St. George Lions 52nd Annual

Dixie Roundup

Lions' Dixie Sun Bowl

September 10-11-12, 1986

St. George, Utah



Compliments of
Washington County

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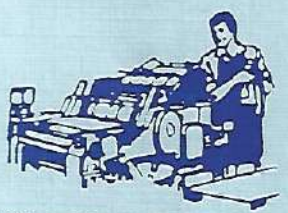
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President's Message



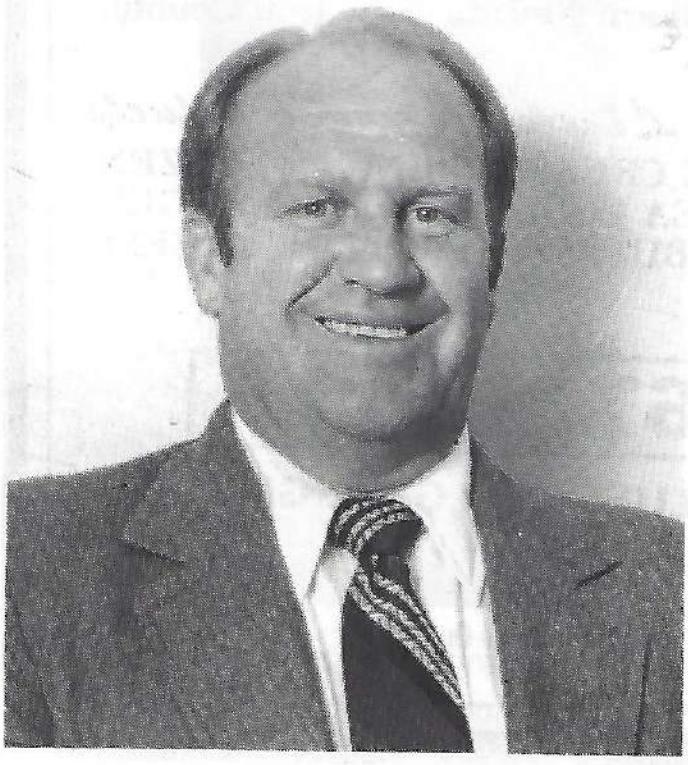
I would like to extend a warm Southern Utah welcome to all rodeo visitors. The Dixie Roundup represents 52 years of great cooperation and support by the citizens and businesses of Southern Utah with the St. George Lions Club.

We are pleased the Dixie Roundup is recognized as a part of the P.R.C.A. circuit and we pledge to continue to make it bigger and better each year. This year we will be a first with the addition of a major entertainment on Wednesday night as we present Marie Osmond and Company.

A special thanks to the Lions, Lady Lions, and those members of the community who contribute so much to make this annual event the success it has become.

Have a good time this week in Dixie and enjoy a great Rodeo!

Hal Norton
Lions Club President



Mayor's Message

As Mayor of the fastest growing city in the west, it is a pleasure to welcome you to the annual presentation of the Lions Dixie Roundup and to offer you the hospitality that the citizens of Utah's Dixie have always extended to visitors to our city.

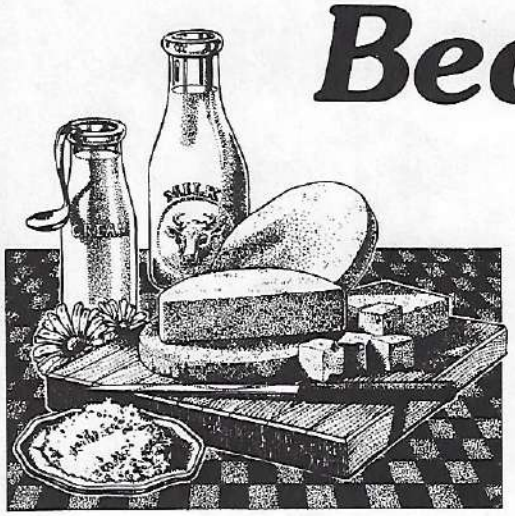
Few cities can boast the beauty, variety and stability that St. George can. We are a city surrounded by breathtaking scenery, nestled in a temperate climate and anchored to a proud heritage.

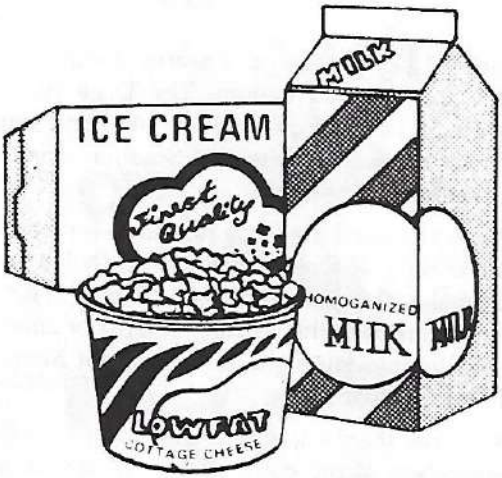
We appreciate the impact the St. George Lions have on our community through their civic programs and contributions.

