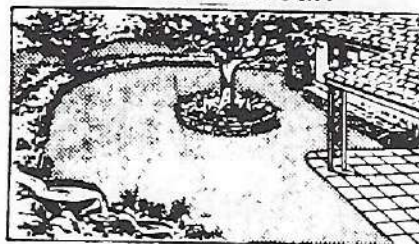
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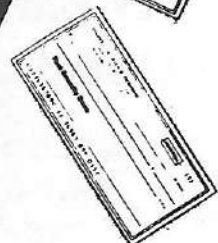
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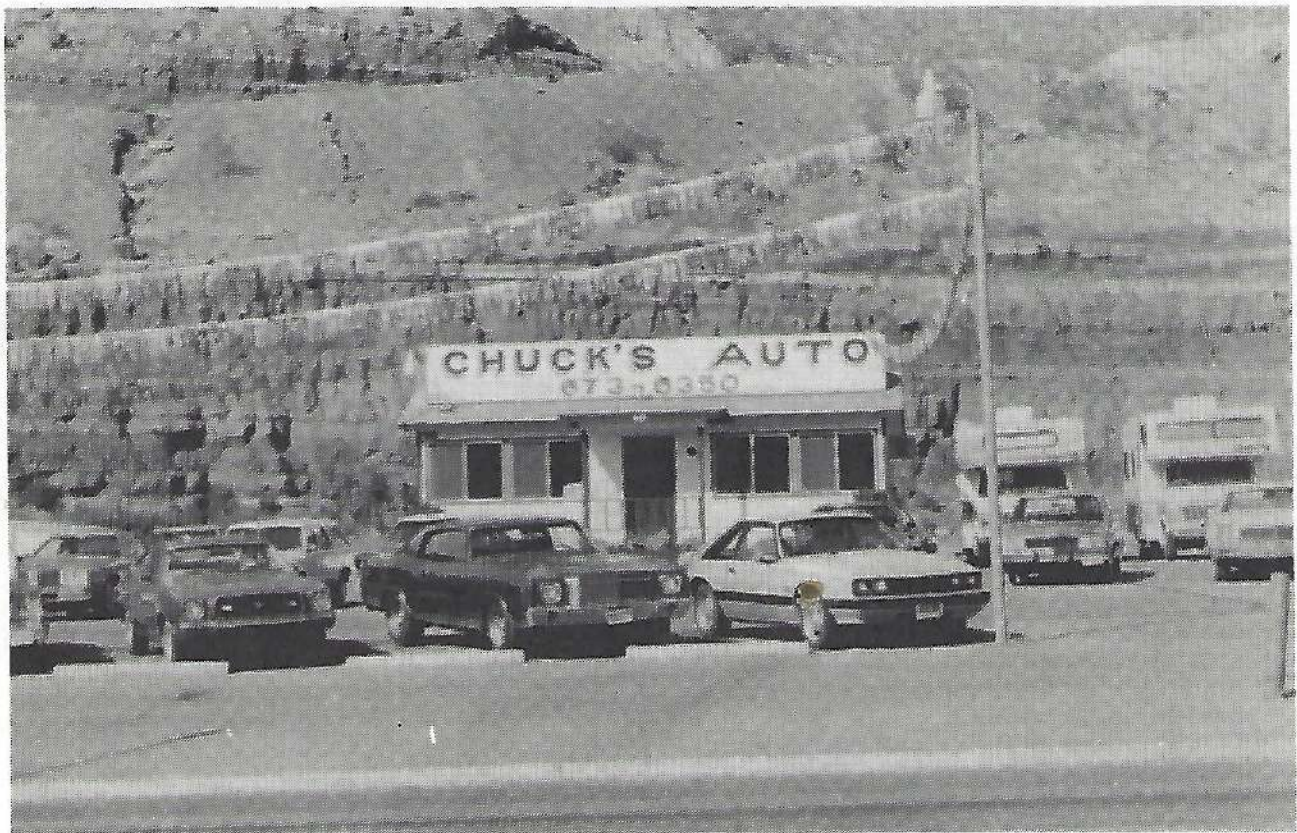
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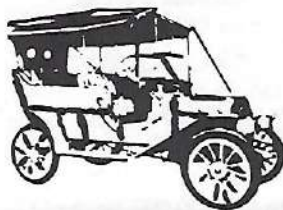
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PRCA ANNOUNCER

Zeb Bell joined the PRCA in 1973 after five years in the amateur ranks. He has been the "Man behind the Mike" at major rodeos from Washington to Wisconsin, and has been invited back to every rodeo he has announced.

A microphone has been a part of his "wardrobe" for years. In the early 70's, Zeb was one of Southern Idaho's best known radio and sports personalities.

Despite the fact that Zeb's on crutches, stemming from a bout with polio, he is an active team roper when not informing rodeo fans about the arena action.

- * Born and raised in Southern Wisconsin
- * Attended - University of Wisconsin
Whitewater State University
Brown Institute of Technology
Degree in Broadcasting
- * Former baseball, basketball and football radio commentator
- * Started announcing rodeos in 1970
Joined the PRCA in 1973
- * Zeb is also a PRCA team roper and wife, Deanne, is a PRCA timer

- * Announced the 1979 Indian National Finals
- * Announced the 1980 National Finals High School Rodeo Yakima, Wash.
- * 4 Times Wilderness Circuit announcer of the year
- * Has early morning radio program on Country KART - Jerome, Idaho

Talks About And Lives The Sport Of Rodeo

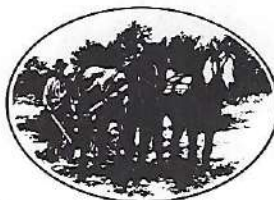
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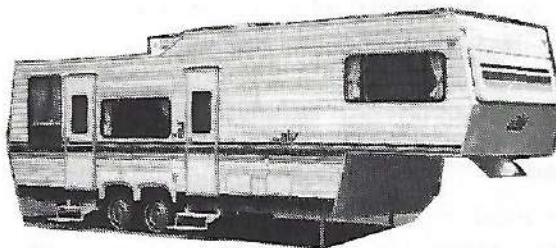
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RODEO OFFICIALS

In any professional sport, it's the behind-the-scenes work which goes untold. Headlining the list of unsung—yet extremely vital—persons in pro rodeo are the rodeo judges, secretaries and timers.

Pro rodeo cowboys have a lot to accomplish during a few seconds, and so do PRCA rodeo judges. Thousands of dollars in prize money—and sometimes even World Championships—rest on their knowledge. That's why pro rodeo judges must be veteran rodeo competitors, who have kept in close touch with the sport (preferably as a competitor) during the last year. Those are the ones who, theoretically, have solid backgrounds on which to base split-second decisions.

Rodeo judging, as in other sports, is a subjective thing. It's only as good as the individuals involved. In the case of pro rodeo, cowboys may find themselves under the scrutiny of their best friends at times. The cowboy's dissatisfaction with losing under those circumstances, however, is amazingly minimal.

"I'd rather have him be honest, than a friend of mine," says one top bareback rider. "Besides, he knows what I'm having to go through because he's been on top of those broncs himself."

Rodeo judging, also as in any sport, involves the utmost in concentration. Eight seconds for a riding-event cowboy can be a lifetime; for a rodeo judge, it's a scant space in which to make a quick and honest evaluation.

"The most important things for being an excellent rodeo judge are knowing the sport, and concentration," according to one top PRCA bronc rider. "Any time a judge loses his concentration in the rodeo arena or on a playing field, that's when a mistake is made . . ."

The PRCA maintains a screening system for judges, to insure only the best are hired.

Rodeo judges must be Association members in good standing, in addition to being veteran contestants. When purse money is \$1,000 or more per event, judges

must be approved by the Association. A judge's decision is final.

Judges draw stock to be ridden in the second and any successive go-rounds. (First go-round stock and contestants are matched by Central-Entry Computer.) Calves and steers are drawn by arena secretary and judges at the rodeo. Identified by number, animals for each event are selected by lottery, i.e., a rider's name is called, then an animal's number is drawn, usually from a hat held high over the judge's head.

In marking rides, two judges post themselves on either side of the chute gate, allowing animal and rider to emerge between them. Action is marked separately, with scoring ranging from 1 to 25 on the rider's action, and 1 to 25 on the animal's antics. The four markings are totaled for the score. In all riding events, contestants must make an 8-second qualified ride.

Flag judges monitor timed events (steer wrestling and all roping). Stock is drawn the same way as for riding events. Time is taken between flags, with one judge at the starting scoreline, the other in the field.

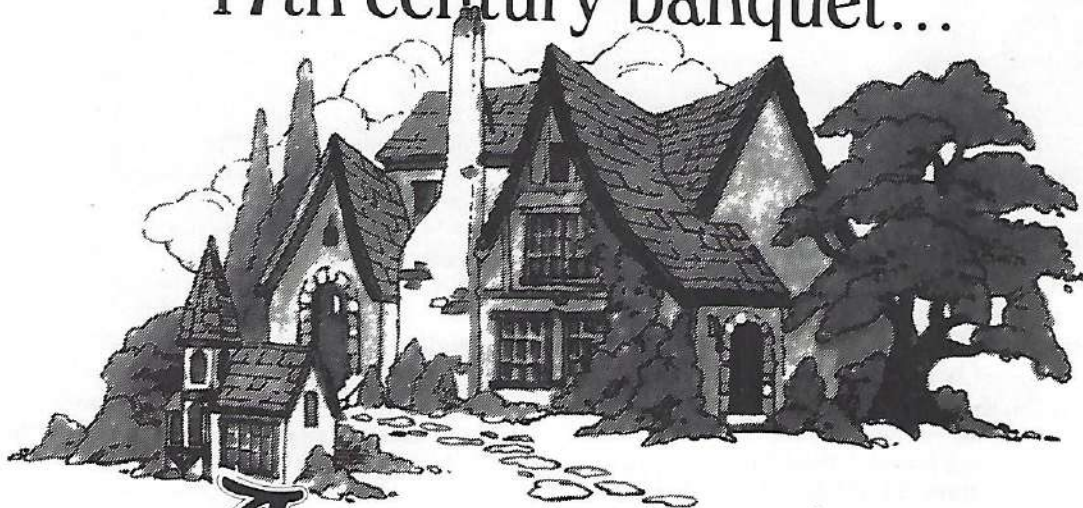
The line judge decides legality of the start, the field judge signals completion of the tie or thrown steer. In roping, the field judge must allow six seconds, after signaling for time, to see if the tie holds. If the animal kicks free in that period, the roper gets no time.

Timers are experienced members of the Association or a rodeo committee. In riding events, stop watches start on the animal's first jump from the chute, and are stopped at eight seconds (signaled to the contestant by a whistle or loud horn). Timed events are decided between flags. No less than two timers may be used.

The Arena director is responsible for overall operation of arena events. He may be anyone deemed capable by the rodeo committee.

The Arena secretaries are an important cog in rodeo. At any rodeo with \$1,000 purse money or more in each event, they must first be approved by the Association. Among their complex duties are accepting fees, monitoring the "draw", posting the draw and computing prize money payoffs.

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Rodeo Clowns to Entertain

Butch Lehmkuhler

Rich Reinert and Butch Lehmkuhler have been rodeo clowning and bullfighting for twelve and six years respectively and are known in another capacity outside the rodeo arena. Reinert is a math instructor and gymnastics coach at North Platte High School in North Platte, Nebraska, and Lehmkuhler teaches industrial arts and coaches swimming at the same school. Reinert, who grew up on a ranch between Ainsworth and Valentine, Nebraska learned his skills from a now retired professional bullfighter. Always fascinated with the bullfighting aspect of rodeo — "I like the excitement of it" — Reinert started fighting bulls and clowning as a senior in high school.

