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HAILEE BROWN

2001 Dixie Roundup Queen

Hailee is the 19 year old daughter of Gerry and Rita Brown. She is now a sophomore at Dixie State college, majoring in Music Therapy. Hailee has been actively involved in the community since age three. She started with Little Miss Veyo, then went on at age 13 to win 1995 Dixie Roundup Princess her first year, was 1996 Miss St. George 1st Attendant, and has won many other contests.

Hailee has performed at many fairs, local events, and Senior Citizen Centers and loves everyone she serves. She was very busy with her numerous activities at Dixie High School, having leads in several plays, was on the drill team, in High School Rodeo, on the FFA horse judging team, in choir, on Honor Society, and graduated with honors.

Winning Queen this year has been the highlight of her teenage years. Hailee has always dreamed of following in the footsteps of her sister, Stacey Cox, since she was Queen in 1988. That dream has now been fulfilled, thanks to the Lions.

"I truly believe that, 'If you succeed without sacrifice, it is because someone else has sacrificed for you. If you sacrifice without succeeding, it may be that someone else will succeed after you.' I know that I have succeeded because many have sacrificed for me. I would like to thank some of them.

First and most important, the Lions, for without their hard work for 67 years this event would not be happening. Thanks, Lions, for excusing me from my duties at the Gunlock Rodeo because of my bad decision of choosing a bullet bike over my horse one night; and to Joan Randall and her committee for making the contest FUN.

I would like to thank Jim Eardley for letting me borrow his horse POWDER, and my boss, Karen Robinson, for letting me take days off work to help promote the Roundup at the schools. And thanks to Mark, the photographer, for running through sprinklers to make picture deadlines. I greatly thank the doctors for getting me back on my horse.

Much thanks goes to my Princess, Dacia, for taking over when I couldn't ride, for being my 4-wheel partner, and for becoming a good friend. And to her family for having her where she always needed to be.

The love and support of my family has been awesome. My sister, Stacey, her husband Larry and The Boys have been cheering us on at parades, and rodeos, and lending cars for parades. Dad has hauled me around everywhere, drove the car in the parade, pulled out his checkbook and showed his support with a smile on his face. My mom has made all the outfits, has the camera in one hand, and hairspray in the other, puts up with me on bad hair days, follows me around everywhere and never complains. Thanks for that example, your support, and love.

Once again, thanks to the Lions for always putting us first, making us truly feel like a Queen and Princess. And to everyone here tonight, thanks for making this Rodeo such an eventful, fun experience. Let's keep the Legend alive. It's rodeo time!"



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Rules to Ensure the Humane Treatment of Rodeo Livestock

1. No locked rowels, rowels that will lock on spurs or sharpened spurs may be used on bareback horses or saddle broncs.
2. Wooden paddles are not to be used by any PRCA member to beat or intimidate animals.
3. In calf roping, calves may not intentionally be flipped backward. Contestant must adjust rope and reins in such a manner that will prevent horse from dragging calf. The rope is to be removed from calf's body as soon as possible after "tie" is completed. Roping calves shall weigh at least 250 pounds each, and be strong and healthy.
4. Placing fingers in the eyes, lips or nose of steer while wrestling same is forbidden.
5. Animals for all events will be inspected before being selected for competition, and no sore, lame, sick or injured animal, or animal with defective eyesight, shall be permitted in the "draw" at any time. Should an animal become sick or be injured between the time it is drawn and the time it is scheduled to be used in competition, that animal shall not be used in competition and another animal will be drawn for the contestant as provided in the PRCA rule book. A veterinarian shall be present or on call for every performance and/or section of slack. Failure to do so shall result in a fine to the rodeo committee of \$100 per performance.
6. No animal shall be beaten or cruelly prodded. Standard electric prods shall be used as little as possible. Animal shall be touched only on the hip or shoulder area with prod.
7. A conveyance must be available and used, if possible, to remove animals from arena in case of injury. Injured calves shall be removed from the arena in a pickup truck or calf stretcher.
8. No sharp or cutting objects shall be permitted in cinch, saddle girth, or flank straps. Only sheepskin-lined flank straps shall be used on bucking stock, and flank straps shall be of the quick-release type.

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- Sheepskin-lined flank straps shall be placed on the animal so the sheepskin-cover portion cover both flanks and the belly of the animal.
9. PRCA-approved saddles or rigging must be used in the saddle bronc riding and bareback riding events.
 10. No stimulants or hypnotics are to be given to any animal used for contest purposes.
 11. Chutes must be so constructed as to prevent injury to stock. Maintenance personnel and equipment shall be stationed at chutes to assist in removal of any animal should it become caught. The arena shall be free of rocks, holes and obstacles.
 12. Clowns are not to abuse stock in any fashion.
 13. No small animals or pets allowed in arena where restraint is necessary, or where subject to injury or attack by another animal.
 14. Livestock shall be removed from arena after completion of entry in contest.
 15. Use of fireworks to frighten animals is prohibited.
 16. Contestant will be disqualified for any mistreatment of livestock.
 17. No stock shall be confined or transported in vehicles beyond a period of 24 hours without being unloaded, properly fed and watered. Failure to abide by this shall subject the stock contractor or contestant involved to a \$500 fine for the first offense and a progressively doubling fine for every offense thereafter.
 18. Any animal that becomes excessively excited so that it gets down in the chute repeatedly, or tries repeatedly to jump out of the chute, or in any way appears to be in danger of injuring itself, should be released immediately.
 19. Any PRCA member, including stock contractor, guilty of mistreatment of livestock may be fined up to \$500.
 20. Plaster and rebar are required to be placed around the horns of steer roping cattle before contesting and all team roping steers must have horn wraps.

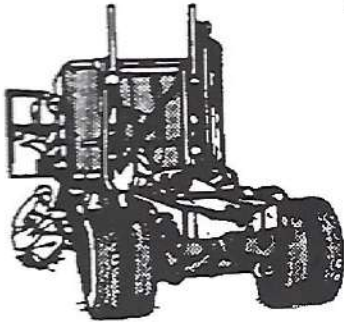


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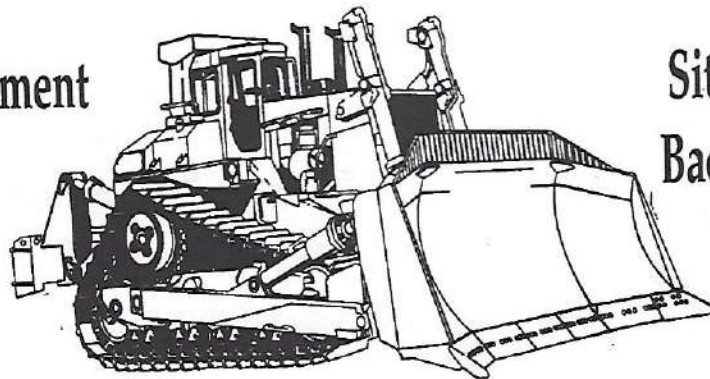
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DACIA CLARK

2001 Dixie Roundup Princess

Dacia is the 15 year old daughter of Greg and Pattie Clark. She will be a Sophomore at Enterprise High School this year. She is a member of the National Honor Society, with a 4.0 grade point average. She is active in FBLA and FFA. Her favorite sport (next to RODEO) is Basketball. She is a talented piano player. She started working for Marv's Drive-In in Enterprise over a year ago.

Dacia has been in 4-H for 5 years and won the Utah State Youth All-Around Champion in 1996. This past year she was able to compete at State High School Finals in barrels, poles and queening. She qualified for the Silver State International Rodeo in Fallon, NV in poles. She has also been the Enterprise Rodeo Princess and the 2000 Panguitch High School Rodeo Queen.

In 1999, after winning horsemanship at the Dixie Round-Up, her mom encouraged her to compete for Miss Enterprise to improve her interviewing skills. The youngest contestant at age 14, she won the contest. At this year's Dixie Round-Up Princess contest, when they announced the 1st Attendant, Dacia was a little surprised that no categories were announced. She said it was the thrill of a lifetime when the announcer said, "never before in the history of the Dixie Round-Up Princess contest has anyone won all categories....this year's princess is Dacia Clark." Making history was almost as thrilling as winning.

"I would like to thank everyone who has helped me through my journey of becoming the Dixie Round-Up Princess. It is without a doubt the best job in the world to represent a sport that I love so much. I would first of all like to thank the Lions. Without the Lions there wouldn't be a rodeo or queen contest. Next, I would like to thank Rita and Gerry Brown. Thanks for always giving me a place to change or relax, but most of all thanks for always being there supporting us. Rita, thanks for all of the fun wild times getting material and worrying whether or not our shirts were going to make it. Hailee, thanks for being such a great queen and becoming a closer friend than you already were. Last, but definitely not least, I wish to thank my family. Grandma, thanks for always being positive and letting me know I could do it. To my brothers, thank you for the sacrifices you have all made in order to let me compete in the sport I love. To my dad, thanks for always being there and having the horse ready. I wouldn't have a horse if it weren't for you. Mom, I wouldn't be where I am today if it weren't for you. Thanks for always making me look the best I could. To all of the fans of the sport of rodeo, thank you. There wouldn't be a rodeo if you didn't support us. Contestants and fans, enjoy the show!"



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Joe Beaver

Hunstville, Texas

2000 PRCA WORLD CHAMPION
ALL-AROUND COWBOY

Previous Titles: 1995-96 World Champion All-Around Cowboy,
1985, '87-88, '92-93 World Champion Calf Roper
2000 Earnings: \$225,396

Maybe it's the crisp desert air. Maybe it's the water. Maybe it's the limelight. Whatever it is, Joe Beaver is a different cowboy when he rides into the Thomas & Mack Center in Las Vegas. The setting for the NFR always seems to bring out the best in Beaver, who in fact, is at his most dangerous when he's a decided underdog.

When the 42nd annual NFR got under way in Las Vegas, Beaver sat 12th in the world all-around standings, a distant \$62,000 behind saddle bronc rider Scott Johnston. Stepping up his game as he always seems to do at the NFR, Beaver demonstrated why the Thomas & Mack Center is known as "The House That Joe Built." He won an NFR-best and rallied to overtake Johnston and claim his third world all-around crown.

In the calf roping, Beaver placed six times for an NFR total of \$54,511, which included a fifth-place finish in the average race. For Beaver, the winning was extra sweet. He ended up winning \$225,396 to Johnston's \$200,726. "I think it's because I came from so far behind," Beaver said. "They didn't even count me with a chance. When you don't count a guy with a chance, it makes them fight harder."



THE PRCA'S CIRCUIT SYSTEM

While some full-time rodeo cowboys bask in the glory of large arenas, most members of the Professional Rodeo Cowboys Association are circuit cowboys.

For the circuit cowboy, rodeo is something that follows a 40-hour work week. When the weekend hits, he loads up his houses or equipment and heads down the road, usually no more than a few hundred miles, to a PRCA rodeo.

That's not to say these competitors are any less serious about their sport than their marquee counterparts. But their families or professional obligations require them to stick close to home for most of the year.

In 1975, the PRCA recognized the need for an award system for these cowboys who might never qualify for the National Finals Rodeo.

To fill the void, the Association created the Circuit System, which is composed of 12 geographic regions encompassing as few as one state, such as Texas or Montana, to as many as 13 states, as in the Fires Frontier Circuit.

Every PRCA cowboy in the United States chooses a home circuit at the beginning of each year. If a cowboy fails to select a home circuit, the PRCA automatically assigns him to the circuit that corresponds to his home address.

Circuit System cowboys compete for points throughout the year; those points earned within their circuits count toward their place in the circuit and world standings. However, points accrued at rodeos outside their circuits count only toward world standings, not circuit standings.

Each circuit's top cowboys in each event qualify for one of the PRCA's most prestigious events.

The Dodge National Circuit Finals Rodeo (DNCFR) is the crowning event of the PRCA's Circuit System. National circuit champions are determined at the event, which takes place each March in Pocatello, Idaho.

All PRCA cowboys are eligible to compete at the circuit level, and circuit-level cowboys are eligible to compete nationally. The DNCFR pits cowboys from throughout the country in the elimination-style format.

The DNCFR contestants all start out equal. During the four-day rodeo, contestants competed for nearly 450,000 and national circuit titles. Each year, ESPN 2 televises the final round of the DNCFR.



PRCA Circuit Contacts

PRCA Circuit Coordinator
Jim Nichols, 101 Pro Rodeo Drive,
Colorado Springs, Co 80919
(719) 548-4780

Badlands Circuit
Tom Richter
123 17th Avenue
Brookings, S.D. 57006
(605) 692-7539
Includes: North Dakota, South Dakota.