We invite you to spend a few days, months or even a lifetime in our beautiful area. This 52nd Annual Dixie Roundup is being presented for you, please enjoy.

Mayor Karl Brooks
City of St. George

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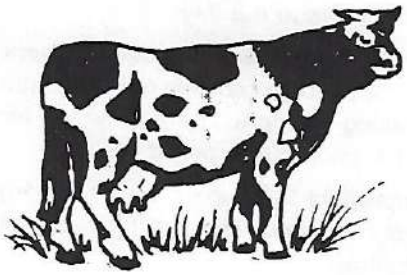
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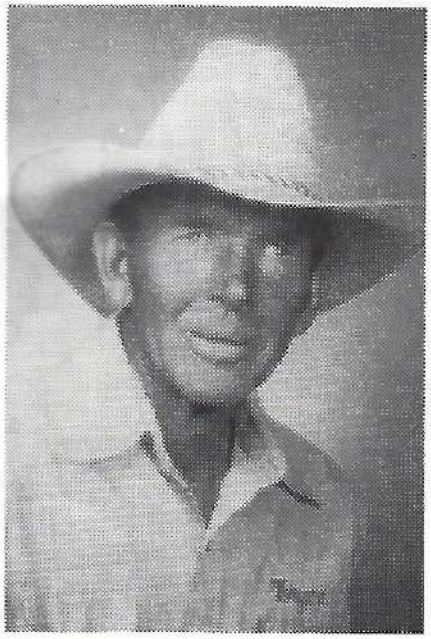
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677 N BLUFF, ST. GEORGE

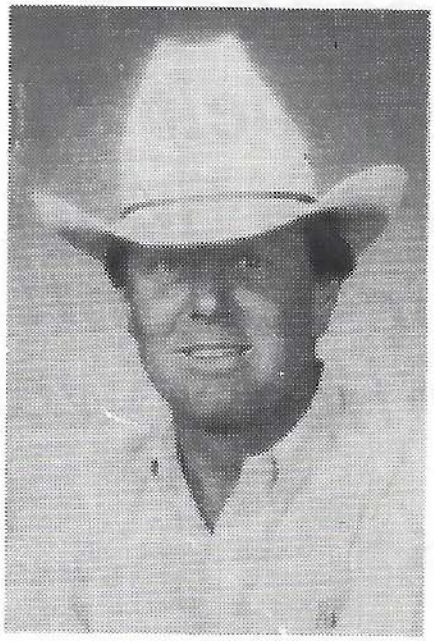
"You Can Whip Our Cream But You Can't Beat Our Milk"

General Committee

St. George Lions Club Dixie Roundup Chairmen



Bryce Gubler



Rodney Orton
Chairman



Jerry J. Parker

1986 Dixie Roundup Queen & Princess



Jennifer Romney
Roundup Queen



Suzette Gubler
Roundup Princess

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Banard Hafen
Lewis Bowler
Bruce Jacobson

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Dick Miles, Chairman
Dave Limbacher, Co-Chairman
Conrad Dominguez
Dean Jones
Asa Mountford
Delwyn Bracken
Harry Lundin
Vertis Benson
Jon Hall
Earl Herman
Ron Knell
Wayne Nuttall
Shirl Pitchforth
Joe Zorko

Finance
Ron McArthur, Chairman
Bill Hickman
H. Val Hafen

Rodeo Party
Lion Members, if your wife is on this committee, you are on the men's committee

Grand Entry
Joe Hutchings, Chairman
Karl Hutchings, Co-Chairman
Jay Ence

Badges & Western Dress
Ken Thompson, Chairman
Keith Burgess, Co-Chairman
Verl Milne
All Members

Tickets
R. M. Reber, Chairman
Chuck Horlacher, Co-Chairman
D. K. Adams
Clayton Atkin
Marion Bowler
Bill Bringhurst
M. A. Ence
George Fargo
R. N. Fenton
Kay Hammond
Elwood Harrison
Andrew Holt
Andy Lytle
Dick Miles
Shirl Pitchforth
John Reber
Wayne Whitehead
Frank Enlow
Joe Zorko
Clark Houston

Reserved Seating
Harry Lundin, Chairman
Fred Wright, Co-Chairman
Neal Lundberg
Clark Empey
V. L. Cox
Irvin Milne
Garth Belliston
Doyle Sampson
Lewis Bowler
Earl Thompson
Banard Hafen

Concert Seating
Fred Wright, Chairman
Same Committee as Reserve Seating for Rodeo