Lehmkuhler, on the other hand, started clowning to earn money to pay his rodeo entry fees in the saddle bronc riding. "Then I found I liked the clowning and bullfighting better than the riding," he said. His bullfighting and clowning helped meet the tuition ex-

Dean Steed

Rodeo lovers, young and old alike, look forward to the antics performed by the clowns in the arena.

Fans realize behind the make-up of the clown with the lopsided grin, colorful wigs, crazy-looking baggy and patched pants beats the heart of a hero. Through the efforts of the rodeo clown, made to look like comic antics, many bull riders have been saved from painful and sometimes crippling injuries.

One such clown is Dean Steed, formerly of Plymouth, who now lives in Ogden, Utah. Dean qualified in bull riding and attended the National High School rodeo in Valentine, Nebraska in 1962. He competed in bull riding and bare back riding. In 1963, he was named the champion bull rider in Utah, qualifying him to go to the National Finals held in Torkal, Missouri. He was with the Vern Oyler Amateur Rodeo before fighting bulls in Fairfield and McCammon, Idaho.

Dean started his career in 1968 by contracting Young and Young Rodeo Company from Oakley, Utah. He worked most of the rodeos in Utah and many in Idaho. By 1975, Dean gave up amateur rodeoing and became professional under contract by D. A. "Swanny" Kerby of Salt Lake City.

During his first professional year he worked 35 performances. He has worked various rodeos such as the Dixie Roundup, Evanston Cowboy Days, Preston Idaho Rodeo, and Ogden Pioneer Days.

Dean and his fellow rodeo clowns look funny and may act nonchalant but they are expert cowboys. They not only add comedy to the performances, they provide the valuable service of protecting the bull riders.

Rich Reinert

penses as did Reinert's help him — at Chadron State College.

It was at Chadron, in fact, that the two teamed up. Both were in gymnastics and were divers on the swimming team the same year. "It just made a likely team," Lehmkuhler said, adding that the agility, flexibility, and "fallability" required in gymnastics served as a perfect training for bullfighting. The two of them have been bullfighting and clowning together for the past six years. They started by working amateur, high school, college and Little Britches rodeos and graduated to PRCA ranks in 1977.

Reinert and Lehmkuhler are rodeo clowns who are exclusive in their own right and their variety of entertainment acts are examples of their athletic and gymnastic abilities. Some of the acts you may look forward to seeing include a Houdini-like magical exchange, a levitation act, an act with an outhouse, and their specialty antics on a mini-trampoline and also on a large round trampoline. Each of these display skills unique to this team.

This team has worked several rodeos for major rodeo producers such as Mike Cervi, Harry Vold, Erv Korkow, Jim Sutton and Jiggs Beutler. An example of their unique style and showmanship was evidenced at Cody, Wyoming, "World's Largest 4th of July Rodeo", when the crowd and contestants alike stopped to enjoy the skillful entertainment these clowns had to offer. Other major rodeos they have worked besides the Cody Stampede are: The Sheridan, Wyo. Rodeo; Cheyenne County Fair and Rodeo, Sidney, Nebraska; Evergreen, Colorado; Phillipsburg, Kansas; Interstate Rodeo, Coffeyville, Kansas; and the 1978 Little Britches National Finals and many more.

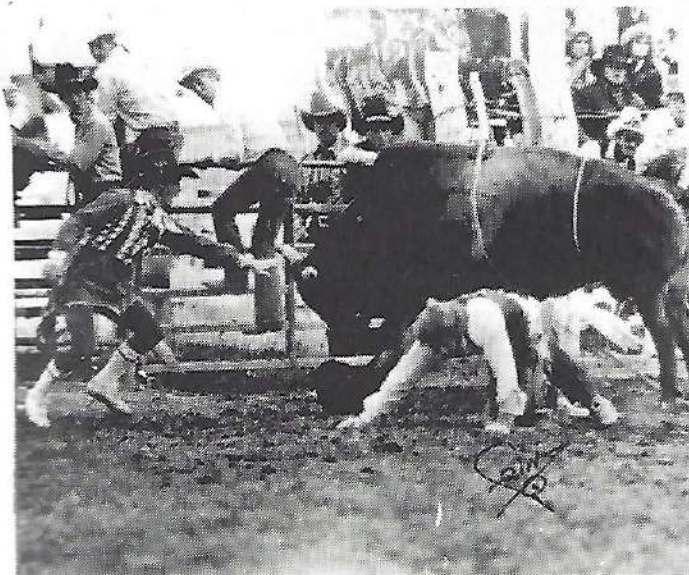
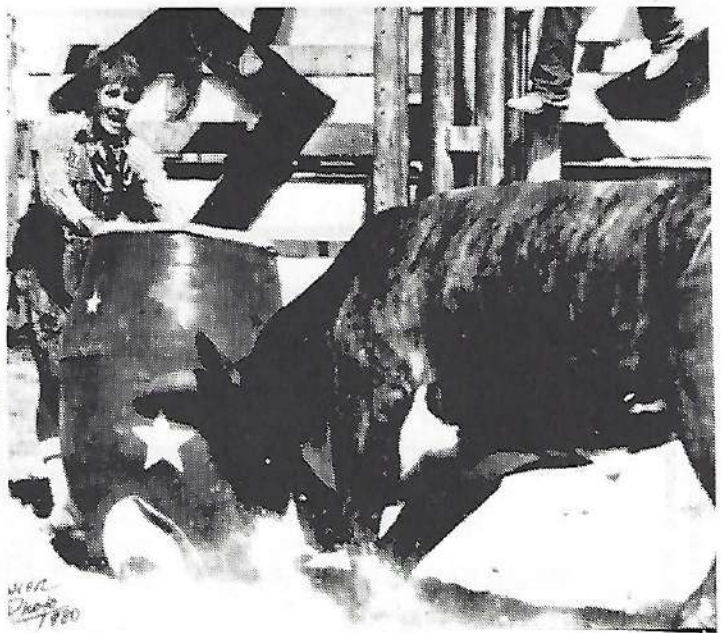
Although Rich Reinert and Butch Lehmkuhler work as a team, each man possesses exceptionally individual physical skills. These skills, combined with dedication and dependability, form a professional attitude which can only promote the sport of rodeo.



Dean - "Clown of the Year"



**Rich - "The Foolin' Around
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Butch - "The Bull Bouncer"



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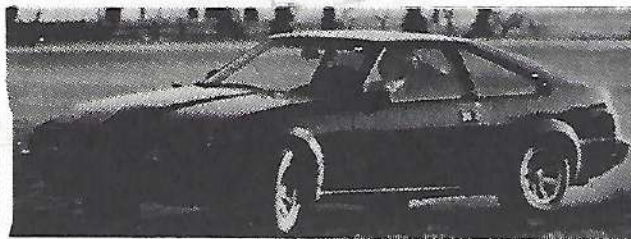


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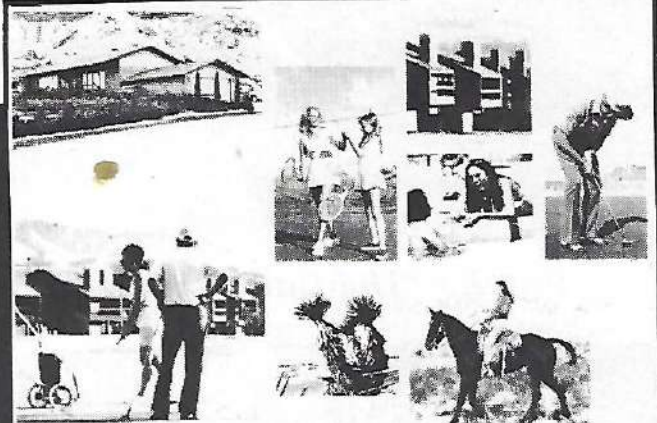
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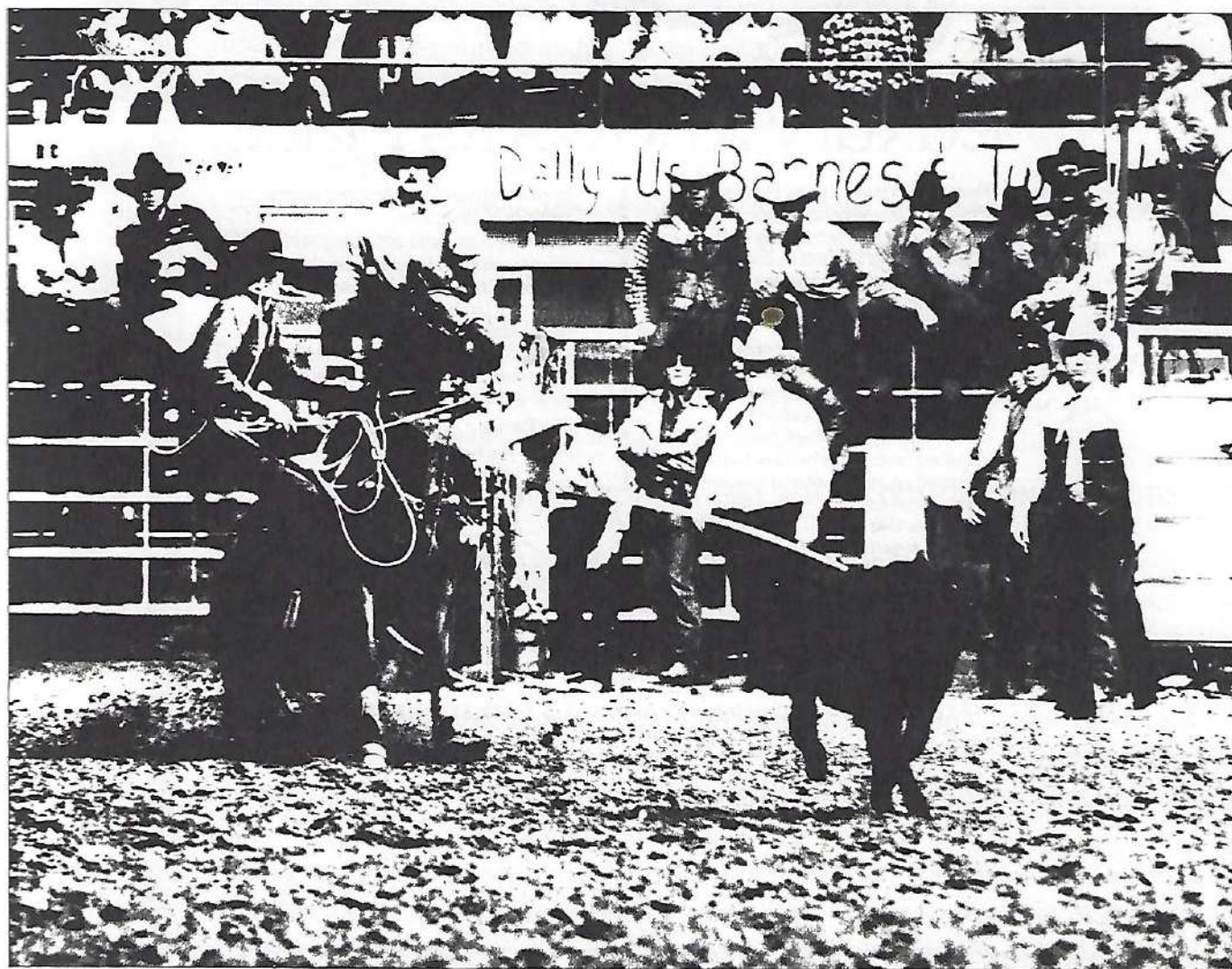
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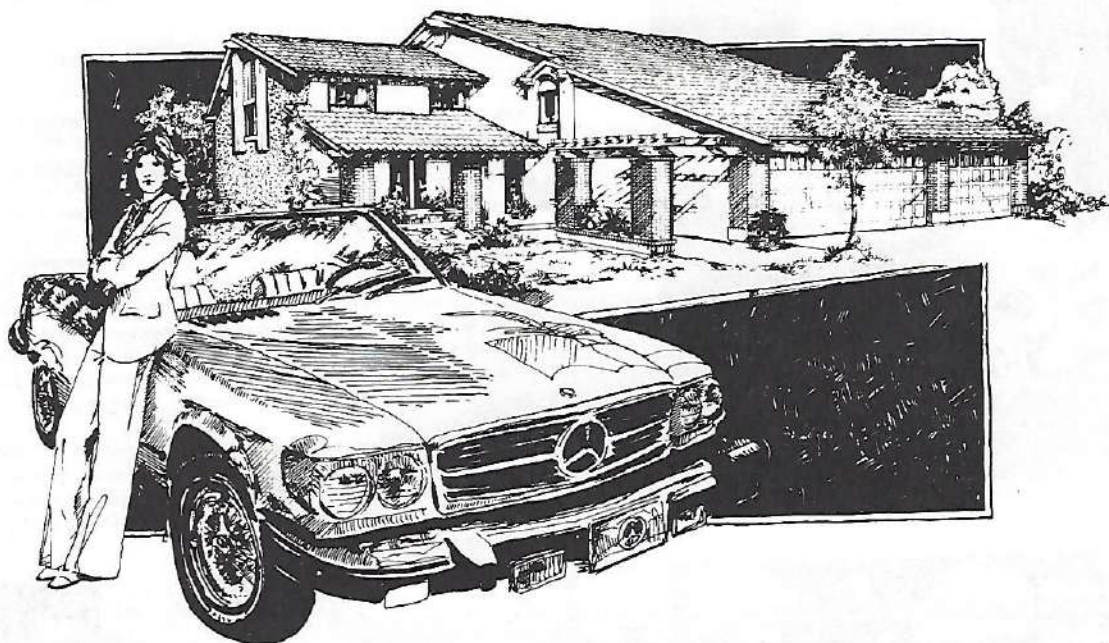
"The ropingest cowboy ever," is how Roy Cooper would like to be remembered, and the Durant, Okla., roper is well on his way to establishing that claim. The 1976 and '80 world champion calf roper won the title again in 1981, setting an all-time single-event record of \$94,476.