California Circuit
Val Jimenez
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Rancho Mirage, CA 92270
(760) 345-2345
Includes: California

Columbia River Circuit
Mike Grossmiller
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(541) 298-8217
Includes: Oregon, Washington, Idaho north of Salmon River

First Frontier Circuit
Betsy Harris,
25 Sharptown-Auburn Rd.
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(856) 769-3207
Includes: Connecticut,

Delaware, Maine, Maryland, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, Vermont, Virginia and West Virginia

Great Lakes Circuit
Wayne Knutson
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(660) 261-4337
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Mountain Circuit
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Geyser, MT 59447
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Includes: Montana.

Mountain States Circuit
Leon Vick
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Byers, CO 80103
(303) 822-5950
Includes: Colorado and Wyoming.

Prairie Circuit
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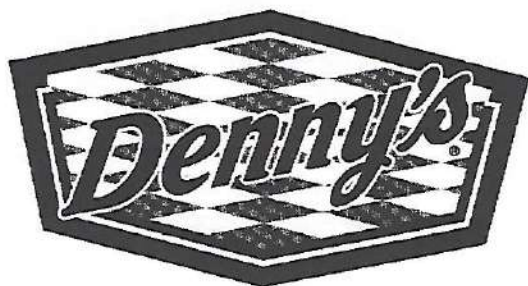
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Billy Etbauer

REE HEIGHTS, S.D.
2000 PRCA WORLD CHAMPION
SADDLE BRONC RIDER
Previous Titles: 1992, '96-00 World Saddle Bronc
Riding Champion
2000 Earnings: \$183,448



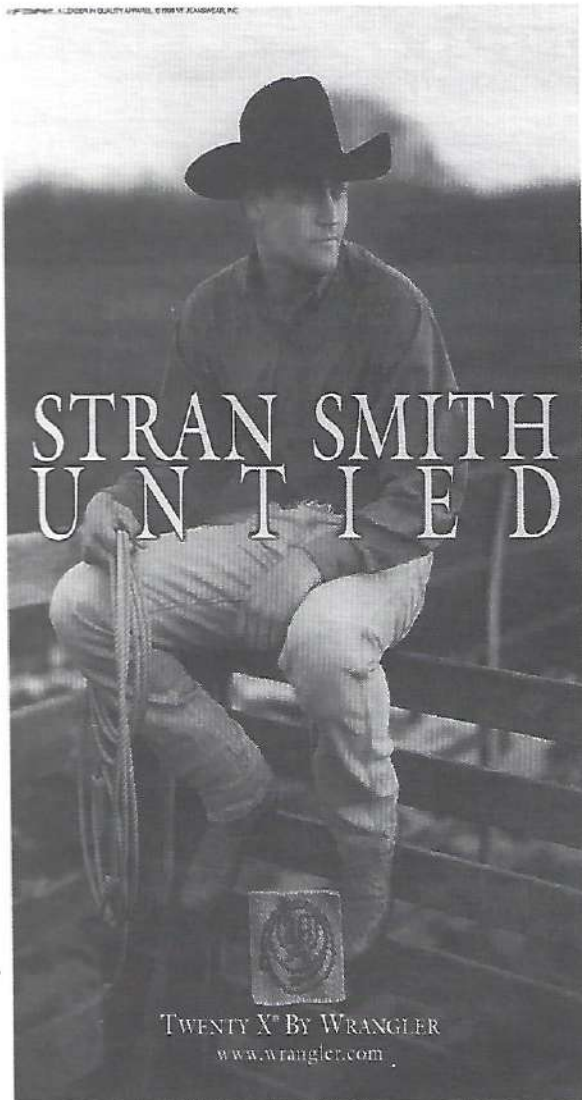
In the city that takes wagers on everything, Billy Etbauer has become the surest gamble in town. If it's the 10th round of the National Finals Rodeo, bet the ranch on Billy Etbauer.

For the eighth time in 12 NFR qualifications, Etbauer won the final saddle bronc riding round at the world's richest rodeo. And for the second straight year, the victory lifted the Ree heights, S.D., cowboy to a world title. "I don't know if a guy can plan something like that," said Etbauer, trying to explain how the house odds tip in his favor

the later rounds. "I'm a nervous wreck all week. I've been lucky enough that it pulled through for me at the end."

Etbauer piled up \$61,181 in winnings by mid-March and would have qualified 13th for the NFR if he had taken the rest of the year off. "I just had a great winter," Etbauer said. "Because of that, I was able to stay home more this summer. I took it a little easier than I normally would."

"The goal every year is to win the world. I was lucky it worked out. This title is as neat as the rest. I feel good enough I can come back again." Bet on it.



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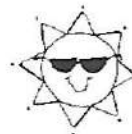


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SPEED WILLIAMS

JACKSONVILLE, FLA.
2000 PRCA WORLD CHAMPION
TEAM ROPER (HEADER)
Previous Titles: 1997-99 World Team Roping
(Heading) Champion
2000 Earnings: \$170,680



After the third round of the National Finals Rodeo, Speed Williams looked like someone who had seen a ghost. He and team roping partner Rich Skelton, who could do no wrong during a record-breaking regular season, had watched their once seemingly insurmountable \$50,000 pre-NFR lead dwindle to half of that advantage.

"We've never had the world won to give away," said Williams, who with Skelton had come from behind to win three straight world team roping titles entering the 42nd annual NFR. "When you come in with a \$50,000 lead everybody expects you to win. A lot of pressure goes with a big lead like that."

Entering Day 1 of the Finals, the dynamic duo carried all the confidence and momentum in the world. That's when things started to unravel. Williams' top mount, who had an abscess in his left hoof, was sidelined the first couple rounds, and the top team roper rode Fred Whitfield's horse Rodeo on opening night. After missing that steer, Williams rode his backup horse, Bob, in Round 2 when he broke the barrier and, even upon getting Viper back in Round 3, he took a bad throw to finish out of the money again. Despite going 0-3, Skelton kept things loose with some humor and the pair made their first trip to the pay window the night of Round 4. They rallied to split first place in Round 5 and won Round 6, eventually ending up with a fifth-place average finish, boosting their year-end total to \$170,680 each and resulting in the team winning its fourth consecutive world championships in heading and heeling.

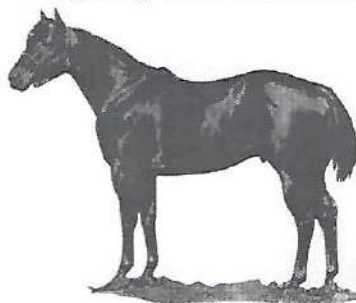
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Guy Allen

LOVINGTON, N.M.
2000 PRCA WORLD CHAMPION
STEER ROPER
Previous Titles: 1977, '80, '82, '84, '89, '91-99
World Steer Roping Champion
2000 Earnings: \$98,578

Guy Allen had answered the question long ago. When it comes to steer roping, he has no peer. Allen is the best steer roper of his or any era. For the rare doubter, Allen had an answer in 2000.

The cowboy from Lovington, New Mexico, locked up his record 15th steer roping world championship -- his 10th straight -- even before he rode into the Lazy E Arena in Guthrie, Oklahoma, home of the 2000 National Finals Steer Roping, October 27-28.

"I didn't try to do too much," Allen said. "I came out late every time. I stared out roping good and was in the average, then I just roped for the average." Thanks to his triumph in the average race, Allen finished the year with \$98,578 to easily outdistance his competitors.

"I had a good year," Allen said. "I just started winning and it kept coming. I try to do the best I can each time." His win in 2000 may have been his best. Steer roping is as competitive as ever, and Allen beat a group of ropers as good or better than any field in NFR history. Bucky Hefner of Chelsea, Okla. says, "Steer roping is right at a point where the competition is so much tougher than it used to be. A lot of these guys compete every day, so they're used to competing. It doesn't matter if it's steer roping or calf roping....they know how to rope." But no one is better than Allen at his signature event.





FRANK THOMPSON

CHEYENNE, WYOMING
2000 PRCA WORLD CHAMPION
STEER WRESTLER
2000 Earnings \$141,400

Only two more bulldoggers to go before it's Frank Thompson's turn to ride into the box, nod his head, then bolt after his steer in the final round of the 2000 NFR. It hadn't clicked yet with Frank that, with only a decent run, he could become the world champion steer wrestler. But the 33 year-old cowboy admitted he was "pretty nervous" and was talking to himself as he sat behind the chutes on Rod Lyman's horse Doc. It was then that he had the strangest feeling that his dad, who had died three months earlier, was with him.

"Right then, I was able to relax and focus on my job."

Thompson jumped out, drilled a steer in 4.1 seconds and, though it didn't sink in at the time, clinched the world championship by placing fifth in the round and second in the average. "The world championship was my goal the whole time, but I didn't really picture it -- or even try to think about it because it made me nervous," said Thompson. Then his father appeared, and the newly calmed Thompson went out and reached his goal.





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RICH SKELTON

HOMETOWN: LLANO, TEXAS
2000 PRCA WORLD CHAMPION
TEAM ROPER (HEALER)

Previous Titles: 1997-99 World Team Roping
(Heeling) Champion
2000 Earnings: \$170,680



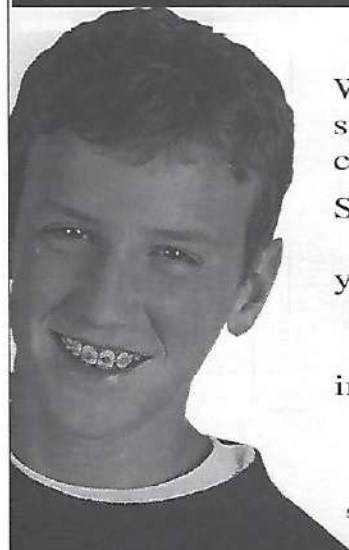
Rich Skelton's poise turned out to be nearly as invaluable as his roping ability at the National Finals Rodeo. The three-time and defending world champion heeler and his partner, Speed Williams, entered the finals with the team's best chance ever to win the world. However, after three rounds, it appeared that Williams had done everything possible to open the door for the competitors. Although Williams missed twice and broke the barrier, his struggles never seemed to bother Skelton, who was quietly roping everything as soon as he could and offering moral support to his gloomy partner. "It's team roping," said Skelton. "You've just got to stay in the battle until things turn around. If you're not winning, it doesn't matter whose fault it is, you just have to keep going until it goes your way."

"I have to commend Rich for staying upbeat on our first three steers," Williams said. "I think he was able to do that because I've put him through it before. He didn't get nervous, but I was nervous enough for both of us. It's a team effort, and I could have come in here and cost us the world title."

The \$170,680 that won Skelton and Williams their fourth straight world team roping crowns didn't quite match the \$172,385 annual team roping earnings record they set in 1999, and their 1999 NFR team roping earnings record of \$94,109 still stands. But there are a new set of records now within their reach, like the ones for sheer number of world titles. And, of course, there's that other honor bestowed on the best cowboys of all time.

"I'd like to win enough of them to end up in the ProRodeo Hall of Fame," said Skelton.

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MIKE MATT

ARLINGTON, ARIZONA
2000 PRCA/WRANGLER WORLD CHAMPION
BULLFIGHTER
2000 Earnings: \$52,211



Heading into the last Wrangler Bullfight Finals, Mike Matt's objective was simple: win at least \$25,000. A third world championship wasn't a concern. But, after three rounds of the four-round Wrangler championships in Las Vegas, Matt's tune changed. "When I got to the fourth round, I was motivated. I had a lot of people grabbing me and giving me a hug and saying this is the last one, make it count," said Matt, who entered the six-man competition ranked fourth.

Those words of encouragement stayed with Matt as he entered the final night of competition within four points of the leader, John Brogan. In the final round, Matt turned in a crowd-rousing 90-point fight, earning him the world title with a finals-best 347 points in four fights and season-best earnings of \$52,211. It was a bitter-sweet victory as it was the final year of the Wrangler sponsored event.

Matt's return to the top of the Wrangler Bullfight world standings came despite a broken ankle and drop in confidence a couple years ago. Also, he twice had to compete in re-fights during the Finals. "To have the legs and stamina to come back and score enough to get placings to win the world, that means a lot to me," he said. "A person doesn't know what it takes out of you to go and fight a bull, let alone two in about five minutes."

Surrounded by reporters after winning the title, Matt beamed. "It's very rewarding," he said.

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CODY HANCOCK

TAYLOR, ARIZONA
2000 PRCA WORLD CHAMPION
BULL RIDER
2000 Earnings: \$139,583

Just like every other cowboy, bull rider Cody Hancock pursued a berth in the NFR like it was the Holy Grail. He spent weeks on the road trying to get to as many rodeos as possible in his quest to earn a spot in the Top 15 money winners. "Just get to the NFR," he told himself, "and everything else will take care of itself."