Daily Programs
Jay Ence, Chairman
Joe Hutchings
Karl Hutchings
Anthony Atkin
H. Val Hafen
Ronald Knell
Conrad Dominguez
Wayne Nuttall
Floyd Ence
Don Lay
Sherrell Newby
Theo Pendleton

Rodeo Book
Lynn Milligan, Chairman
Neal Lundberg, Co-Chairman
Don Hitchcock
John Reber
Marion Bowler
Ted Spilsbury
E. J. Foremaster
Ken Newby
Frank Enlow
Vinton Parker
Tom Joy
Wayne Whitehead
Joe Empey

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Asa Mountford, Chairman
Russ Davis
Bill Condie
Judd Burgess

Chute Ads
Lewis Bowler

Concert Chairman
Bill Hickman

Advisory Committee
Judd Burgess, Chairman
Don Randall
Earl Thompson

First Aid
Carlyle Stout, M.D., Chairman

Concessions
Jim Raburn, Chairman
Neal Lundberg Jr., Co-Chairman
Robert Harper, Co-Chairman
LaVar Foremaster
Vertis Benson
Joe Bowcutt
Gerald Cox
Joe Empey
George Fargo
LeGrande Fawcett
Neil Glauser
E. J. Foremaster
Darryl Hafen
Jon Hall
Earl Herman
Clark Houston
William Hickman
Don Hitchcock
Bruce Jacobson
Dean Jones
David Limbacher
Wally Mathis
Lynn Milligan
Wes Milne
Verl Milne
Ken Newby
Jeff Norton
Charlie Norton
Vinton Parker
Theo Pendleton
Kent Provstgaard
Don Randall
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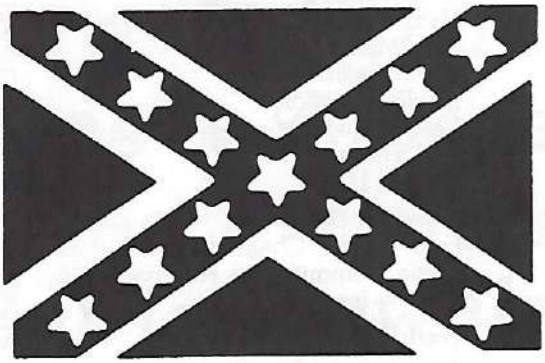
Horses For Parades
Earl Thompson, Chairman
Don Randall, Co-Chairman