For the second year in a row, 26-year-old Cooper entered the National Finals with an insurmountable lead, his third world championship already assured. Durant's "Super Looper" finished the year more than \$20,000 ahead of his closest competitor, cousin Jimmie Cooper of Monument, N.M.

The '81 all-around race was a different story—Roy entered the season-ending finals qualified only in calf roping, while several other top cowboys were winning money in two events. (Roy had also qualified for the National Steer Roping Finals.) Still, Cooper roped well enough to bring the race down to the last calf of the final NFR performance. When it was over, Jimmie Cooper had won rodeo's most coveted title, beating Roy by two-tenths of a second.

But Roy Cooper is a champion in every respect, and he'll be back in '82. He's overcome a severe asthma problem, and, in one of professional sport's most remarkable achievements, the 6'2", 170-lb. cowboy overcame a 1979 shattered wrist that should have ended his career. Roy's \$105,814 for '81 surpassed Paul Tierney's 1980 season earnings record, bringing his five-year arena total to over \$399,000.





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"CLASSIC VELVET"—TOP BAREBACK HORSE FOR 1981

A classic looking, well-built golden sorrel, bareback Classic Velvet lives up to his name, according to owner Cotton Rosser of the Flying U Rodeo Company of California.

"He's very gentle, but very cranky to buck," Rosser says. "He seems to really enjoy bucking. But outside the arena, he likes to be among the saddle horses and around people.

"He spins and kicks very high over his head, so he's hard to spur. He isn't often ridden, though J.C. Trujillo has won two rodeos on him."

Rosser bought the 1,200-pound, 8 to 10-year-old horse in 1978 from Calvin Milhouse (a cousin of former U.S. President Richard Nixon) who has a stable and summer camp in Nevada County, California.

Classic Velvet is an easy keeper, hauls well, and has the stamina to buck often. He is a classic bucking horse, who seems to know his job, and does it.

"SAVAGE SEVEN" AND "#105" TIE AS BULLS OF THE YEAR

Two bulls tied for bull of the year honors in 1981. They are Steiners' Savage Seven and Del Hall's Number 105.

Hall's bull this year joined the list of rodeo athletes who have come back from serious injuries. Number 105 broke a leg at Sikeston, Mo., in August of 1980, spent 11 months recuperating, and returned in July for an unriden season.

"He turns back to the right and spins and jumps real high. He's got a lot of electricity about him," says Oklahoma's Hall. "He split the award with Steiners' bull, and I think they're both in good company. They're rank bulls."

Bobby Steiner of Austin, Tex., bought Savage Seven from the Savage ranch early in 1980. He and his father Tommy had the bull out about 30 times this year, and he was ridden only twice.

"Mark Kreder won on him at Sulphur Springs, Tex., which was the first rodeo I took him to. Then, near the end of the season, Lyle Sankey rode him and won at Pine Bluff, Ark. The judges marked the bull 24-24, which is about as close to perfect as you can get." Fifty points is the maximum possible score for an animal's performance.

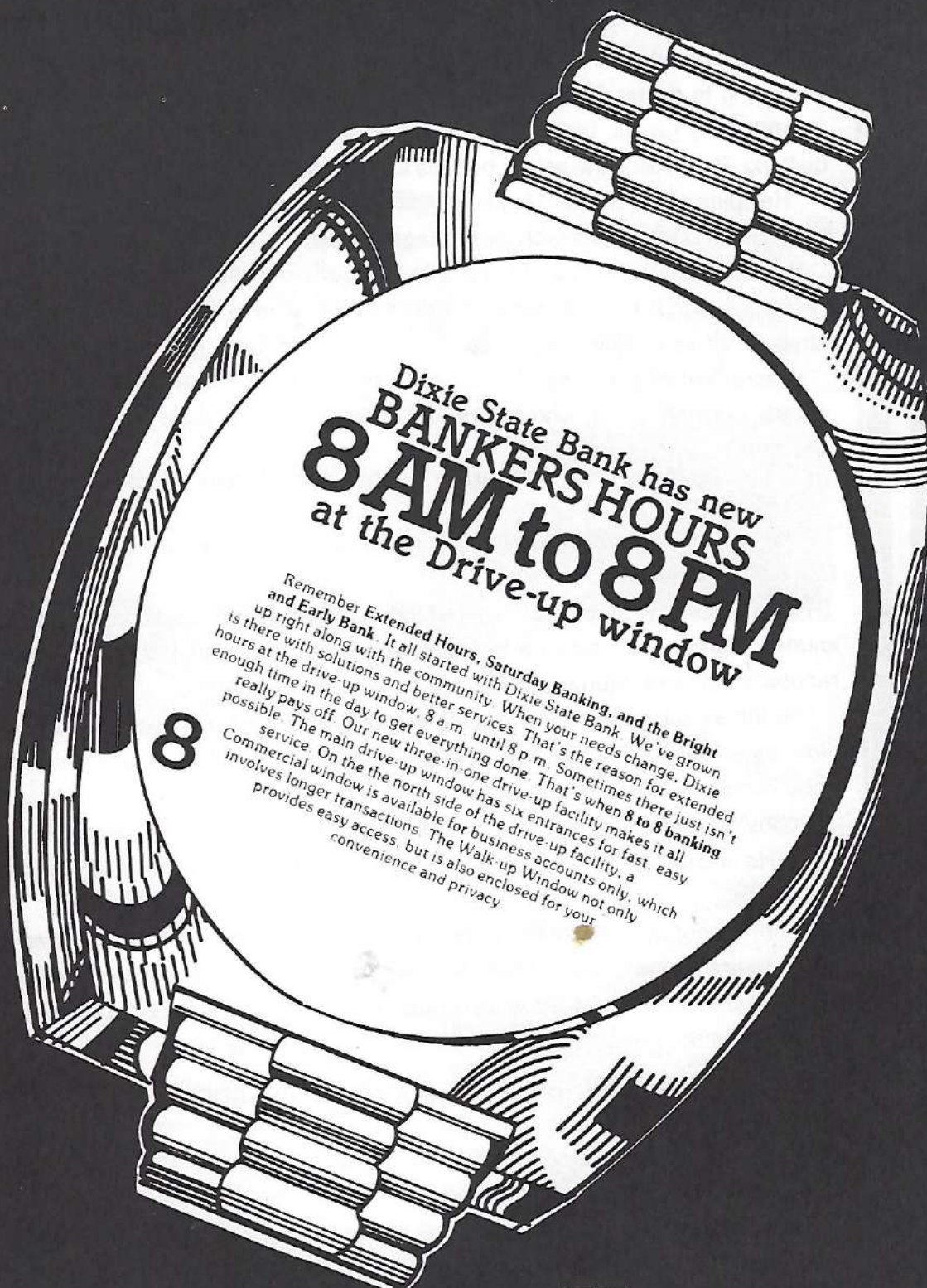
HARRY VOLD'S "RUSTY" WINS 1981 TOP SADDLE BRONC HONORS

Rusty, this year's top saddle bronc, is a 13-year-old brown gelding, weighing about 1,150 pounds. Colorado's Harry Vold leased him early this year from Bill Holliday's amateur rodeo outfit in Elida, N.M.

But Vold convinced the owner that only a PRCA stock contractor, like himself, could fully develop the horse's obvious potential, so they finally sold Rusty to Vold the first week in July.

"I told the owner that I couldn't take this horse to the National Finals, and he wouldn't have a chance at being horse of the year, unless we owned him, and had our brand on him," Vold says. "That's when we made the deal.

"This horse just flat jumps and kicks. In 22 times out, only five people have qualified on him. That's very unusual, especially at the kind of top rodeos he's been to. Rick Smith won Colorado Springs on him, and Joe Marvel won a go-round on him at Cheyenne.