The 25-year old cowboy followed that belief through a grueling fall schedule that tested his love of the sport. In 1999, Hancock's strategy failed and he finished a frustrating \$80 short of an NFR qualification. Undaunted, he returned in 2000 more determined than ever. This time, his efforts were rewarded with a world championship. "It feels great," Hancock said. "It's a dream come true."

Despite a strong showing, Hancock's world title run went down to the wire. His main challenger was Philip Elkins. "I knew if he rode and I bucked off, he could possibly win the round and the average, and take the title," Hancock said. Elkins did his best to win the round, posting a 90-point ride on Big Bend Rodeo's Copenhagen Rapid Fire. In most rodeos, that score would almost guarantee a win. But at the NFR, it wasn't good enough. He finished fourth.

Hancock became only the second cowboy to jump from 15th to first under the current NFR format. It was far more than Hancock expected. "I just hoped to win some money," Hancock said. "I didn't think about the world title until the fifth or sixth round."



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"A Cowboy Protecting Cowboys" is a motto that Kelly lives by. Being a cowboy is a 365 day a year job and hobby of his. Working with cattle and horses his whole life has opened the doors to a profession that I love -- RODEO!

Kelly encompasses jprofessionalsim both in andout of the arena. He believes it is very imoportant helping people learn about the sport. Pre-rodeo promotionals, along with crowd pleasing bullfighting, gives the crowd their money's worth from the first performance to the last. Kelly strives to ensure that every bull has an awesome trip and every cowboy walks away safe.

MIKE MATT

BILLINGS, MONT.

Mike Matt went to the 1997 Wrangler Bullfight Finals in Las Vegas with a two-Part mission: to prove that his 1996 world title was no fluke, and to earn some significant money in the process.

Mission accomplished.

The 25-year-old bullfighter placed no lower that second in any of the four rounds of the Finals, held in conjunction with the National Finals Rodeo each December at the Thomas and Mack Center. He earned \$32,481 - the most of any bullfighter - and finished the season with \$54,955 to claim his second world champion bullfighter title.

"I Just kind of matched them (the bulls), was able to get around them and score some points," Said Matt of Billings, Mone. "I got the big goal - the gold buckle - so I'm really happy."





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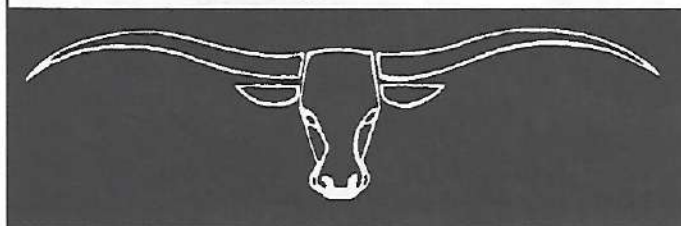
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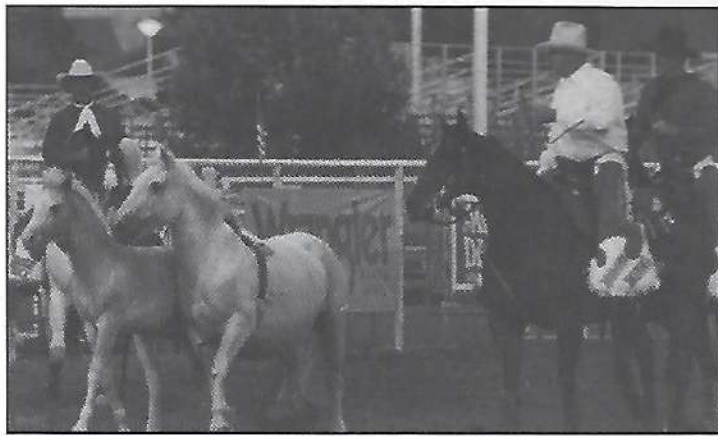


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The BAR T RODEO INC., STOCK CONTRACTOR

The Bar T Rodeo Inc., was started in 1948, by D.A. (Swanny) Kerby when the Association was called RCA Rodeo Cowboys Association. Swanny along with his son Bud Kerby and their families have been in the Stock Contracting and Rodeo Producing Business ever since.

In 1995 Bud and his wife Evelyn bought out Swanny and Verda; however the Kerbys are still involved with the business as much as possible, allowing them to relax when they feel like it in their older age. The Kirby's have prided themselves on doing fast professional rodeos with the best bucking horses and bulls available for over 45 years. They have won numerous awards to show for their efforts, such as, the Top Bareback Horse in the World in 1976, Ol Alley Cat, the Third Best Saddle Bronc Horse in the World in 1988, R5 Deception, and the second Best Saddle Bronc horse in the World in 1991, Cl Copenhagen Sparrow. The Bar T has won several other awards, such as, the Third Best Saddle Bronc Horse at the NFR in 1989, R14 Skoal's Reception, and the Number One Saddle Bronc Horse at the NFR in 1990, Cl Copenhagen Sparrow. They have also won numerous other awards at the National Finals Rodeo, bring home many award buckles and thousands of dollars in top stock awards. In 1978 The Bar T Rodeo Company started their own bucking horse breeding program that has since proven to be very effective at producing top Bareback and Saddle bronc horses, many of which have gone to the NFR. The Bar T Rodeo Company has taken stock to the NFR since the very first one 33 Years ago in Dallas, Texas. They have been coming to St. George's Lions Dixie Round-Up for years. They also have participated in many other of the top PRCA Rodeos, such as The Denver Stock Show and Rodeo in Denver, Colorado, The Houston Live-Stock Show and Rodeo in Houston, and The Day's of '47 Rodeo, in Salt Lake City. The Bar T Rodeo Company Incorporated in 1989 to become The Bar T Rodeo Inc.

THE RODEO COWBOY

Rodeo is more than a sport. It's also a lifestyle.

A professional rodeo cowboy doesn't get paid to compete-he pays for the privilege. He doesn't travel expense-free in a fully equipped bus or airplane - he spends hours upon hour driving to the next event in a car that likely doubles as his home on the road. If he performs well, the paychecks he earns in the arena will equal the money he spent getting there.

It's a taxing lifestyle, to be sure, but one that is infinitely rewarding for those who choose to pursue it.

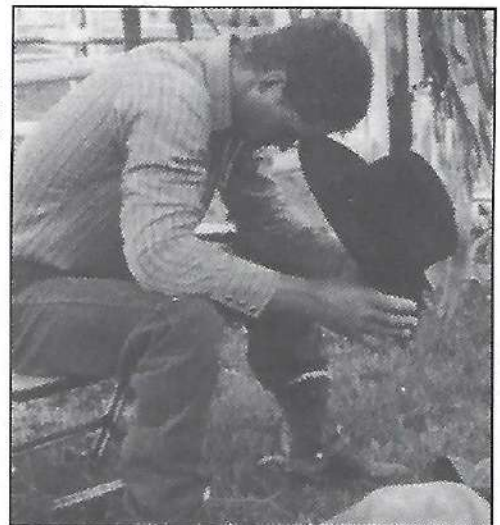
Rodeo is the only sport in the world to have developed from the skills required in a work situation, and even today it retains the fierce independence of the ranch hands of the 1800s who turned work into sport.

Independent as they are, few rodeo cowboys travel alone. Most take advantage of the Professional Rodeo Cowboys Associations "buddy system," which allows up to four cowboys to enter rodeos as a group and request to compete during the same performance. By ensuring that they will compete on the same day, the cowboys can travel together and share expenses.

Most nationally ranked cowboys compete each year in 100-125 rodeos throughout the United States and Canada. Without the buddy system, it would be financially impossible for all but a few to travel so much without any guarantee of a paycheck. Cowboys usually travel with someone else who competes in their events.

Timed-event contestants, as a rule, take longer to get from one rodeo to another - and therefore usually compete in fewer rodeos than the roughstock cowboys - because they take their horses with them. Most "times" drive pickup trucks and travel in pairs.

Occasionally, especially during the busy summer months, they hire someone to drive the horses or arrange to use other contestants' horses so they can fly to rodeos and save travel time. Although the buddy system was devised to ease the financial strain of traveling, it has had the added effect of cultivation long-lasting friendships. Cowboys compete against one another are often each other's closest friends and most enthusiastic supporters.





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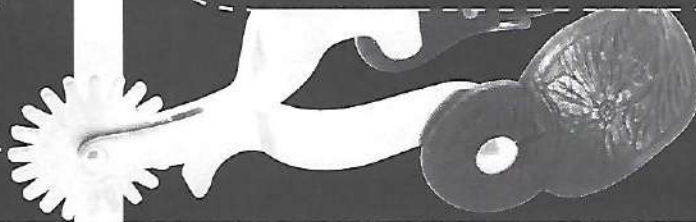
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Healthy, athletic livestock is essential to the success of professional rodeo. In every event, the performance of the animal is as important as the performance of the cowboy. No cowboy can win if his animal doesn't perform well.

It stands to reason then, the better the livestock is treated, the better it will perform. It has long been gospel among cowboys that their animals will be fed and cared for before the cowboy thinks of himself.

Timed-event cowboys regard their horses as partners, knowing success requires the best effort of each. Most timed-event horses of PRCA cowboys are registered American Quarter horses.

The calves and steers used in timed events are equally as vital. A quick and alert calf or steer is essential for a winning run.

As an incentive to owners, the top professional rodeo animals are rewarded each year through a variety of sponsor programs.

Copenhagen/Skoal Pro Rodeo presents bonuses to the owners of roughstock animals selected by top PRCA cowboys as the best bucking stock of the year. Wrangler Jeans rewards the owner of the fighting bull of the year, selected by bullfighter's on the Wrangler Bullfight Tour.

The PRCA boasts more than 60 stock contractors, and the competitive nature of the business offers them incentive to buy and maintain the heartiest animals possible.

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JACK DANIEL'S WORLD STANDINGS

UNOFFICIAL STANDINGS FROM THE PRCA AS OF AUGUST 15, 2001

* Denotes 2000 World Champion

All-Around Cowboys

1. Cody Ohi, Stephenville, Texas	\$134,757
2. Trevor Brazile, Pueblo, Colo.	\$124,916
3. Scott Johnston, Gustine, Texas	\$107,746
4. Jesse Ball, Camp Crook, S.D.	\$100,994
5. Blair Burk, Durant, Okla.	\$100,432
6. Cash Myers, Athens, Texas	\$98,614
7. Fred Whitfield, Hockley, Texas	\$96,485
8. B.J. Campbell, Benton City, Wash.	\$84,122
9. Brad Goodrich, Hermiston, Ore.	\$71,311
10. Tee Woolman, Llano, Texas	\$68,936
11. Rich Skelton, Llano, Texas	\$66,721
12. Robert Bowers, Brooks, Alberta	\$64,383
*13. Joe Beaver, Huntsville, Texas	\$61,228
14. Herbert Theriot, Poplarville, Miss.	\$58,749
15. Pete Hawkins, Weatherford, Texas	\$57,958
16. Chad Hagan, Leesville, La.	\$52,621
17. Johnny Emmons, Grandview, Texas	\$50,058
18. Tyler Magnus, Llano, Texas	\$49,757
19. Curtis Cassidy, Donalda, Alberta	\$49,129
20. Mike Beers, Powell Butte, Ore.	\$46,644

Bareback Riding

1. Kelly Wardell, Bellevue, Idaho	\$99,268
2. Lan LaJunesse, Morgan, Utah	\$70,838
3. Forest Bramwell, Pagosa Springs, Colo.	\$55,245
4. Bobby Mole, Redmond, Ore.	\$53,846
5. Pete Hawkins, Weatherford, Texas	\$53,149
6. Jason Jeter, Fort Worth, Texas	\$52,056
7. William Pittman, Florence, Miss.	\$51,780
8. Clint Corey, Powell Butte, Ore.	\$51,098
9. Larry Sandvick, Belle Fourche, S.D.	\$50,696
10. Darren Clarke, Denton, Texas	\$46,544
11. Scott Johnston, Gustine, Texas	\$45,657
12. Joe Ketter, Roy, Wash.	\$43,271
13. Scott Montague, Wall, S.D.	\$43,074
14. Mark Gomes, Nickerson, Kan.	\$40,472
15. Scott Drennan, Teague, Texas	\$39,600
16. Cody Jessee, John Day, Ore.	\$35,191
17. James Boudreaux, Cuero, Texas	\$33,153
18. Kyle Bowers, Brooks, Alberta	\$32,412
19. Rocky Steagall, Clovis, Calif.	\$30,905
20. Chad Klein, Clinton, La.	\$30,288
* Jeff Collins, Redfield, Kan.	not ranked

Steer Wrestling

1. Birch Negaard, Buffalo, S.D.	\$67,352
2. Bob Lummus, Folsom, La.	\$62,184
3. Bryan Fields, Conroe, Texas	\$53,777
4. Jason Lehr, Emporia, Kan.	\$52,816
5. Chad Biesemeyer, Stephenville, Texas	\$52,711
6. Spud Duvall, Checotah, Okla.	\$50,037
7. Randy Suhn, Riverton, Wyo.	\$47,182
8. Lee Graves, Calgary, Alberta	\$45,874
9. Chad Hagan, Leesville, La.	\$44,913
10. Teddy Johnson, Checotah, Okla.	\$44,355
11. Cody Browne, Wilburton, Okla.	\$43,952
12. Rod Lyman, Victor, Mont.	\$42,437
13. K.C. Jones, Las Animas, Colo.	\$42,262
14. Mickey Gee, Wichita Falls, Texas	\$41,689
15. Charles Harris, Modesto, Calif.	\$41,608
16. Ole Berry, Checotah, Okla.	\$37,627
17. Brad Gleason, Touchet, Wash.	\$37,447
18. Luke Branquinho, Los Alamos, Calif.	\$37,216
19. Mike Garthwaite, Merril, British Columbia	\$35,908
20. T.W. Parker, Wendell, Idaho	\$35,395
*34. Frank Thompson, Cheyenne, Wyo.	\$16,002

Team Roping - Headers

1. Richard Eiguren, Jordan Valley, Ore.	\$80,123
*2. Speed Williams, Jacksonville, Fla.	\$58,281
3. Frank Graves, Poplarville, Miss.	\$54,109
4. Kevin Stewart, Glen Rose, Texas	\$50,368
5. Clay Tryan, Billings, Mont.	\$49,148
6. Daniel Green, Oakdale, Calif.	\$43,032
7. Tee Woolman, Llano, Texas	\$42,857
8. Matt Tyler, Weatherford, Texas	\$40,258
9. Wade Wheatley, Stephenville, Texas	\$40,204
10. Steve Purcella, Hereford, Texas	\$40,179

11. Blaine Linaweaver, Leavenworth, Kan.	\$40,000
12. Bobby Hurley, Ceres, Calif.	\$39,392
13. Charles Pogue, Ringling, Okla.	\$39,038
14. Travis Tryan, Billings, Mont.	\$37,425
15. David Key, Ledbetter, Texas	\$37,135
16. Joe Beaver, Huntsville, Texas	\$31,487
17. Turtle Powell, Alpine, Texas	\$30,972
18. Jason Stewart, Royal City, Wash.	\$29,641
19. Wes Goodrich, Fresno, Calif.	\$26,598
20. David Motes, Fresno, Calif.	\$26,354

Team Roping - Heelers

1. B.J. Campbell, Benton City, Wash.	\$90,123
*2. Rich Skelton, Llano, Texas	\$58,281
3. Monty Joe Petka, Carlsbad, N.M.	\$53,139
4. Martin Lucero, Stephenville, Texas	\$50,368
5. Caleb Twisselman, Santa Margarita, Calif.	\$50,254
6. Allen Bach, Valley Home, Calif.	\$46,000
7. Tyler Magnus, Llano, Texas	\$42,857
8. Clay O'Brien Cooper, Glen Rose, Texas	\$40,258
9. Kory Koonitz, Sudan, Texas	\$40,179
10. Dugan Kelly, Paso Robles, Calif.	\$40,159
11. Jory Levy, Twin Oaks, Okla.	\$40,000
12. Kyle Lockett, Ivanhoe, Calif.	\$39,656
13. Britt Brockius, Claremore, Okla.	\$39,038
14. Mike Beers, Powell Butte, Ore.	\$38,049
15. Matt Robertson, Augusta, Mont.	\$37,425
16. Michael Jones, Stephenville, Texas	\$33,180
17. Tom Bourne, Marietta, Ga.	\$32,373
18. Wayne Folmer, El Paso, Texas	\$30,972
19. Bucky Campbell, Benton City, Wash.	\$29,641
20. Ryan Motes, Weatherford, Texas	\$25,695

Saddle Bronc Riding

1. Tom Reeves, Eagle Butte, S.D.	\$127,033
2. Glen O'Neill, Water Valley, Alberta	\$105,445
3. Dan Mortensen, Billings, Mont.	\$73,129
4. Rod Hay, Wildwood, Alberta	\$70,157
5. Todd Hipsag, Firth, Neb.	\$63,005
6. Scott Johnston, Gustine, Texas	\$62,089
7. Rod Warren, Valley View, Alberta	\$60,956
8. Mike Outhier, Utopia, Texas	\$57,356
9. Ryan Mapston, Geyser, Mont.	\$51,523
10. Jesse Ball, Camp Crook, S.D.	\$45,802
11. Cliff Norris, Glazier, Texas	\$45,504
12. Denny Hay, Mayerthorpe, Alberta	\$44,591
13. Red Lemmel, Faith, S.D.	\$43,593
14. Adam Newman, Polson, Mont.	\$41,148
15. Bud Longbrake, Dupree, S.D.	\$36,466
16. Billy Richards, Cochrane, Alberta	\$35,162
17. Rance Bray, Dumas, Texas	\$35,149
*18. Billy Ebauber, Ree Heights, S.D.	\$33,933
19. Dan L. Black, Maple Creek, Saskatchewan	\$32,932
20. Steve Dollard, Wikieup, Ariz.	\$31,825

Calf Roping

1. Blair Burk, Durant, Okla.	\$91,574
2. Cody Ohi, Stephenville, Texas	\$91,471
*3. Fred Shiffeld, Hockley, Texas	\$89,739
4. Trevor Brazile, Pueblo, Colo.	\$76,549
5. Jerome Schneeberger, Ponca City, Okla.	\$70,936
6. Brent Lewis, Pinon, N.M.	\$66,994
7. Brad Goodrich, Hermiston, Ore.	\$61,785
8. Cash Myers, Athens, Texas	\$57,234
9. Ricky Canton, Cleveland, Texas	\$51,247
10. Ricky Hyde, Mount Vernon, Ark.	\$47,956
11. Shawn Franklin, Wetumka, Okla.	\$46,846
12. Herbert Theriot, Poplarville, Miss.	\$44,482
13. Johnny Emmons, Grandview, Texas	\$44,071
14. Matt Shiozawa, Pocatello, Idaho	\$42,622
15. Tommy Guy, Abilene, Texas	\$42,422
16. Tim Pharr, Resaca, Ga.	\$41,726
17. Mike Johnson, Hannyetta, Okla.	\$39,937
18. Nate Baldwin, Rigby, Idaho	\$39,120
19. Ty Hays, Weatherford, Okla.	\$38,828
20. Stran Smith, Tell, Texas	\$36,350

Steer Roping

*1. Guy Allen, Santa Anna, Texas	\$57,900
2. Trevor Brazile, Pueblo, Colo.	\$33,391

3. Rocky Patterson, Pratt, Kan.	\$32,151
4. Tee Woolman, Llano, Texas	\$26,079
5. Bucky Hafner, Chelsea, Okla.	\$24,118
6. Cody Ohi, Stephenville, Texas	\$23,835
7. Buster Record Jr., Buffalo, Okla.	\$22,437
8. Rod Hartness, Pawhuska, Okla.	\$18,739
9. Marty Jones, Hobbs, N.M.	\$17,913
10. Kelly Casebolt, Newkirk, Okla.	\$16,485
11. Leo Campbell, Amarillo, Texas	\$16,355
12. Scott Snedecor, Needville, Texas	\$15,476
13. J.P. Wickett, Sallisaw, Okla.	\$15,305
14. Kenyon Burns, Lovington, N.M.	\$14,677
15. Cody Lee, Gatesville, Texas	\$13,897
16. John McDaniel, Adair, Okla.	\$13,888
17. Jay Sellers, Buffalo, Okla.	\$13,262
18. David Felton, Weatherford, Texas	\$12,731
19. Mark Miner, Elda, N.M.	\$12,465
20. Bobby Harris, Gillette, Wyo.	\$11,941

Barrel Racing

1. Kelly Yates, Pueblo, Colo.	\$71,406
2. Charmayne James, Athens, Texas	\$69,737
3. Sherry Cervi, Marana, Ariz.	\$54,624
4. Janet Stover, Rusk, Texas	\$52,104
5. Gloria Freeman, Calhoun, Ga.	\$47,077
6. Tona Wright, Moriarty, N.M.	\$46,953
7. Rachael Sproul, Arlee, Mont.	\$45,349
8. Janae Ward, Addington, Okla.	\$42,126
9. Molly Swanson, Simms, Mont.	\$41,808
10. Tami Fontenot, Ethel, La.	\$38,091
11. Randa Kinchen, Arcadia, Fla.	\$34,110
12. Tammy Key, Ledbetter, Texas	\$32,891
13. Rayna Prewitt, Sidney, Mont.	\$32,413
14. Kay Blandford, Sutherland Springs, Texas	\$31,484
15. Leanne Wolfe, Flora Vista, N.M.	\$30,814
16. Jennifer Wilson, Terry, Miss.	\$29,109
*17. Kappy Allen, Austin, Texas	\$27,562
18. Tara Polich, Canby, Ore.	\$27,284
19. Renee Gossett, Wittman, Ariz.	\$26,201
20. Shellee Shaw, Cardston, Alberta	\$25,870

Bull Riding

1. Rob Bell, Water Valley, Alberta	\$68,177
2. Lee Akin, Weatherford, Texas	\$62,493
*3. Cody Hancock, Taylor, Ariz.	\$59,058
4. Vince Stanton, Weiser, Idaho	\$57,680
5. Philip Elkins, Granbury, Texas	\$56,927
6. Jesse Ball, Camp Crook, S.D.	\$55,192
7. Mike Moore, Fort Collins, Colo.	\$49,819
8. Josh O'Byrne, Animas, N.M.	\$49,626
9. Shane Drury, Weatherford, Okla.	\$48,766
10. Cory McFadden, Crane, Texas	\$47,760
11. Blue Stone, North Ogden, Utah	\$44,846
12. Kagen Sirett, Neilburg, Saskatchewan	\$44,792
13. Scott Schiffrin, Stettler, Alberta	\$44,426
14. Jason Legler, Loveland, Colo.	\$44,356
15. Myron Duarte, Auburn, Wash.	\$44,172
16. Jason McClain, Kiowa, Colo.	\$41,768
17. Gregory Allan Potter, Whitt, Texas	\$41,275
18. Greg Whitlow, Langdon, Alberta	\$38,650
19. Blu Bryant, Nacogdoches, Texas	\$38,586
20. Casey Balze, San Angelo, Texas	\$37,437

Race for the #1 Back Number

1. Cody Ohi, Stephenville, Texas	\$134,757
2. Tom Reeves, Eagle Butte, S.D.	\$127,033
3. Trevor Brazile, Pueblo, Colo.	\$124,916
4. Scott Johnston, Gustine, Texas	\$107,776
5. Glen O'Neill, Water Valley, Alberta	\$105,445
6. Jesse Ball, Camp Crook, S.D.	\$100,994
7. Blair Burk, Durant, Okla.	\$100,432
8. Kelly Wardell, Bellevue, Idaho	\$99,258
9. Cash Myers, Athens, Texas	\$98,614
10. Fred Whitfield, Hockley, Texas	\$96,485

THE EVENTS

Rodeo competition falls into one of two categories: roughstock events or timed events.

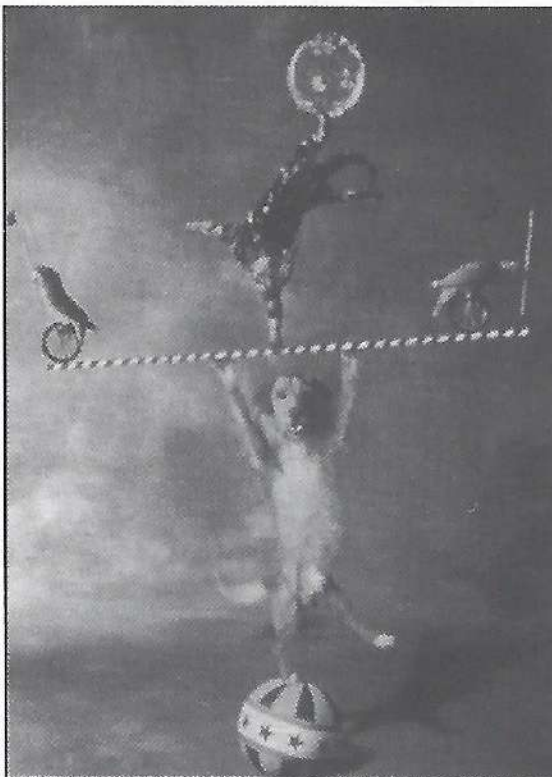
Roughstock events are the scored riding events of professional rodeo - saddle bronc riding, bareback riding and bull riding.

In all the roughstock events, the cowboy must ride for eight seconds to receive a qualified score. The contestant uses only one hand to secure himself to the animal. He may not touch the animal, himself or any equipment with his "free hand" during the ride; doing so results in automatic disqualification and a "no score" for the round.