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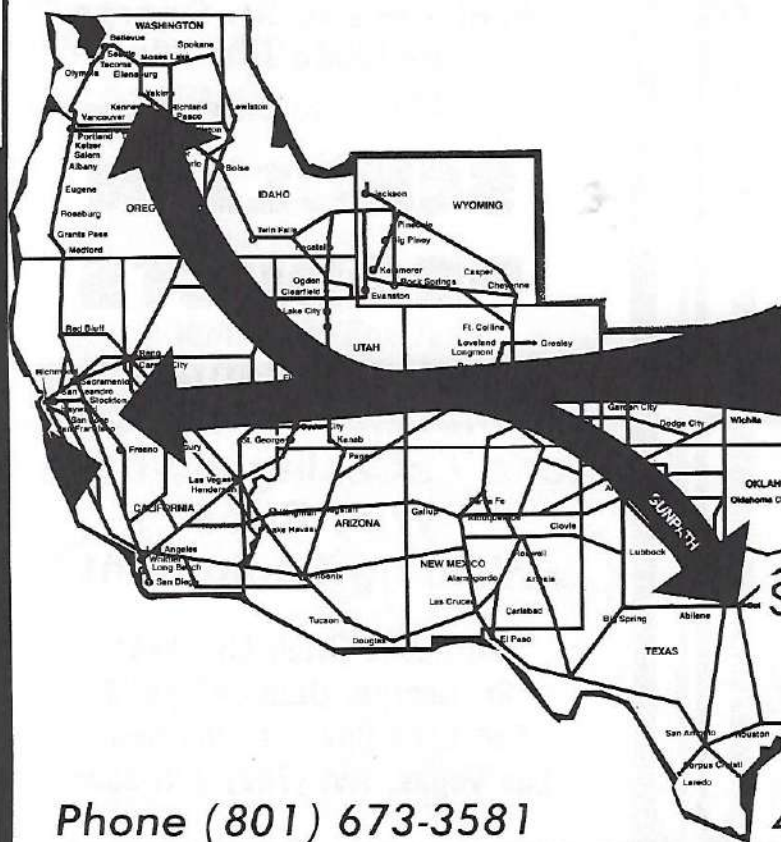
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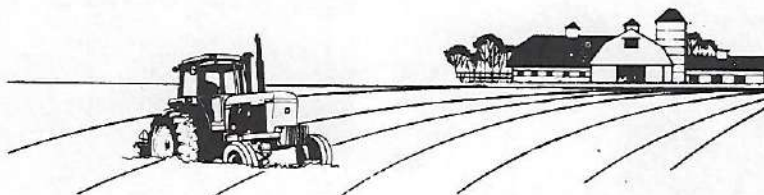
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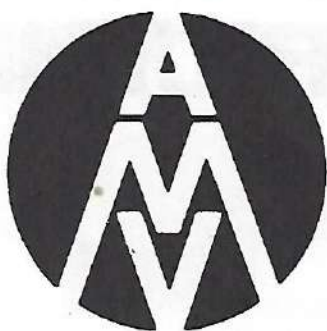
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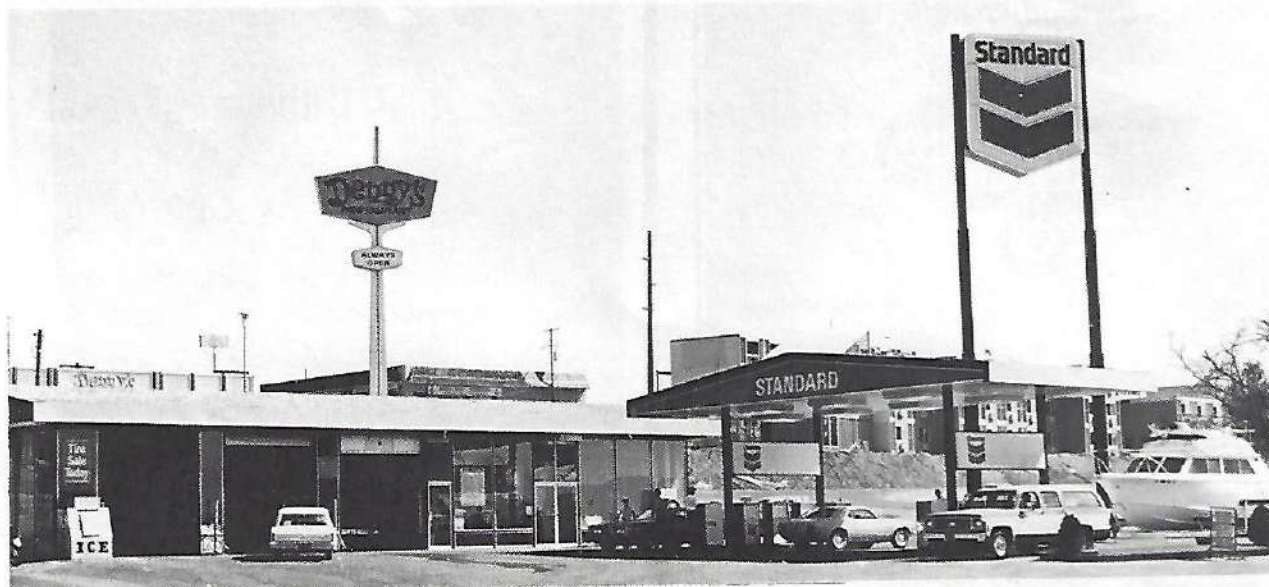
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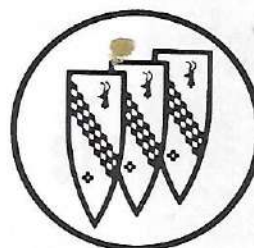


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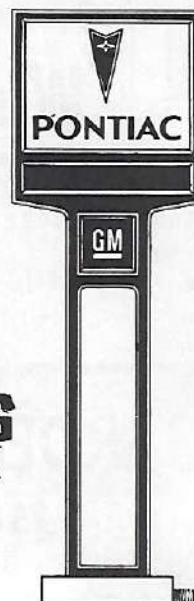


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"This championship means as much to me as the very first one I ever won," says Mesquite, Tex., world champ Don Gay. Described as "the best bull rider ever to strap on a pair of spurs," Gay was referring to his seventh world bull riding title in the last eight years—a record equalled only by the legendary Jim Shoulders.

The 5-foot 7-inch, 145-pounder, maintaining a slim late-season lead over New York's Bobby DelVecchio, bucked off four of his first five bulls at the '81 National Finals. But as the pressure mounted, with typical Gay style, Don came back to place on his last three bulls and realize one of his greatest goals in rodeo—tying the Shoulders record. He'd like to break it in 1982. No one has ever won eight world bull riding titles.

For the eighth consecutive year, Don set a new single-season bull riding winnings record, earning \$63,907 for the year, and bringing his career earnings to more than \$440,000. Some of Gay's other eleven-year career achievements include qualifying for ten consecutive NFR's, winning the 1976 NFR bull riding average, and placing second for the world championship in 1973 and '78.





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THE COWBOY LIFE

In recent years, the professional cowboy has enjoyed a glamorized American lifestyle. It's true that there are few dull moments for the cowboys, as the demands of getting from one rodeo to another would boggle the mind of the layman.

To be competitive for a PRCA world championship, a pro cowboy competes at 100-150 rodeos nation-wide, many of them requiring multiple performances. With no guaranteed paychecks, the expenses of a year-long title chase can be staggering.

Accordingly, the PRCA has established the "Buddy System," where two to four cowboys can assure their entry in the same performance of any rodeo. In this way they can share driving chores or split the expense of a private plane.

Often, the "Buddy System" concept extends much further. Because it's practically impossible to make it "down the road" solo, entire lives become interwoven by sharing clothes, money, hotel rooms, long highway hours, disappointments, and philosophies.

It is commonplace to find cowboys who compete in the same events traveling together for months at a time. Shared problems, mutual respect, and a great deal of tolerance all become by-products of the pro cowboy's daily routine and unique lifestyle.

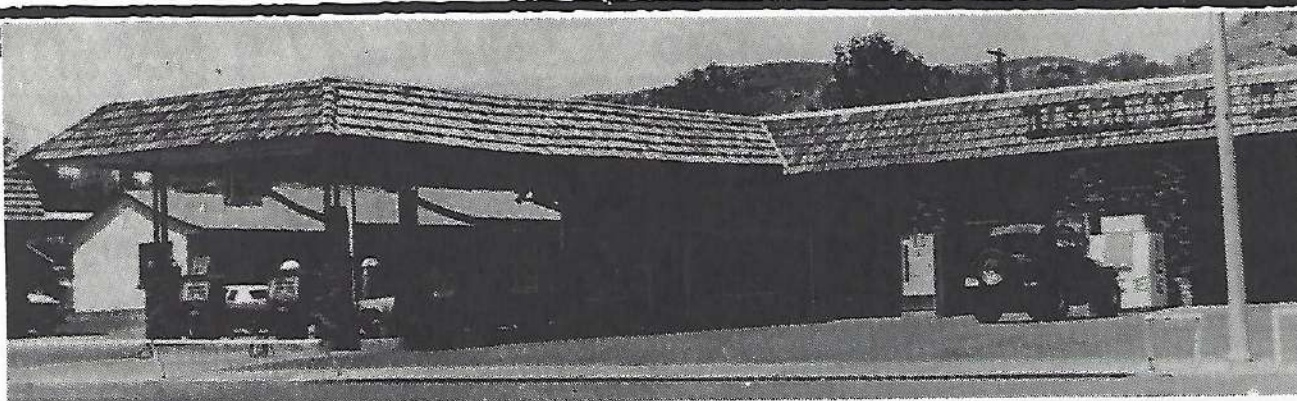
Just as individual rodeo events differ in nature, so do the ways in which cowboys in each event travel. The timed event cowboy must travel by pickup truck and trailer much of the time, since he has at least one horse, and often two, to haul and care for all year long. This dictates that he haul feed for this "equipment"; keep all the current and necessary papers verifying the ownership and medical status of the horse; keep his mount well-shod; stop every four hours or so to exercise and water the animal and handle all the other various chores of caring for the \$20,000-plus horses. Sometimes another driver is needed so the roper or steer wrestler can hop a plane, "rent" a horse at another rodeo, and then fly on to meet his own horses which have been hauled to the next show.

The riding event cowboys have somewhat more freedom, as they don't have horses to care for. The ideal situation is to have three or four cowboys in one large van so driving chores can be shared, making non-stop overnight runs to rodeos.

Time is the number one element with which the cowboy has to deal. Today's pro cowboy knows he's not going to make any money sitting still, so he stays on the move. Weather is still an important factor, both in traveling and competing. Rain or shine, rodeos go on, with the cowboy facing the consequences.

Pro rodeo is a young man's sport and a young man grows up quickly when he travels the circuit. It's the kind of life that appears very glamorous and exciting, and much of it is. But always, the pressure of being on the road takes its yearly toll on new young talent that cannot stand the strain.

Five-time PRCA world bareback riding champ, Joe Alexander, put it well by stating, "There are a lot of cowboys who can rope and ride, but there are a much smaller percentage who can stand the pace and still win. That's one of the real tests of a cowboy. You'll find out how tough he is real fast when he has to get out and go to rodeos. It's the original school of hard knocks!"



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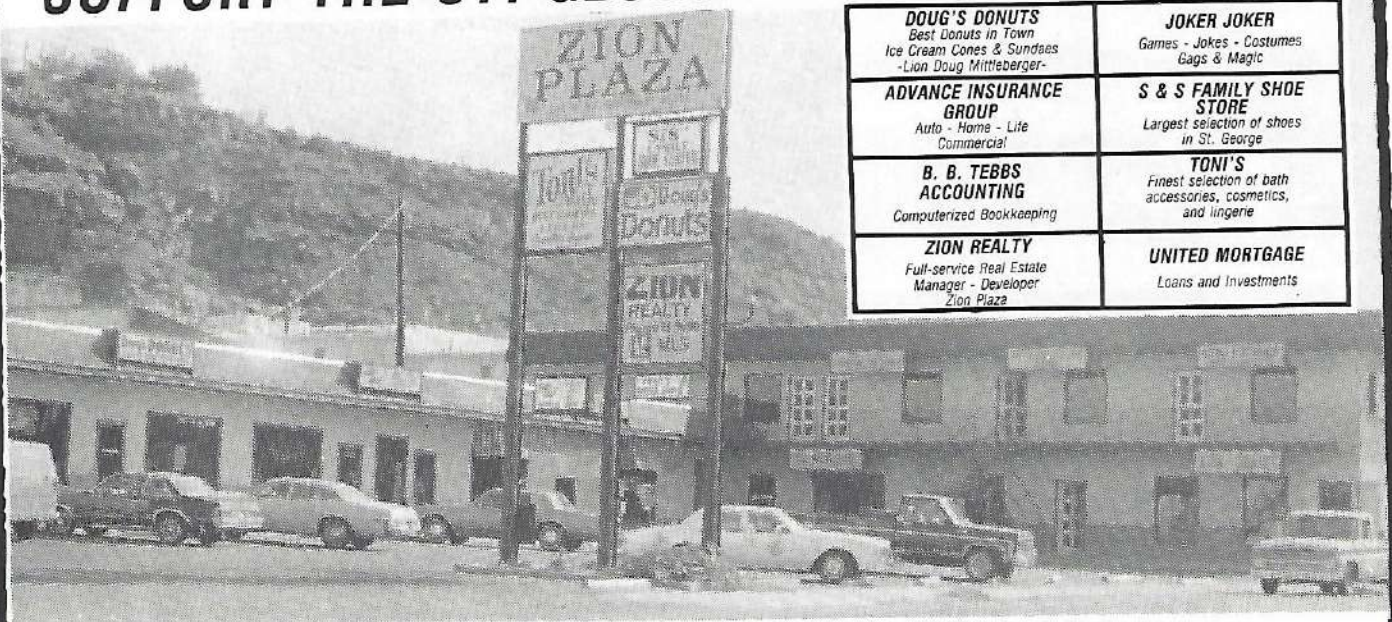
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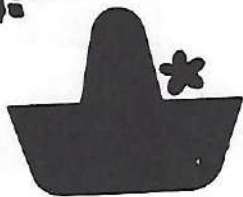


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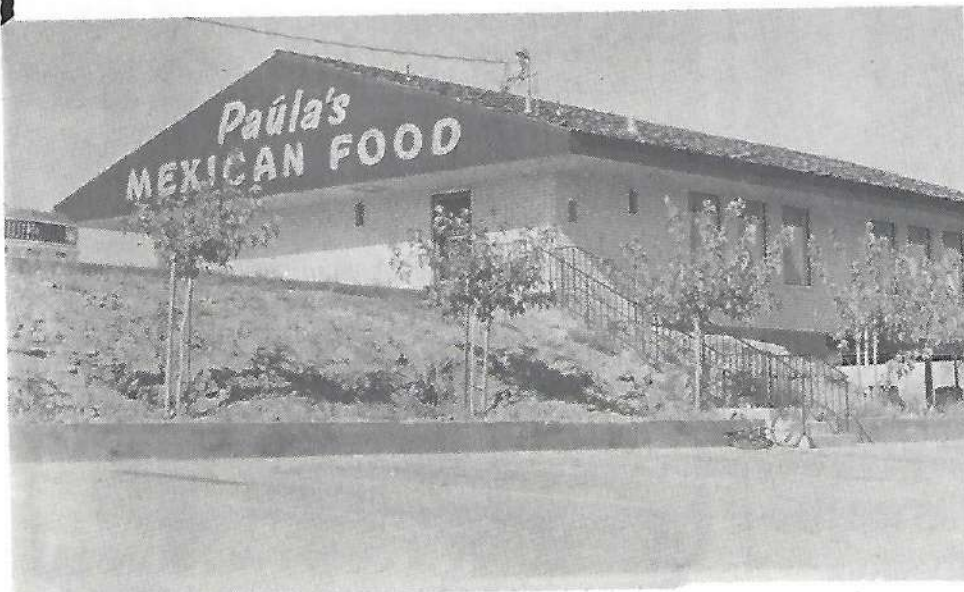
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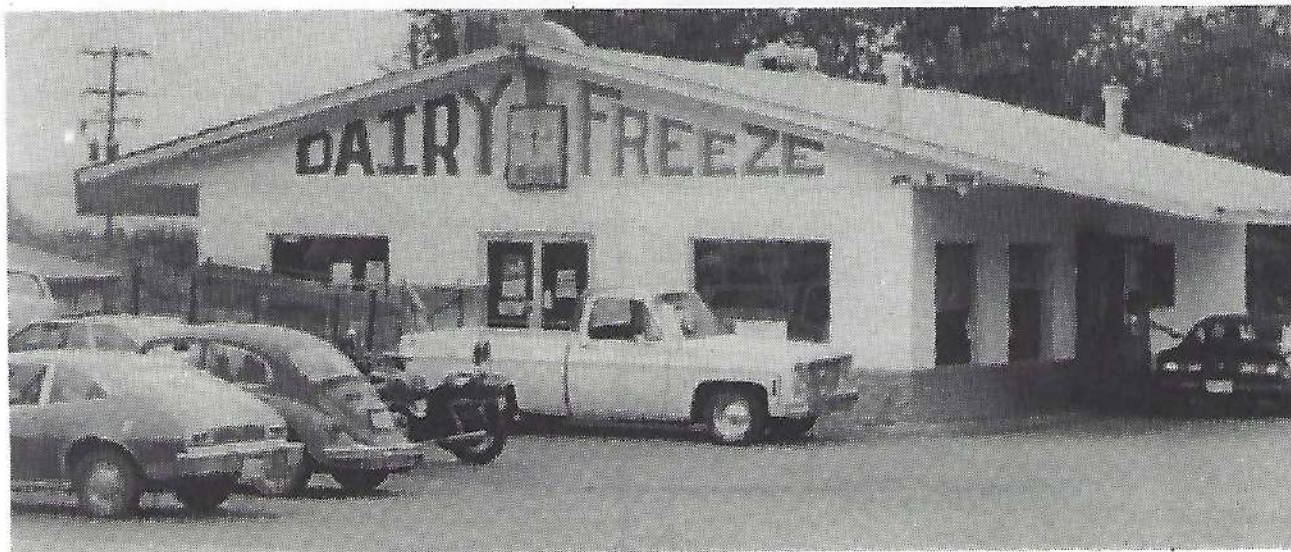
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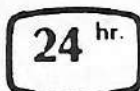
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ROY COOPER

DURANT, OKLA.

1981 PRCA WORLD CALF ROPING CHAMPION

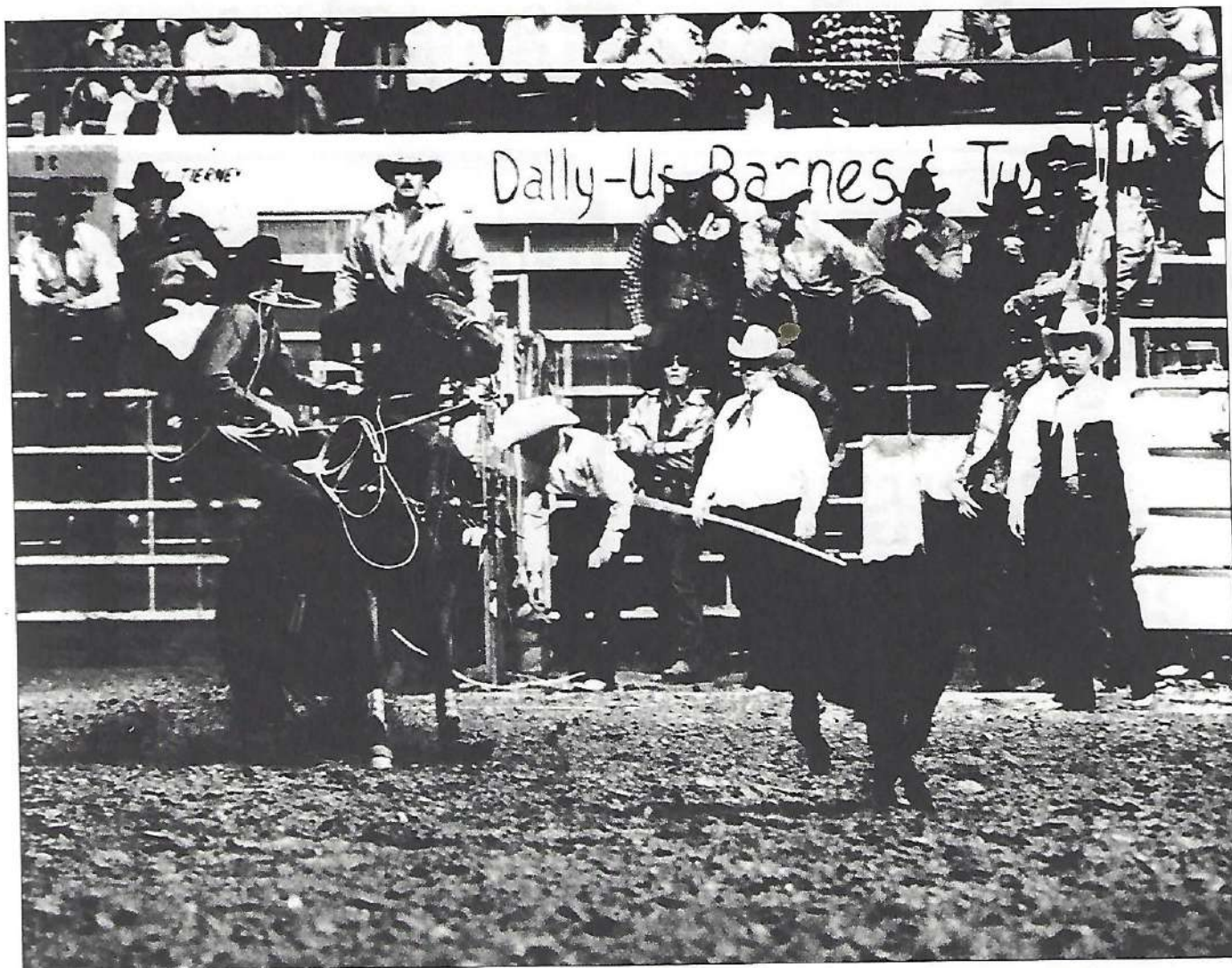
**ROY COOPER: "THE ROPINGEST COWBOY EVER"
SETS ALL-TIME EVENT RECORD**

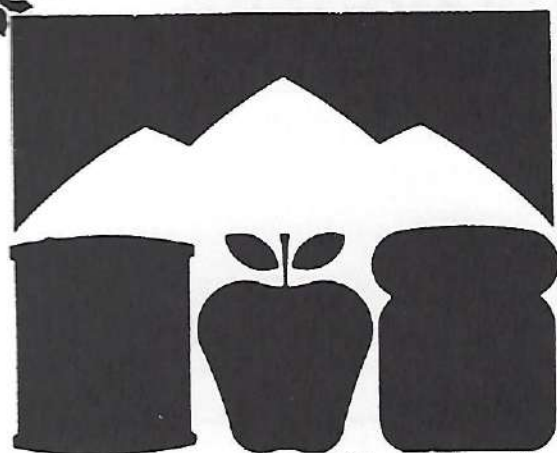
"The ropingest cowboy ever," is how Roy Cooper would like to be remembered, and the Durant, Okla., roper is well on his way to establishing that claim. The 1976 and '80 world champion calf roper won the title again in 1981, setting an all-time single-event record of \$94,476.