In regular-season rodeos, two professional officials judge the roughstock action. Each judge awards up to 25 points for the contestant's performance and up to 25 points for the animal's bucking efforts. The scores of the two judges are then added together to determine the contestant's total score. A perfect score is 100. In the timed events - calf roping, steer wrestling, team roping, steer roping and barrel racing - most contestants ride quarter horses. The calf or steer is always given a head start determined by the size of the arena. It cannot be changed after the animal has been released. A barrier string stretched across the box where the contestant waits to make his run is released when the calf or steer has gone the predetermined distance. If the contestant brakes the barrier, he is assessed a 10 second penalty.



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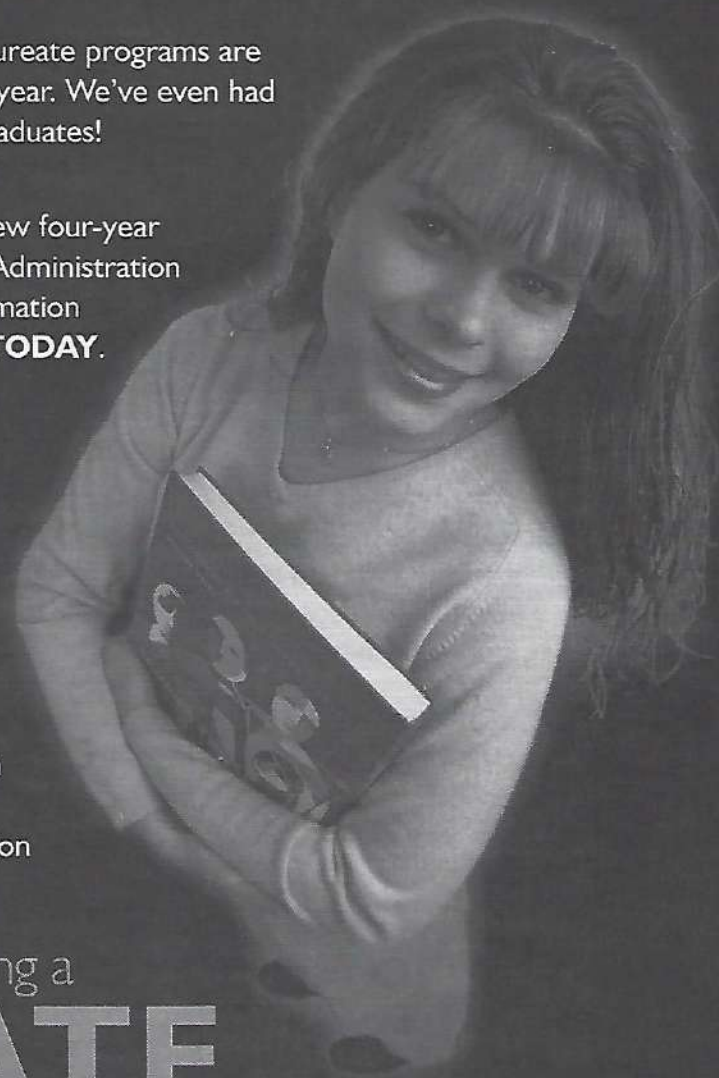
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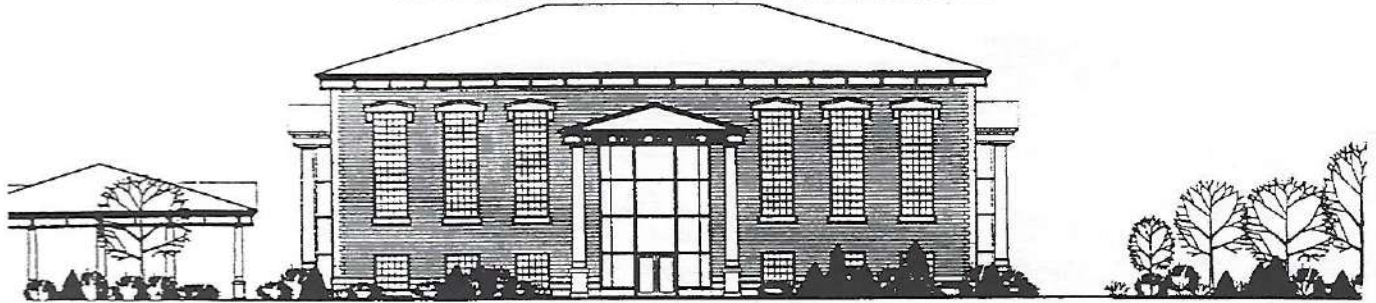
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Tara Graham

2001 MISS RODEO AMERICA

Tara Graham of Loveland, Colorado is the reigning Miss Rodeo America for 2001. She was selected last December after several days of competition for the title at the Flamingo Hilton in Las Vegas. She represented her home state of Colorado, showcasing her talents in horsemanship, appearance, personality, speech, congeniality and photogenic. Thirty young ladies competed for this year's title.

The concept of a Miss Rodeo America was developed in 1955 by the International Rodeo Management. A three-member committee established the contest guidelines and rules for selecting the first lady of professional rodeo. In 1990, after several moves between Oklahoma and Las Vegas, the pageant returned to Las Vegas, where it is still held today. The organization was officially recognized by the Professional Rodeo Cowboys Association as the sole entity to select Miss Rodeo America in January, 1992.

In 1998, the Miss Rodeo America Scholarship Foundation was incorporated to handle the scholarships for the organization. For more information, contact Miss Rodeo America Inc., 27906 Cumbres, Pueblo, Colorado 81006. Phone Number: (719) 948-9206.

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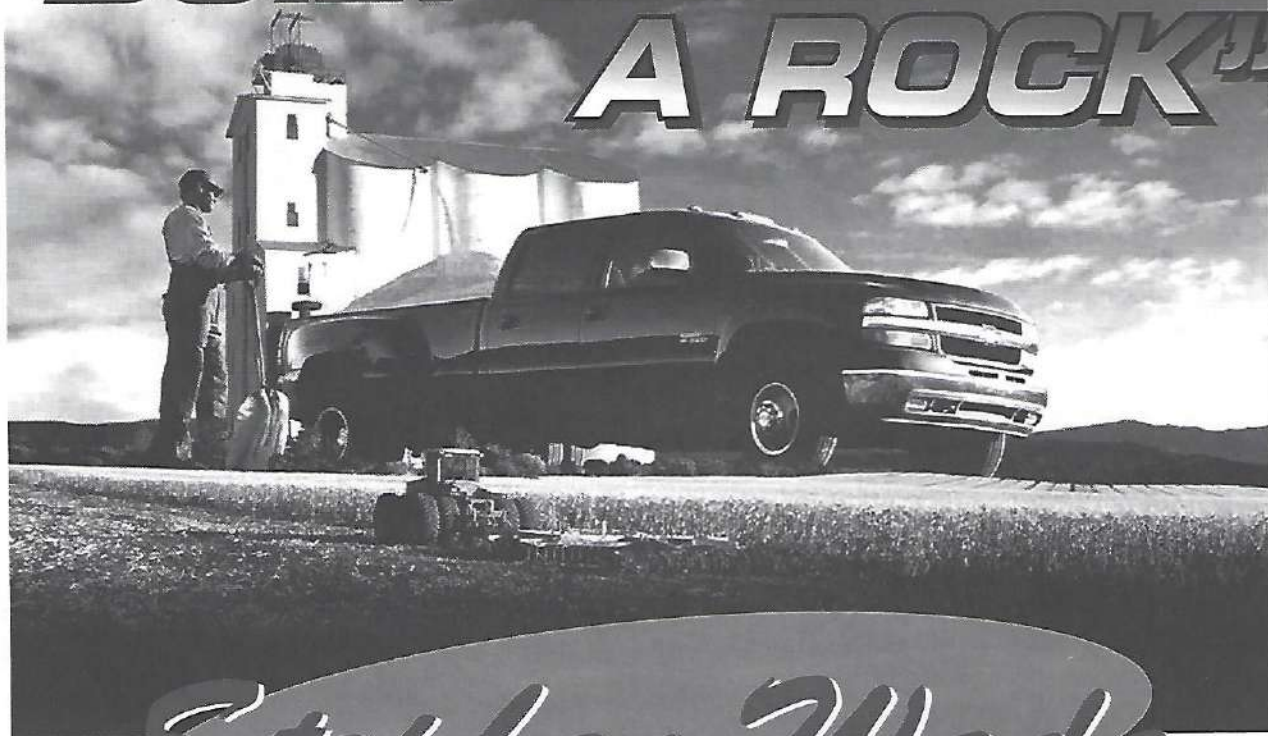


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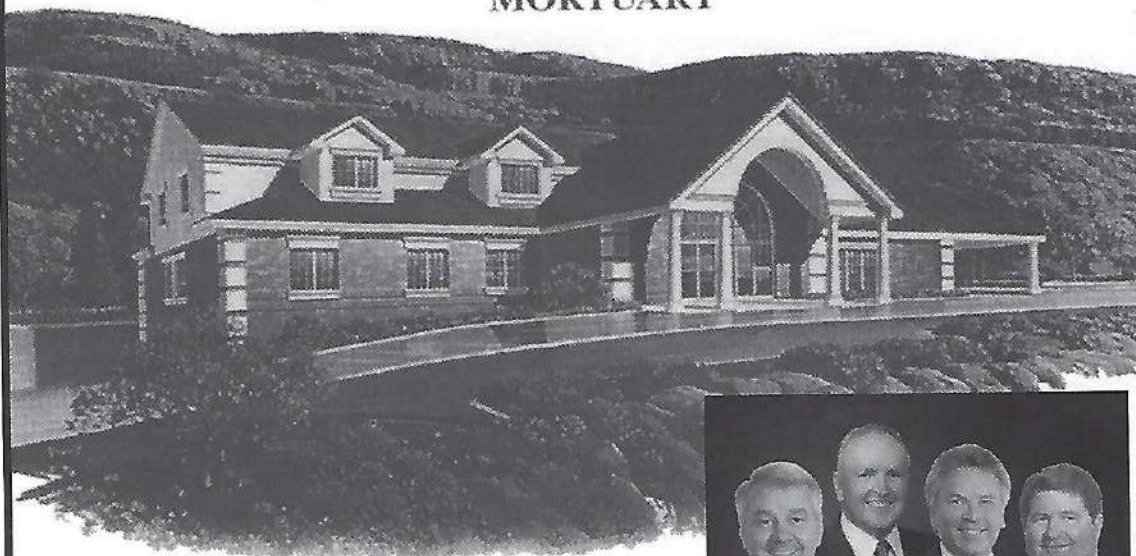
"Today, rodeo is an investment," said Harry Vold, a top PRCA stock contractor from Avondale, Colorado. "It's most important to take care of these animals. In fact, we probably take better care of them than people not involved with rodeo."

Tommy Keith, a PRCA judge, said a visit behind the scenes would be an educational experience for most spectators. "The first thing the stock contractor does (after a rodeo performance) is make sure those animals are fed and watered," Keith said. "He probably hasn't eaten since 7 in the morning and he's been out there working all day, but he makes sure those animals are taken care of before he thinks of himself. To the stock contractor, those animals are just like his family."



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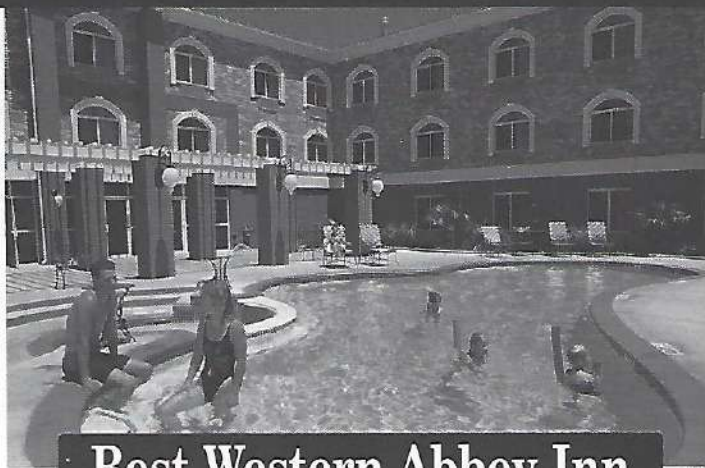
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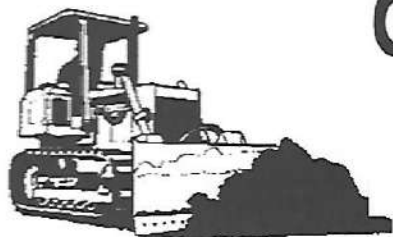
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Randee Munns has been clowning rodeos for over 20 years throughout the United States. He is from Garland, Utah, where he has a ranch and horse training operation. Randee is also a brand inspector for the state of Utah, as well as a vocational welding instructor for Bridgerland Area Vocational Center in Logan, Utah. Randee will bring several unique comedy acts, along with his expertise as a bullfighter and barrelman.