For the second year in a row, 26-year-old Cooper entered the National Finals with an insurmountable lead, his third world championship already assured. Durant's "Super Looper" finished the year more than \$20,000 ahead of his closest competitor, cousin Jimmie Cooper of Monument, N.M.

The '81 all-around race was a different story—Roy entered the season-ending finals qualified only in calf roping, while several other top cowboys were winning money in two events. (Roy had also qualified for the National Steer Roping Finals.) Still, Cooper roped well enough to bring the race down to the last calf of the final NFR performance. When it was over, Jimmie Cooper had won rodeo's most coveted title, beating Roy by two-tenths of a second.

But Roy Cooper is a champion in every respect, and he'll be back in '82. He's overcome a severe asthma problem, and, in one of professional sport's most remarkable achievements, the 6'2", 170-lb. cowboy overcame a 1979 shattered wrist that should have ended his career. Roy's \$105,814 for '81 surpassed Paul Tierney's 1980 season earnings record, bringing his five-year arena total to over \$399,000.





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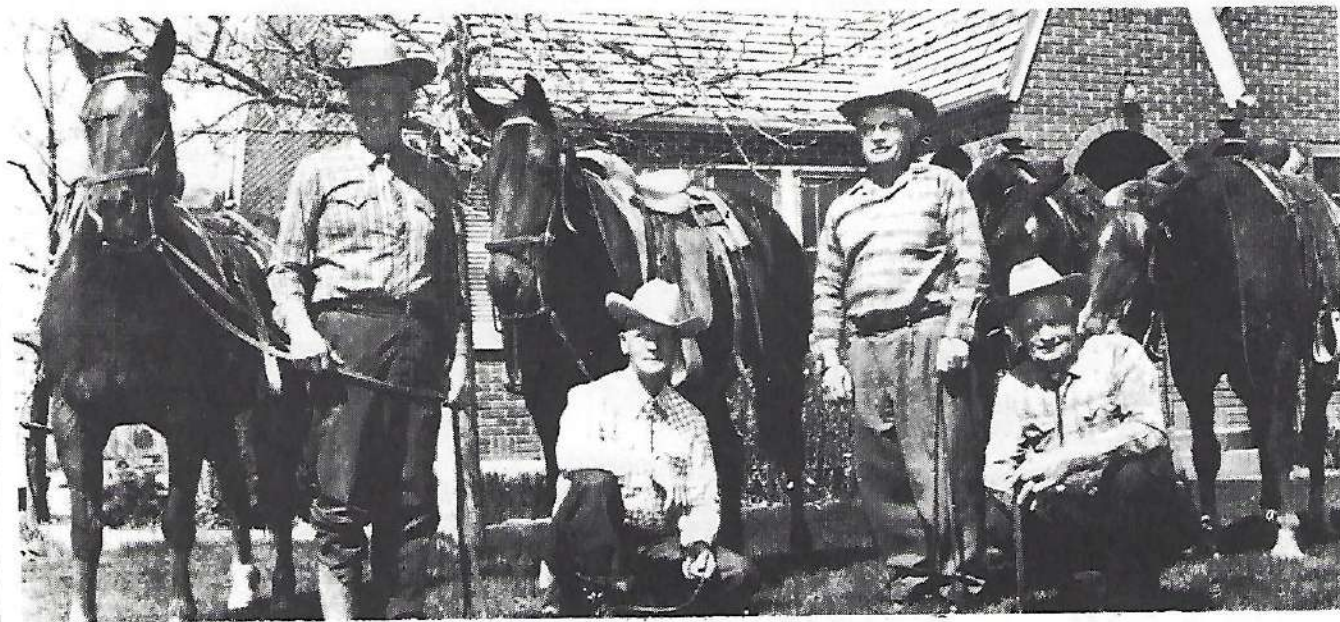
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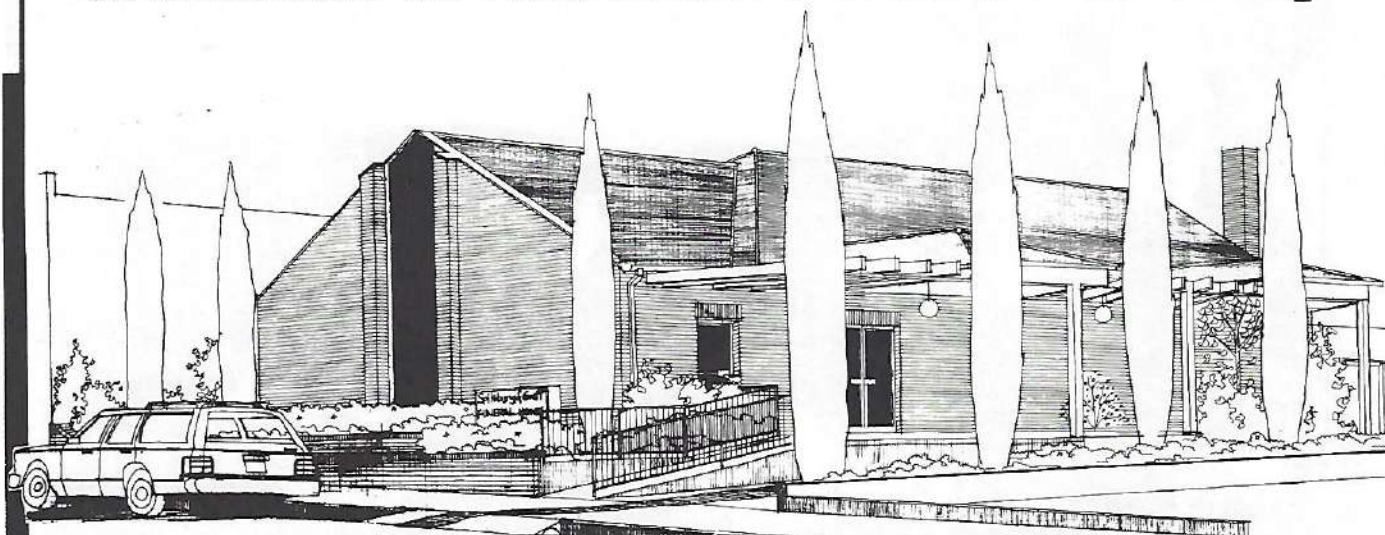
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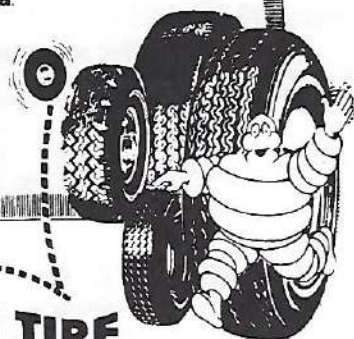
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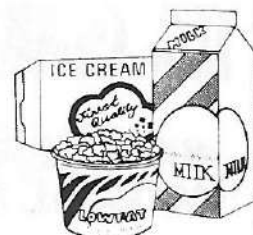
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**BRAD GJERMUNDSON: NORTH DAKOTA'S
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Unflappable and consistent, Brad Gjermundson of tiny Marshall, N.D., grabbed the lead in saddle bronc riding last March, and never let it go.

Gjermundson, 1980 saddle bronc top rookie, won more than \$8,000 at Houston to take the lead. By late summer, the 5'5", 135-pound cowboy had broken Joe Marvel's season saddle bronc winnings record, and topped it every time the chute gate opened. He entered the National Finals Rodeo leading second place Bob Brown by \$8,000.

Gjermundson placed four times at the Finals, finishing sixth for the rodeo, and collecting another \$7,000. With a World Championship at age 22, Brad's new record for single year saddle bronc earnings stands at \$64,408.

BRAD GJERMUNDSON

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"I came up through high school and college rodeo," says Gjermundson, who excelled at both levels. "I just worked myself up, getting on better stock each year, and going to bigger and better rodeos. College rodeo gave me a lot of good practice, and it was still competition where you had to ride well to win."

When an Associated Press reporter interviewed Brad's North Dakota family in November, his mother said, "I think the way Brad set his goals, and what he's done, is due to the way his dad brought him up. He learned that nothing is impossible if you work for it."

The new world champion saddle bronc rider says he could rodeo for eight or ten years, if he stays healthy. "But I probably won't do it full time for that long," he says. "I'd like to get into ranching up in North Dakota."





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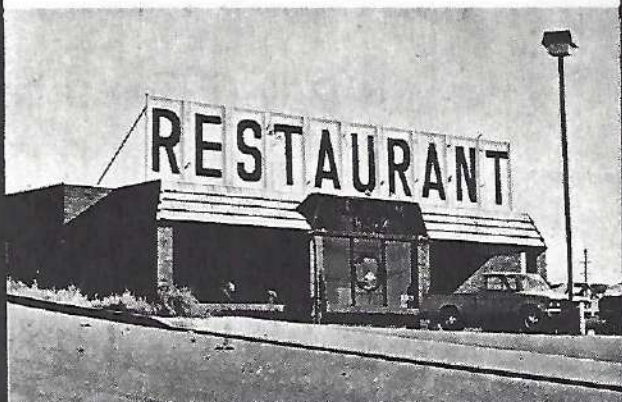
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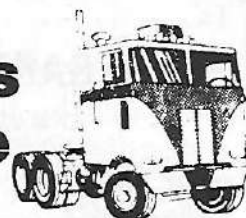
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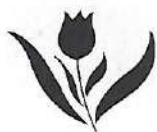
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1981 PRCA WORLD TEAM ROPING CHAMPIONS

FOUR-YEAR PARTNERSHIP BRINGS TEAM ROPING CHAMPIONSHIP FOR WOODARD AND GELLERMAN

Team roping partners for the past four years, and co-leaders entering the National Finals for two of the past three seasons, Californians Walt Woodard and Doyle Gellerman overcame their NFR jinx in 1981, emerging as world champions with \$48,818 each.