"The protector of cowboy, the entertainer of the crowd," so said a well-known sports commentator. He was referring, of course, to the rodeo clown. Rodeo clowns come in all shapes and sizes and all have to be top-notch athletes in peak physical condition. They have to be agile, quick, fearless, have the memory of a computer and an encyclopedia knowledge of bulls.

There are basically two types of clowns: the bull fighter and the barrelman. They both have serious jobs to do with a little flair of comedy thrown in. The bullfighter clowns are the track stars. They are out in the arena to distract the unpredictable bull from a downfallen cowboy. Pick-up men on horseback can't be used around the ill-tempered bulls.

The other type of rodeo clown is the barrelman. He uses himself and his barrel as a diversionary obstacle. He hauls a heavy, battered, reinforced metal barrel around, and folds himself inside like an accordion. Once inside the barrel, he awaits the blows of the irate bull and sometimes receives an unwelcome horn or hoof inside with him.

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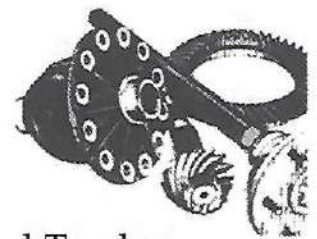
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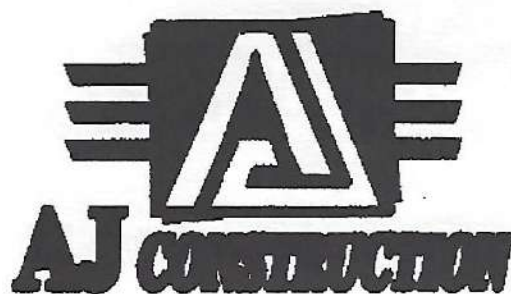
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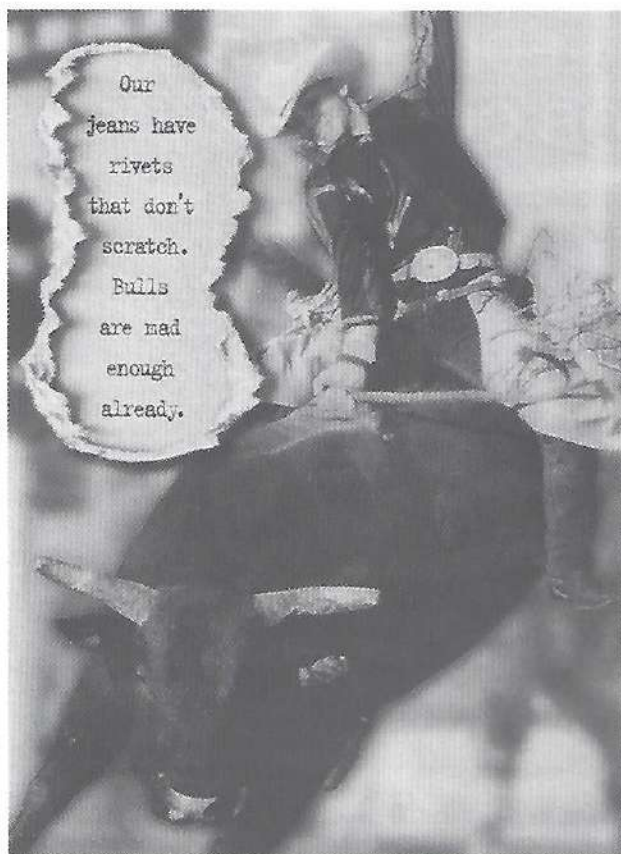
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What began as one cowboys dream has grown into a very rich event. The purse at the 1959 NFR in Dallas was \$50,000. By 1999, the pot had grown to \$4.4 million, making the NFR one of the most lucrative events in any sport.

A Cowboy will spend all year trying to qualify for the Finals, even if that means competing at more than 100 rodeos - sometimes hitting two or three on the same weekend. And qualifying for the NFR is huge.

In 1999, each event had a round jackpot of \$41,641, with the winner of each round banking \$12,909.

The average pot was worth \$124,923, with the winner walking away with \$33,105.

World championships and the gold buckle that goes with the title are decided on year-long earnings. But it's almost impossible for a cowboy to claim that title without having a solid National Finals. In fact, at the 1999 Finals, only two competitors, calf roper Fred Whitfield and barrel racer Sherry Cervi, entered the Finals in the lead and left with a '99 world title.

Whitfield, who also claimed world championships in 1991, 1995 and 1996, finished the year with more than \$217,000 in total earnings, his first world all-around title and his fourth calf roping championship.

Cervi, meanwhile, set a record for season winnings in a single event. The 1995 world champion finished the year with \$245,369 by earning more than \$113,000 over the 10 rounds.

On the other side, a cowboy down in the standings can make a move over the last 10 rounds of the season to wrap his hands around a world championship.

The 199 National Finals proved the point: bull rider Mike White went from 12th to first, steer wrestler Mickey Gee jumped from 11th to a world championship in 10 rounds and bareback rider Lan Lajeunesse vaulted from 11th to the top spot. The last NFR of the 1990s marked the 15th year of world championship competition in Las Vegas.

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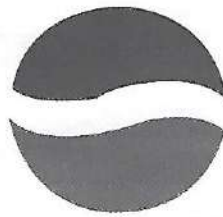
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In professional rodeo, a tenth of a second or a single point can mean the difference between hundreds or thousands of dollars.

Consequently, the importance of consistent and fair judging cannot be overstated. In fact, the absence of objective judging was a major cause of a cowboy protest in 1936 that resulted in the formation of an association that would later become the PRCA.

Since 1981, the Wrangler Pro Officials System has provided the Professional Rodeo Cowboys Association with competent and accurate judging.

All PRCA events must be officiated by trained judges. The eight salaried Wrangler officials and more than 150 reserve officials must undergo rigorous training before they are permitted to judge a PRCA sanctioned rodeo.

Most PRCA sanctioned rodeos employ two officials who are responsible for scoring and timing each roughstock ride and flagging each timed - event run.

The judges also watch for infractions such as broken barriers, illegal head catches, roping only one foot in team roping, knocking over barrels in barrel racing and failing to "mark out" a horse in saddle bronc and bareback riding.

Rodeo judges also inspect all rodeo livestock prior to every performance to ensure that none of the animals is sick or injured.

From The Past To The Present The Tradition Goes On

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1935	1	Marion Snow				
1936	2	Marion Snow				
1937	3	L.A. Porter		Helen Seegmiller		
1938	4	Rulon A. Snow		Addie Hammer		
1939	5	Dr. L. W. McGregor	Ezra McArthur	Addie Hammer		
1940	6	Wesley Nelson	Howard Cannon	Noma Andrus		Paul F. Hill
1941	7	Dr. A. W. McGregor	Brown Hail	Laura Lytle		Paul F. Hill
1942	8	Valentine McArthur	Brown Hail	Maxine Bowler		Paul F. Hill
1943	9	Howard Judd	Duke Sutton	War-No Queen		Slats Jacobs
1944	10	Neil Lundberg	Ezra McArthur	War-No Queen		Slats Jacobs
1945	11	Irvin Milne	Dick Hammer	Barbara McMullin		Slats Jacobs
1946	12	Bert Milne	Lindau Foremaster	Phyllis Foremaster		Slats Jacobs
1947	13	Albert J. Webber	Brown Hail	Romona McMullin		Earl Hutchison
1948	14	Ray Whipple	Brown Hail	Edna Gubler		Earl Hutchison
1949	15	Andy Pace	Ezra McArthur	Edna Gubler		Ray Skinner & Morgan
1950	16	Karl Hutchings	Anthony Atkin	Betty Jo Burgess		Earl Hutchison
1951	17	Lester Holcomb	Anthony Atkin	Margie Emett		Andy Jauregui
1952	18	Marion Bowler	Anthony Atkin	Jean Craig		Ray Skinner
1953	19	R.M. Reber	Roy Rencuf	Fawn Gubler		Wilford Cline
1954	20	Spencer Snow	Roy Rencuf	Lavell Bundy		Wilford Cline
1955	21	V. Loraine Cox	Bill Barlocker	Mary Ester Gardner		Wilford Cline
1956	22	Anthony Atkin	Bill Barlocker	Anna Laura Heaton		Wilford Cline
1957	23	Wayne B. Nuttal	Clayton Atkin	Caroline Dickerson		Rosser & Pascoe
1958	24	Charles Pickett	Clayton Atkin	Penny Hafen		Rosser & Pascoe
1959	25	K. J. Parkinson	Andrew Lytle	Judy McMullin		Rosser & Pascoe
1960	26	Jim Lundberg	Andrew Lytle	Ruth Ann Hafen		Rosser & Pascoe
1961	27	Ray Garner	Bernard Seegmiller	Carma Jean Staheli		Ray Kohrs
1962	28	Lindau Foremaster	Marion Bowler	Mary Ann Reber		Cotton Rosser
1963	29	J. Andrew Holt	Marion Bowler	Jeri Lynn Snow	Gai Reber	Cotton Rosser
1964	30	L. Bard Blackham	Dean Gardner	Helen Holt	Carmen Iverson	Cotton Rosser
1965	31	Wayne Whitehead	Dean Gardner	Gai Reber	Marita Hunt	Cotton Rosser
1966	32	Albert M. Stratton	Karl Hutchings	Carmen Iverson	Shirlee Esplin	D. A. Kerby
1967	33	Joe Hutchings	Karl Hutchings	Sandra Staheli	DeAnn Sorenson	D. A. Kerby
1968	34	Clayton Atkin	Bard Blackham	Shirlee Esplin	Sherilynn Riggs	D. A. Kerby
1969	35	Afton Ence	Bard Blackham	Nyla Jean Bundy	Louise Gardner	D. A. Kerby
1970	36	Dick Miles	Harry Lundin	Randy Beatty	Debbie Staheli	D. A. Kerby
1971	37	Doyle Sampson	Harry Lundin	Marita Hunt	JoAnn Hoyt	D. A. Kerby
1972	38	Dwane Esplin	Gerald Holt	Georgette Bracken	Tamara Staheli	D. A. Kerby
1973	39	Andy Lytle	Gerald Holt	Louise Gardner	Michelle Maxfield	D. A. Kerby
1974	40	Joe Empey	Dwane Esplin	Sharlene Squires	Julie Herman	D. A. Kerby
1975	41	Gerald Holt	Dwane Esplin	Valorie Holt	Cindy Welch	D. A. Kerby
1976	42	George M. Jay	LaVar Foremaster	Tamara Staheli	Eva Dawn Larson	D. A. Kerby
1977	43	Chuck Horlacher	LaVar Foremaster	Julie Herman	Tammy Minnear	D. A. Kerby
1978	44	LaVar Foremaster	E.J. Formaster	Valorie Hunter	Windy Foremaster	D. A. Kerby
1979	45	Nels Fenton	E. J. Foremaster	Muriel Esplin	Francine McLeese	D. A. Kerby
1980	46	Joe Bowcut	Earl Thompson	Shannon Crosby	Kari Anderson	D. A. Kerby
1981	47	Ronald Knell	Earl Thompson	Lisa Wallis	Lisa Lytle	D. A. Kerby
1982	48	Wallace Mathis	Don Randall	Cindy Welch	Natalie Staples	D. A. Kerby
1983	49	Bill Bringham	Don Randall	Tiffany Staples	Laurie Hafen	D. A. Kerby
1984	50	Jerry Parker	Judd Burgess	Lisa Lytle	Liberty Iverson	D. A. Kerby
1985	51	Tom Joy	Judd Burgess	Gia Andrus	Kelle Peterson	D. A. Kerby
1986	52	Hal Norton	Rod Orton	Jennifer Romney	Susette Gubler	D A & Bud Kerby
1987	53	David L. Limbacher	Rod Orton	Ande Andrus	Lynette Iverson	D A & Bud Kerby
1988	54	Gerald Cox	Jerry Parker	Stacy Jo Pate	Emilee Lott	D A & Bud Kerby
1989	55	E. J. Formaster	Jerry Parker	Susette Gubler	Tressa Simpson	D A & Bud Kerby
1990	56	Bill Hickman	Dean Jones	Emilee Lott	Jody Spilsbury	D A & Bud Kerby
1991	57	Lewis Bowler	Dean Jones	Julie Larsen	Natalie Young	D A & Bud Kerby
1992	58	Doug Mittleberger	Ken Thompson	Ginger Andrus	Katie Gardner	D A & Bud Kerby
1993	59	Verl Milne	Ken Thompson	Jessica McArthur	Tina Branham	D A & Bud Kerby
1994	60	Steve Holt	Hal Norton	Natalie Young	Lainee Bowler	Bud Kerby
1995	61	Con Dominguez	Hal Norton	Katie Gardner	Haylee Brown	Bud Kerby
1996	62	Bill Condie	Chuck Bentley	Tina Branham	Jessie Branham	Bud Kerby
1997	63	Bill Warren	Chuck Bentley	Lyndsey Frei	Shaylee Snow	Bud Kerby
1998	64	Dorrel Booth	Bud Branham	Kodi Balen	Lindsey Reber	Bud Kerby
1999	65	Don Randall	Bud Branham	Lainee Bowler	Allene Wright	Bud Kerby
2000	66	Chuck Bentley	Gary Allred	Lynsey Reber	Lacy Snow	Bud Kerby
2001	67	Bill Vernon	Gary Allred	Hailee Brown	Dacia Clark	Bud Kerby

1935 to 1937 Rodeo was held on Armistice Day

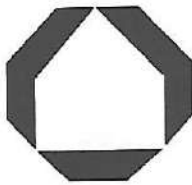
1938 First Rodeo was held in September

1940 First night rodeo was held

1945 Rodeo was sanctioned by the Rodeo Cowboy Association

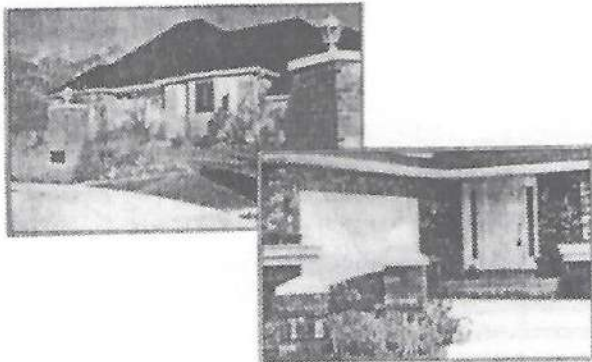
1947 First Rodeo held in the Sunbowl

There have been only 17 girls that have been Princess and then Queen for the Rodeo



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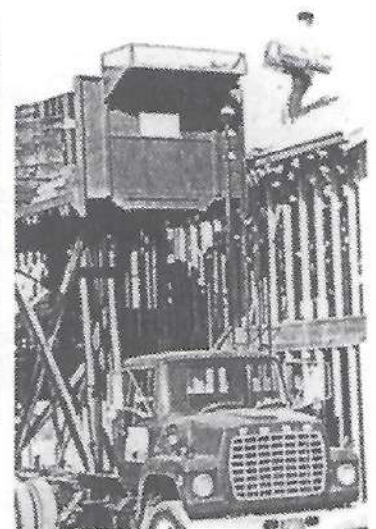


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Before 1976, it was not uncommon to see a cowboy standing at a pay phone at some side-of-the-road gas station with a handful of quarters, trying to get through to a rodeo secretary the moment entries opened in order to get a good position at a rodeo.

It was also common for each rodeo to have its own entry office, with only one telephone line to handle hundreds of entry calls.

But in 1976, the PRCA unveiled Professional Rodeo Communications PROCOM -a computerized telecommunications entry system that enables cowboys to enter several rodeos with a single phone call.

With the PROCOM system, contestants also can enter their traveling partners at the same time, greatly increasing the likelihood that they will compete in a rodeo at the same time, thus enabling them to share traveling expenses.

Since roughstock cowboys may apply earnings from up to 125 rodeos each year toward qualifying for the National Finals Rodeo, and timed-event competitors may count up to 100 rodeos per year, cowboys still might find themselves logging scores of calls to the central entry office. But with as many as 20 PROCOM operators manning the telephones during the peak rodeo season, contestants rarely have difficulty getting through.

After entries for a rodeo have closed, the computer randomly draws positions, then matches cowboys with livestock. Each cowboy has an equal chance of drawing the best animal.

PROCOM handles roughly 700,000 calls per year, averaging 1,918 calls each day. All calls are recorded to ensure accuracy. If a discrepancy occurs, the tape of the call is pulled from the file, then reviewed by a PROCOM supervisor and the problem is always quickly resolved.

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STEER WRESTLING

Speed and strength are the name of the game in steer wrestling. In fact, with a world record sitting at 2.4 seconds, steer wrestling is the quickest event in rodeo.

The objective of the steer wrestler, or "bulldogger," is to use strength and technique to wrestle a steer to the ground as quickly as possible.

That sounds simple enough.

But there's a catch: the steer generally weighs more than twice as much as the cowboy and, at the time the two come together, they're often traveling at 30 miles per hour.

Speed and precision, the two most important ingredients in steer wrestling, make bulldogging one of rodeo's most challenging events.

As with calf ropers and team ropers, the bulldogger starts on horseback in a box. A breakaway rope barrier is attached to the steer a head start that is determined by the size of the arena. When the steer reaches the advantage point, the barrier is released and the bulldogger takes off in pursuit. If the bulldogger breaks the barrier before the steer reaches the head start, a 10-second penalty is assessed.

In addition to strength, two other skills critical to success in steer wrestling are timing and balance.

When the cowboy reaches the steer, he slides down the right side of his galloping horse, hooks the right arm around the steer's right horn, grasps the left horn with his left hand and, using strength and leverage, slows the animal and wrestles it to the ground. His work isn't complete until the steer is on its side with all four feet pointing the same direction. But that's still not all there is to it.

In order to catch the sprinting steer, the cowboy uses a "hazer," another mounted cowboy who gallops his horse along the right side of the steer and keeps it from veering away from the bulldogger.

The efforts of the hazer can be as important as those of the steer wrestler. For that reason, and the fact a hazer sometimes supplies the bulldogger a horse, the hazer often receives a fourth of the payoff.



SADDLE BRONC RIDING

Saddle bronc riding is rodeo's classic event, both a complement and contrast to the wilder spectacles of bareback riding and bull riding.

Bronc riding requires strength to be sure, but the event also demands style, grace and precise timing.

Saddle bronc riding evolved from the task of breaking and training horses to work the cattle ranches of the Old West.

Many cowboys claim riding saddle broncs is the toughest rodeo event to master because of the technical skills necessary for success.

Every Move the bronc rider makes must be synchronized with the movement of the Horse. The cowboy's objective is a fluid ride, somewhat in contrast to the wilder and less-controlled rides of bareback riders.

Among the similarities shared by saddle bronc riding and bareback riding is the rule that riders in both events must mark out their horses on the first jump from the chute.

To properly mark out his horse, the saddle bronc rider must have both heels touching the animal above the point of its shoulders when it makes the first jump from the chute. If the rider misses his mark, he receives no score.

While a bareback rider has a rigging to hold onto, the saddle bronc rider has only a thick rein attached to his horse's halter. Using one hand, the cowboy tries to stay securely seated in his saddle. If he touches any part of the horse or his own body with the free hand, he is disqualified.

Judges score the horse's bucking action, the cowboy's control of the horse and the cowboy's spurring action. While striving to keep his toes turned outward, the rider spurs from the points of the horse's shoulders to the back of the saddle. To score well, the rider must maintain that action throughout the eight-second ride.

While the bucking ability of the horse is quite naturally built into the scoring system, a smooth, rhythmic ride is sure to score better than a wild, uncontrolled effort.



FRED WHITFIELD

HOCKLEY, TEXAS

2000 PRCA WORLD CHAMPION CALF ROPER

PREVIOUS TITLES: '99 World Champion All-Around Cowboy,

1991, '95-96, '99 World Champion Calf Roper

2000 Earnings: \$194,936



Fred Whitfield was a busy man in 2000. All he did was get married, celebrate the birth of his daughter, set a PRCA regular-season earnings record for calf ropers with \$129,516 and win a fifth calf roping world title to go with his 1999 all-around crown. In between, Whitfield won his first buckle at the Houston Livestock Show and Rodeo and a record third victory at the Cheyenne Frontier Days rodeo.

Whitfield not only plans to defend this calf roping world title in 2001, he's looking for a team roping partner so he can make another run at an all-around world championship. "It's going to be hard to top what I've done," said Whitfield. "I've won five world titles in calf roping. I've won an all-around world title. I've got some awful big shoes to fill. I'm in a position where there's only one way to go, and that's down. But I'm going to refocus and re-dedicate myself and I'll be right back rodeoing next year."



JEFFREY COLLINS

REDFIELD, KANSAS

2000 PRCA WORLD CHAMPION BAREBACK

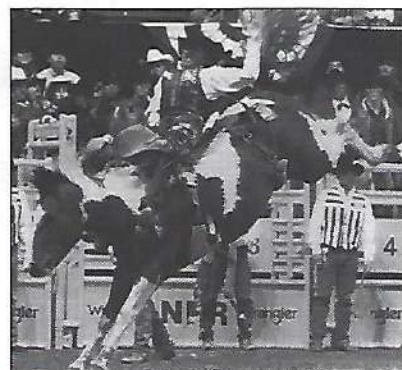
RIDER

2000 Earnings: \$165,305

Deb Greenough remembers watching Jeff Collins during the Kansas cowboy's rookie year in 1989. "My gosh, that kid rode good then," Greenough said. "Jeff has a style I really like. He sets his feet good every jump and gets a good full spur lick in. My idea of riding bareback horses is using your feet well. I think that's what bareback riding's all about."

On December 10, Collins showed the country what Greenough and the rest of PRCA's bareback riders have known for more than a decade by claiming the world championship at the 42nd annual NFR. The bareback rider from Kansas rode 10 top-caliber bucking horses for an NFR-average record 816 points and finals earnings of \$92,923.

The gold buckle, Collins said, is something he can cherish for years to come and something he can share with his 2-year-old daughter Payton when she grows up. "I can show her that hard work pays off," Collins said. "I felt like I worked hard at this. I just didn't lay around on the couch and it happened. I think I can show my daughter through this that she can do whatever she wants if she works hard."



TEAM ROPING

Team roping, the only true team event in professional rodeo, requires close cooperation and timing between two highly skilled ropers - a header and a heeler.

The event originated on ranches when cowboys needed to treat or brand large steers and the task provided too difficult for one man.

The key to success? Hard work and endless practice. Team roping partners must perfect their timing, both as a

team and with their horses.

Similar to calf ropers and steer wrestlers, team ropers start from the boxes of each side of the chute from which the steer enters the arena. The steer gets a head start determined by the length of the arena.

One end of a breakaway barrier is attached to the steer then stretched across the open end of the header's box.

When the steer reaches its advantage point, the barrier is released and the header takes off in pursuit, with the heeler trailing slightly further behind. If the header breaks the barrier before the steer completes its head start, the ropers are assessed a 10-second penalty. Some rodeos use heeler barriers, too.

The header ropes first and must make one of three legal catches on the steer - around both horns, around one horn and the head, or around the neck. Any other catch by the header is considered illegal and the team is disqualified.

After the header makes his catch, he turns the steer to the left and exposes the steer's hind legs to the heeler. The heeler then attempts to rope both hind legs. If he catches only one foot, the team is assessed a five-second penalty.

After the cowboys catch the steer, the clock is stopped when there is no slac in their ropes and their horses face one another.

Another aspect vital to the event is the type of horses used by the ropers. The American Quarter Horse is the most popular among all timed-event competitors, particularly team ropers. Heading horses generally are taller and heavier because they need the power to turn the steer after it is roped. Heeling horses are quick and agile, enabling them to better follow the steer and react to its moves.

THE FACTS CONCERNING THE CARE AND TREATMENT OF PROFESSIONAL RODEO LIVESTOCK

WHO TAKES CARE OF THE ANIMALS?

The true experts on livestock care and management are those who do it every day. PRCA rodeos are managed by people who are knowledgeable and well-educated about proper livestock handling and maintenance. And few are more attuned to the animals' needs than professional stock contractors.

"Today, rodeo is an investment," said Harry Vold, a top PRCA stock contractor from Avondale, Colol. "It's most important to take care of these animals. In fact, we probably take better care of them than people not involved with rodeo."

Tommy Keith, a PRCA judge, said a visit behind the scenes would be an educational experience for most spectators.

"The first thing the stock contractor does (after a rodeo performance) is make sure those animals are fed and watered," Keith said. "He probably hasn't eaten since 7 in the morning and he's been out there working all day but he makes sure those animals are taken care of before he thinks of himself. To the stock contractor, those animals are just like his family."

HOW DOES THE PRCA ENSURE THAT ITS ANIMALS ARE HEALTHY?

Animals used in professional rodeo competition are top athletes.

"Only when horses and bulls feel good will they buck good, and basically in timed events it's the same way," said Shirley Churchill, supervisor of timed events at Cheyenne (Wyo.) Frontier Days. "The fastest time or best score requires the best stock."