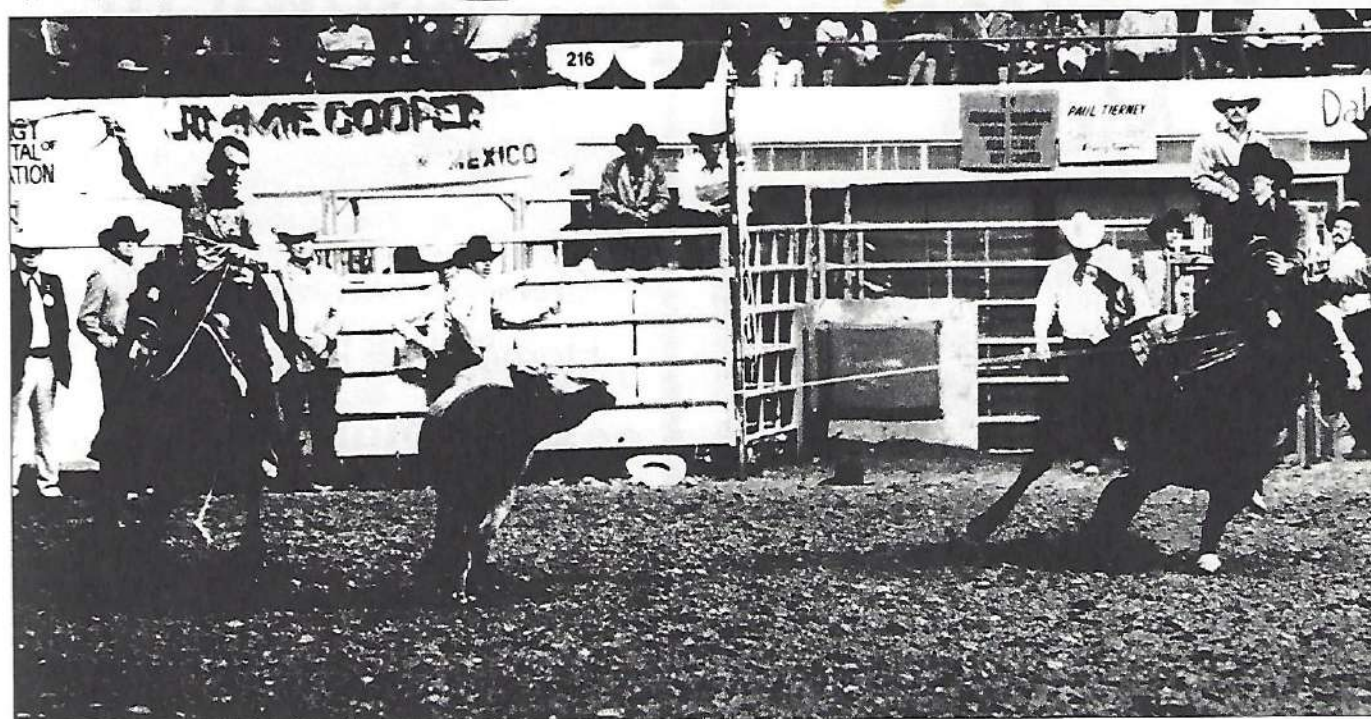
Gellerman, at age 29 an Oakdale, Calif. header, and Woodard, a 25-year-old heeler from Stockton, comprise the championship team. In 1981 the pair roped together exclusively in hopes of attaining their first world title.

Gellerman, who's roped since he was ten, believes that "practice, relaxation, and mental

preparation" have accounted for the team's success.

"I follow along and there are three or four seconds where nothing happens," says 6th-year pro Woodard, who must complete the team's run with a catch of the steer's back legs after his partner ropes the horns. "It's all focusing in on what's happening. I watch the steer like a quarterback watches his receiver."

Gellerman and Woodard have each earned more than \$150,000 in their respective careers. Gellerman has participated in the NFR, either as a qualifier or a partner, every year except one since 1972. Woodard won his '81 championship buckle in his fifth year of NFR competition.



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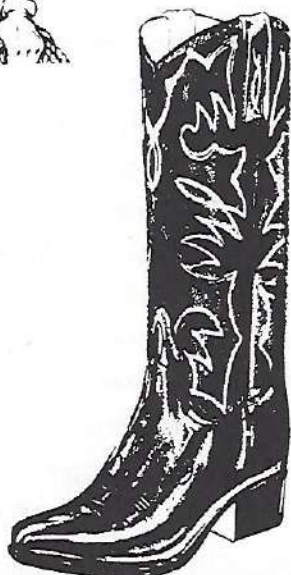
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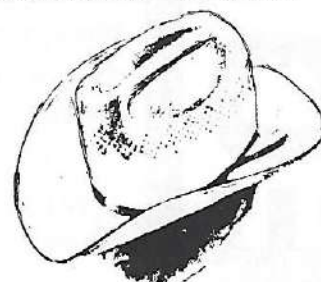
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In no other sport are the risks greater—and the security less—than in professional rodeo. Yet no athletes are more dedicated than the rodeo cowboy.

Perhaps the answer is that rodeo is more than a sport—it is also, and most importantly, perhaps, a way of life. It remains the only sport in the world to have developed from the skills required in a work situation. And yet, today, a rodeo cowboy may come from any background. It's just as likely that he's a teacher, businessman, fireman or salesman as it is that he comes from a ranch background. It's also quite possible that he earns his entire livelihood by competing in the sport on a full-time, year-round basis. The chances are excellent that he perfected his skills at rodeo schools rather than on the range.

Why does rodeo continue to attract talented young athletes in ever increasing numbers? It is certainly neither money nor fringe benefits nor security. Rodeo cowboys receive no salaries, no guarantees, no traveling nor expense allowances, no subsidies nor medical plans, no pension benefits, no retirement schemes, no coaches nor doctors nor equipment. Every rodeo cowboy must pay an entry fee, from his own pocket, at each rodeo in order to compete. The only payment he receives is what he can win in fierce arena competition, against rank animals and the scores and times of other contestants.

Yes, a cowboy can earn more in a few seconds than most people earn in a month—if he is talented and if he's lucky. But for each cowboy who wins, there are a hundred who do not. Each time a rodeo cowboy competes, he accepts the risks, both financial and physical, that have always been a part of the sport.

Is the strong attraction for rodeo and the complete dedication of its contestants rooted in the challenge to succeed, to be a winner, to be a champion, solely on one's own abilities? Probably. It's also the desire of the rodeo cowboy to achieve satisfaction and glory, regardless of the risks involved—on his own terms, as his own man.

These values have created the energies enabling PRCA rodeo not just to survive but to grow; to achieve multi-million dollar seasons, to attract national corporate support; to draw millions of spectators; to attain major league status.

And at the heart of it all is the rodeo cowboy—a unique athlete competing in a unique sport.

FRONTIER AIRLINES ADDS NEW PRCA TRAVEL BONUS

The current PRCA world champions are the recipients of unlimited air travel via Frontier Airlines, the airline of the PRCA, courtesy the newest award in Frontier's PRCA bonus package for 1982.

The seven 1981 PRCA event champions and the all-around champion—as well as the WPRA barrel race champion—were each presented with a Frontier Airlines promotional travel certificate at the PRCA championship awards banquet in January. The promotional certificates entitle each champion to travel for one year over the Frontier Airlines route—some 200 cities from Canada to Mexico, and nearly coast-to-coast, where PRCA rodeos are held. The opportunity of sidetrips to vacation resorts in Canada and Mexico is part of the award.



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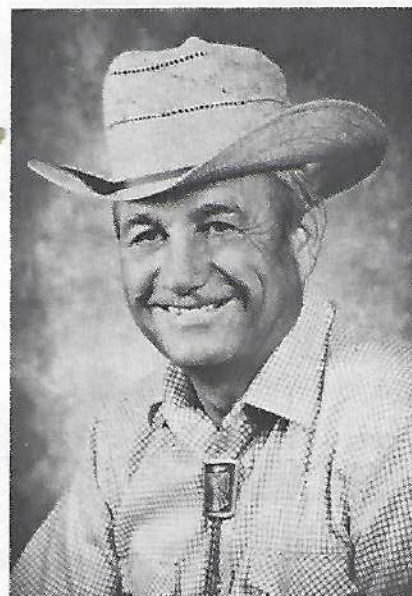
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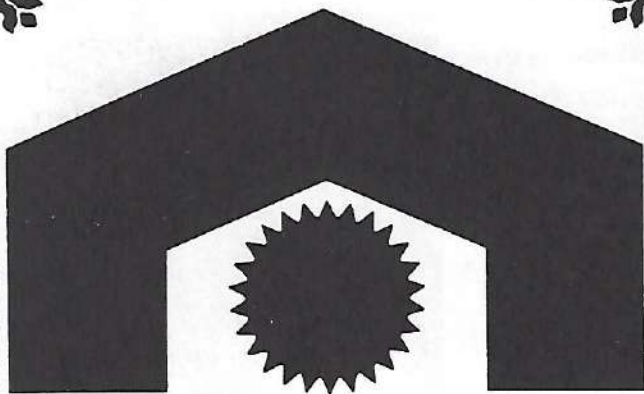
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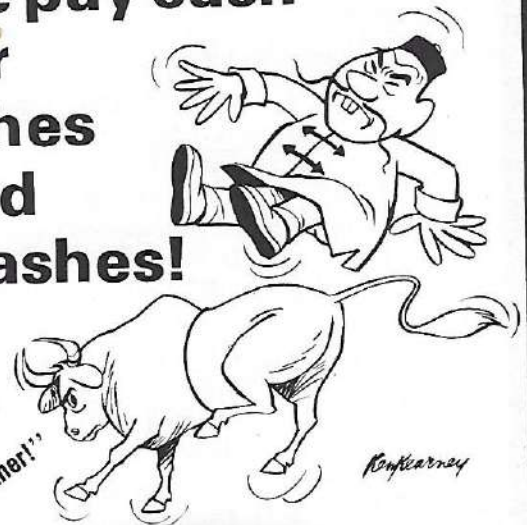
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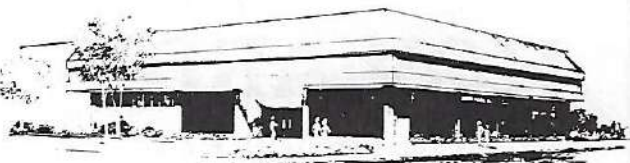


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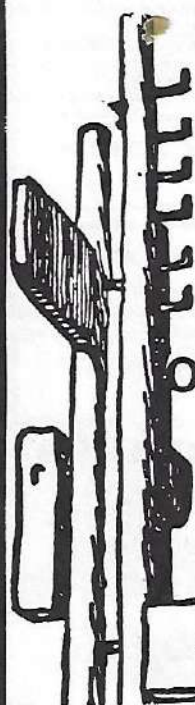
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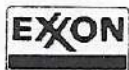


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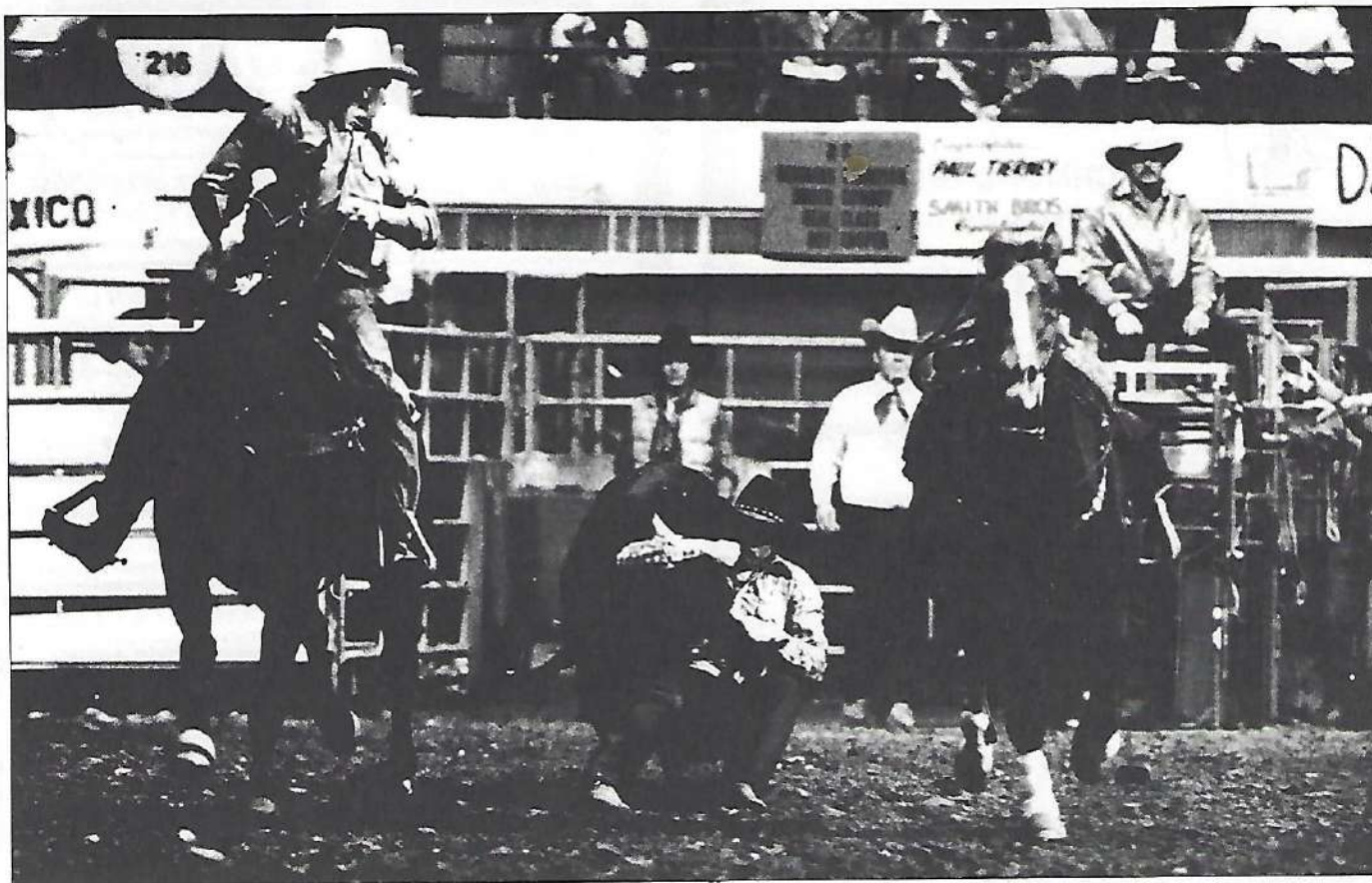
BYRON WALKER: ATTITUDE AND PERSEVERANCE BRING STEER WRESTLING SUCCESS