By inspecting every animal before it is selected for competition, the PRCA ensures that only healthy livestock is used. If an animal becomes sick or injured between the time it is drawn and the time it is scheduled for competition, it will not be used.

HOW OFTEN ARE RODEO ANIMALS INJURED?

A 1963-94 survey conducted at 28 PRCA rodeos indicated that the injury rate for animals was so low that it was statistically negligible.

Of the 33,991 animals that entered the arenas, only 16 were injured, according to data compiled by onsite veterinarians. That translates to an injury rate of less than five-hundredths of 1 percent, or less than one animal in 2,000.

All the Veterinarians who took part in the survey reported that the animals were well cared for and the rodeo grounds were in good condition.

Other surveys throughout the years have also shown that animal injury rates in professional rodeo are extremely low. Mistreatment of livestock - intentional or unintentional -

is virtually unheard of at PRCA rodeos.

Among the five Dozen PRCA rules that protect animals is one that authorizes the officials to disqualify a contestant and levy a \$250 fine on the spot for unnecessary roughness. The fine doubles with each offense.

"That Means if I see a guy flank a calf in a way that I think is too rough, I can call him for unnecessary roughness, and he'll automatically be disqualified and have to pay a \$250 fine," said PRCA judge Tommy Keith. "And you bet I'll call it. There's not too many guys who are willing to risk that with thousands of dollars at stake."



DO RODEO COWBOYS USE SPURS DURING ARENA COMPETITION?

Dull Spurs are used in professional rodeo's three riding events - bareback riding, saddle bronc riding and bull riding. Spurs that meet PRCA guidelines have blunt rowels (the star shaped wheel on spurs) that are about one eighth of an inch thick, so they can't cut the animals.

If a rider uses non-regulation spurs, he is disqualified from competition - the last thing any professional rodeo cowboy wants in is his quest for prize money. The rowels must be loose so they will roll over the horse's hide. Bull riding spurs have dull, loosely locked rowels to provide more grip on the loose-hided animals.

Sources such as Sisson's "Anatomy of the Domestic Animal" and Maximow and Bloom's "Textbook of Histology" indicate that the hides of horses and bulls are much thicker than human skin. A person's skin is 1mm to 2mm thick and bull hide is about 7 mm thick. The animals' thick hides resist cutting or bruising, and the spurs used at PRCA rodeos usually only ruffle the animal's hair.



WHAT IS A FLANK STRAP?

The flank strap is a sheepskin-lined strip of leather that is placed behind the horse's rib cage in the flank area. The strap enhances the bucking instincts of an animal, but causes no pain. PRCA rules strictly regulate the use of the strap, which must have a quick-release buckle. Sharp or cutting objects are never placed between the strap and the animal.

Veterinarians have testified that the flank strap causes no harm to animal.

"I've never seen or heard of any damage caused by a flank strap, and as for the argument that it covers the genitals, that's impossible," said Dr. Susan McCartney, a veterinarian from Reno, Nev., who specializes in large-animal care. Also, said McCartney, the horse's kidneys are protected by its ribs, and the flank strap doesn't injure internal organs.

So why do horses buck? Instinct. Bucking is often part of a horse's nature, and a horse that is not inclined to buck cannot be forced to do so with the use of a flank strap.

"These are not animals that are forced to buck and perform out in the arena," said Dr. Eddie Taylor, the attending veterinarian for La Fiesta De Los Vaqueros, a PRCA-sanctioned rodeo in Tucson, Ariz. "They thoroughly enjoy what they are doing."

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BAREBACK RIDING

Bareback riding is a tough way to make a living!

It's a difficult event to do correctly, and, even when you do, you can expect to be punished.

Most cowboys agree that bareback riding is the most physically demanding event in rodeo taking an immense toll on the cowboy's body.

Muscles are stretched to the limit, joints are pulled and pounded mercilessly, and ligaments are strained and frequently rearranged. The strength of bareback broncs is exceptional, and challenging them is often costly.

Bareback riders endure more abuse, suffer more injuries and carry away more long-term damage than all other rodeo cowboys.

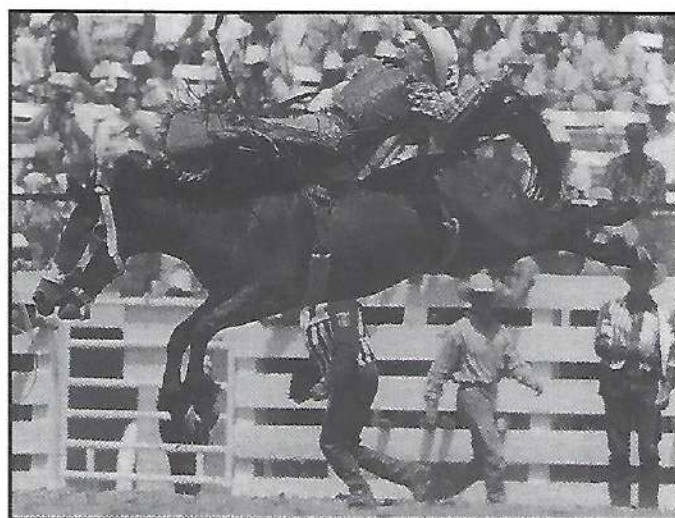
To stay aboard the horse, a bareback rider uses a rigging made of leather and constructed to meet PRCA safety specifications. The rigging, which resembles a suitcase handle on a strap, is placed atop the horse's withers and secured with a cinch.

As the bronc and rider burst from the chute, the rider has to "mark out" his horse. In other words, he must have both spurs touching the horse's shoulders until the horse's feet hit the ground after its initial move from the chute. If the cowboy fails to do this he is disqualified.

As the bronc bucks, the rider pulls his knees up, dragging his spurs up the horse's shoulders. As the horse descends, the cowboy straightens his legs, returning his spurs over the point of the horse's shoulders in anticipation of the next jump.

But it takes more than sheer strength to make a qualified ride and earn a money-winning score. A bareback rider is judged on his spurring technique, the degree to which his toes remain turned out while he is spurring and his "exposure," or willingness to take whatever might come during his ride.

It's a tough way to make a living, all right. But, according to bareback riders, it's the cowboy way.



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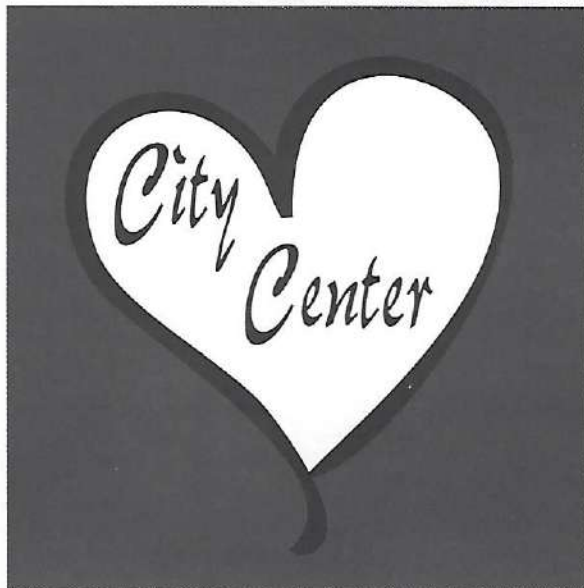
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CALF ROPING

As with saddle bronc riding and team roping, the roots of calf roping can be traced back to the working ranches of the Old West.

When calves were sick or injured, cowboys had to rope and immobilize them quickly for veterinary treatment. Ranch hands prided themselves on the speed with which they could rope and tie calves, and they soon turned their work into informal contests.

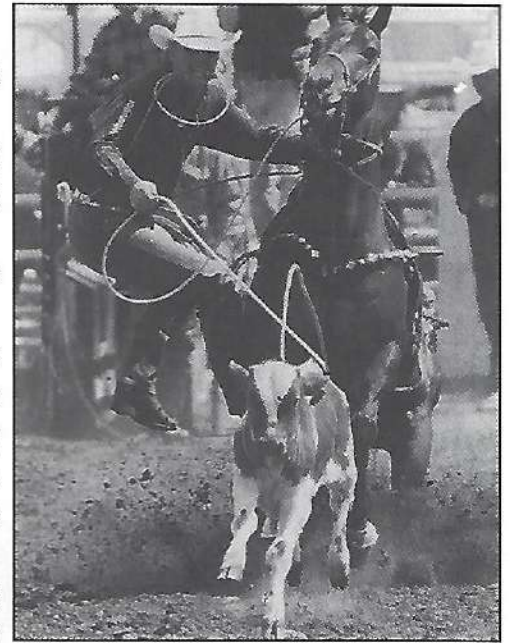
As the sport matured, being a good horseman and a fast sprinter became as important to the competitive calf roper as being quick and accurate with a rope.

In modern rodeo, the mounted cowboy starts from a box, a three-sided fenced area adjacent to the chute holding the calf. The fourth side of the box opens into the arena. The calf receives a head start that is determined by the length of the arena. One end of a brakeway rope barrier is looped around the calf's neck and stretched across the open end of the box. When the calf reaches its advantage point, the barrier is released. If the roper breaks the barrier before the calf reaches its head start, the cowboy is assessed a 10-second penalty.

The horse is trained to come to a stop as soon as the cowboy throws his loop and catches the calf. The cowboy then dismounts, sprints to his catch and throws it by hand, a maneuver called flanking. If the calf is not standing when the cowboy reaches it, he must allow the calf to get back on its feet, then flank it. After the calf is flanked, the roper ties any three legs together with a pigging string - a short, looped rope he clenches in his teeth during the run.

While the contestant is accomplishing all of that, his horse must pull back hard enough to eliminate any slack in the rope, but not so hard as to drag the calf.

When the roper finishes tying the calf, he throws his hands in the air as a signal that the run is completed. The roper then mounts his horse, rides forward to create slack in the rope, then waits six seconds to see if the calf remains tied. If the calf kicks free, the roper receives no time.



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BULL RIDING

Rodeo competition, in the beginning, was a natural extension of the daily challenges cowboys confronted on the ranch- roping calves and breaking broncs to be ridden.

But intentionally climbing on the back of a 2000 pound bull? There is nothing natural about that. Most people, in fact, consider that a fool-hearted act.

The risks are obvious. Serious injury is always a possibility for those fearless enough to sit astride an animal that weighs a tone and is usually equipped with dangerous horns.

But cowboys do it, fans love it and bull riding ranks as one of rodeo's most popular events.

Bull riding is dangerous and predictably exciting, demanding intense physical prowess, supreme mental toughness and courage.

Like bareback and saddle bronc riders, the bull rider may use only one hand to stay aboard during the eight-second ride. If he touches the bull or himself with his free hand, he receives no score. But unlike the other roughstock events, bull riders are not required to mark out their animals. While spurring a bull can add to the cowboy's score, riders are commonly judged on their ability to stay aboard the twisting, bucking mass of muscle.

Balance, flexibility, coordination, quick reflexes and, perhaps above all, a good mental attitude are the stuff good bull rider are made of.

To stay aboard the bull, a rider uses a flat braided rope, which is wrapped around the bull's chest just behind the front legs and over its withers. One end of the bull rope, called the tail, is threaded through a loop on the other end and tightened around the bull. The rider then wraps the tail around his hand, sometimes weaving it through his fingers to further secure his grip.

Then he nods his head, the chute gate swings open and he and the bull explode into the arena.

Every bull is unique in its bucking habits. A bull may dart to the left, then to the right, then rear back. Some spin, or continuously circle in one spot in the arena. Others add jumps or kicks to their spins, while others might jump and kick in a straight line, or move side to side while bucking.



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The St. George Lions Club is the largest Lions Club in the state of Utah with 110 members. The Lions and Lady Lions sponsor, participate in, or donate to the following activities or organizations.

SPONSOR:

- Dixie Roundup Rodeo, Daily Parades, and the Rodeo Queen and Princess Contest.
- Dixie Down Horse Races Held at the new county fair complex each April.
- Pine Valley Lions Lodge which was used by approximately 3500 people last year.
- Glow in the dark golf tournament. • Garden Tour.

PARTICIPATE IN:

- Washington County Fair Complex • Academic Decathlon (Utah and National)
- Huntsman World Senior Games • Dixie College Woman's Conference
- Jubilee of Trees • Rotary Bowl • Community Parades in So. Utah • College Rodeo

DONATIONS TO:

- Lions Eye Bank (Sight First) • Utah Eye Bank • Leader Dogs for the Blind
- Washington County Foundation • Dixie College Scholarships • Dixie High Jetettes
- Local High Schools Scholarships • Dove Center • Lights for Life • FHA-FFA
- Dixie Little League • American Legion Team • Boys and Girls State
- High School Rodeo Clubs • Quest Best • Eye Glasses for Kids • Diabetes Program
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