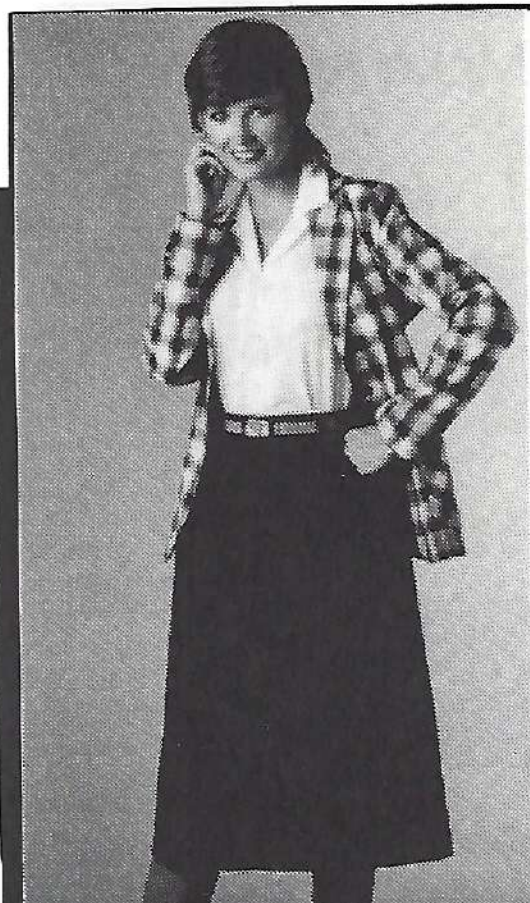
Byron Walker's season-long steer wrestling lead culminated in over \$65,000 season winnings and a steer wrestling world championship buckle in 1981. At age 23, the 6-foot, 205-pound cowboy added the title to a growing list of rodeo accomplishments, including 1978 PRCA steer wrestling champion, Lone Star Circuit champion, and '81 NFR event winner.

In his five years as a PRCA member, Walker has learned that patience is an important part of pro rodeo.

"Don't get in a hurry," he recommends. "Just take your time and do things right. Most world class PRCA steer wrestlers can throw the easy steers in four to five seconds. But patience, taking the time to do things right, is what allows you to throw the bad steers in six... you have to learn to do what you can on the steers you draw."

Walker, from Ennis, Tex., is a second generation steer wrestler whose father, Bob, serves as both his coach and hazer. An outstanding high school football player, Byron turned down several football scholarship offers to realize his life-long dream—winning one of those big gold buckles. He finished the '81 season more than \$15,000 ahead of second-place steer wrestler Roy Duvall, bringing his five-year arena earnings total to more than \$205,000.





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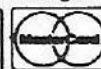
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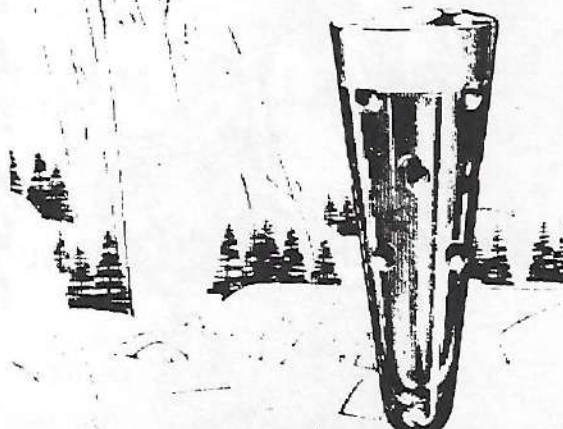
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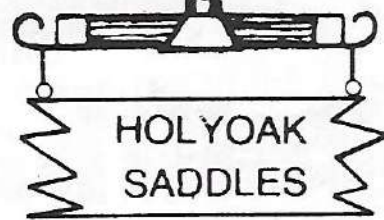
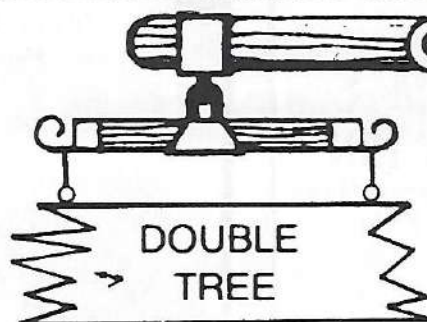
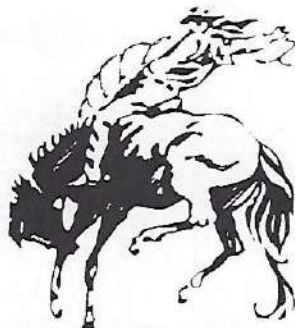
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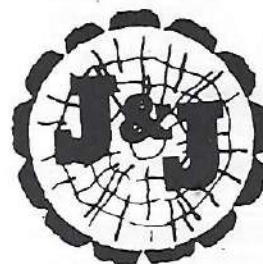
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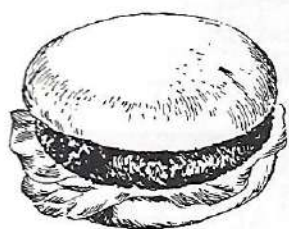


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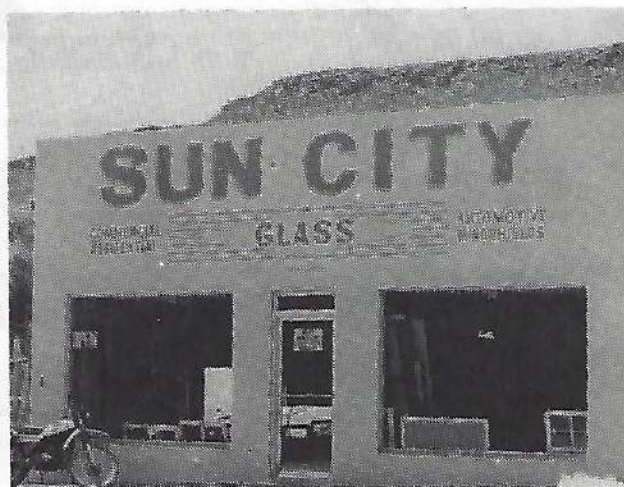
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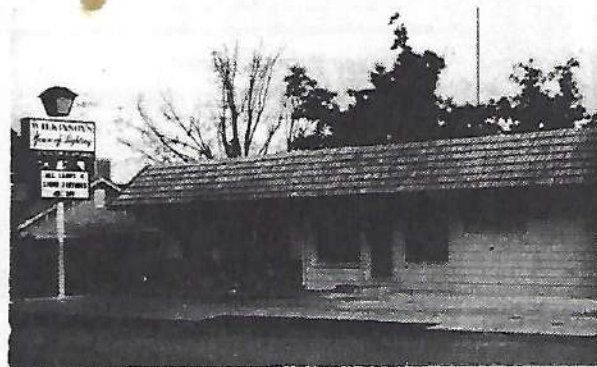
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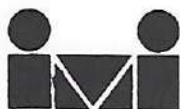
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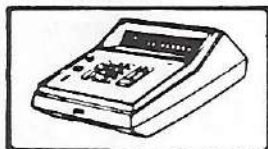
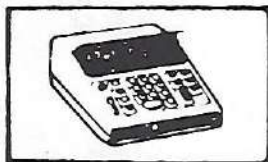
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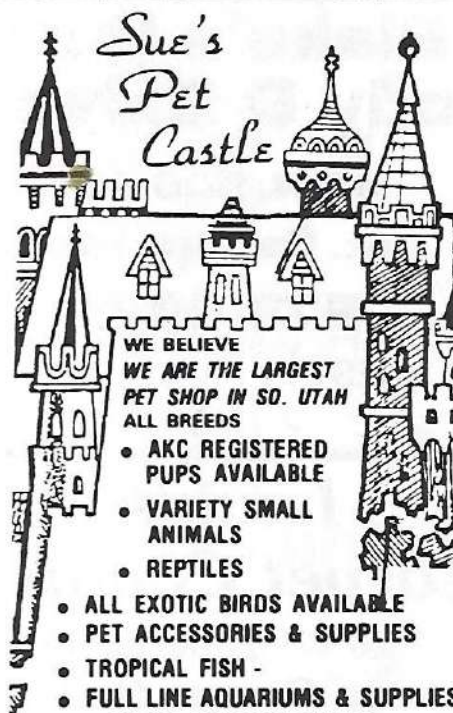
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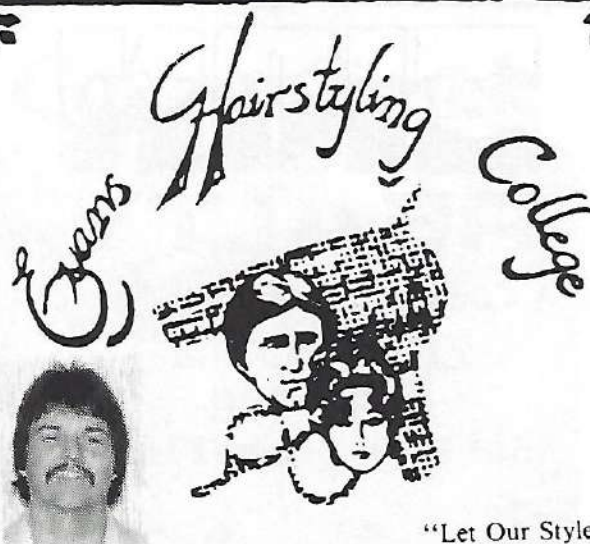
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