Grounds
Kent Provstgaard, Chairman
Dean Jones
Judd Burgess

Photography
Dean Jones

Police
Jim Raburn, Chairman
Vertis Benson

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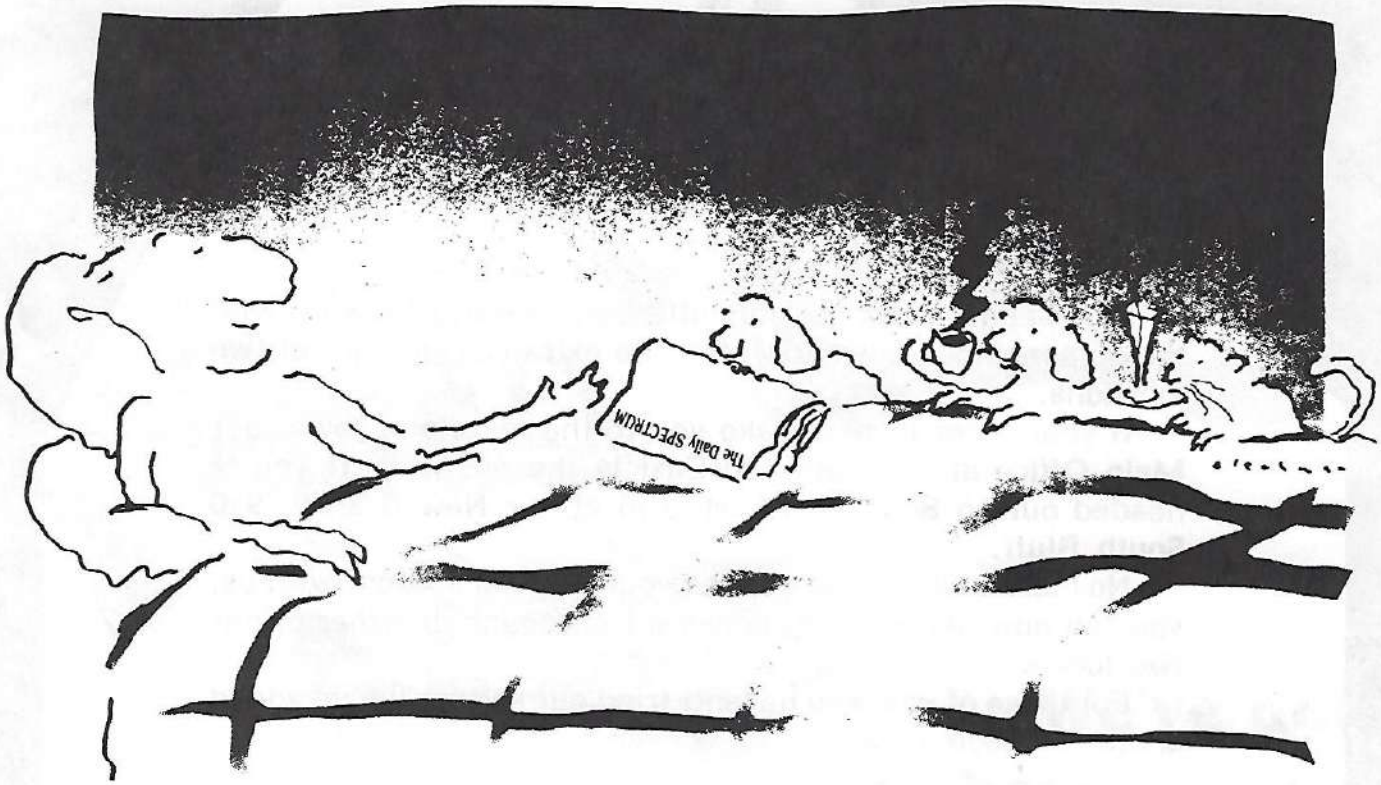
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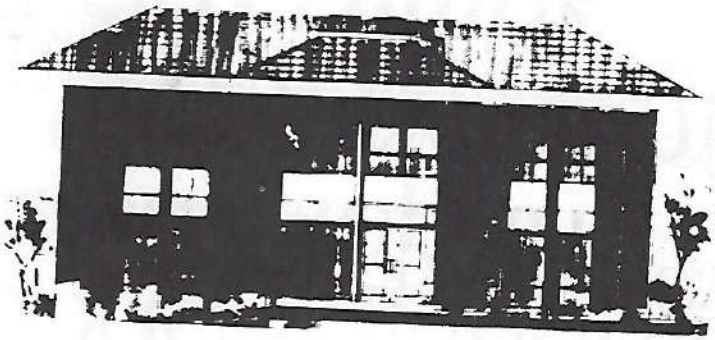
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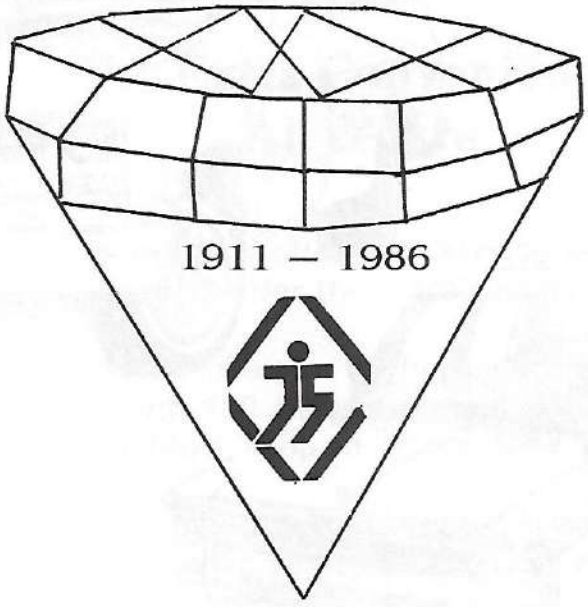
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Marie Osmond in Concert!!



A concert review has classified Marie Osmond as "...a true communicator...an artist whose style and magic casts a spell upon all she entertains. Here is a seasoned, versatile performer whose career began early only to transcend all show business fad to bear the test of time."

And bear the test of time she has. With a career now spanning well over two successful decades, Marie wears her career well regardless of its many facets and areas of demand.

Marie's recording career took an exciting turn with her first Capitol album "There's No Stopping Your Heart," which has resulted in two -1 hits, including a duet with Dan Seals entitled "Meet Me In Montana." A new album is set for release in mid-August.

Marie's entertainment career began at the age of three, when she appeared with her brothers for a brief and noticeably shy moment during a segment of "The Andy Williams Show." That encounter with Andy kicked off what was to become her lifelong vocation.

After years of national and international touring with her famous siblings, her desire to release further expressions of a steadily-growing talent became overwhelming. At the age of thirteen, Marie recorded "Paper Roses" as arranged and produced by country great, Sonny James. Within a few short weeks of its release, "Paper Roses" turned gold and the radio/record community established her rising star as one not to be taken lightly.

One year later, her birthday present was a nomination by the National Academy of Recording Arts and Sciences for "Best Female Country Vocal Performance of the Year," and a second nomination by the Academy as "Best Artist of 1973." Just barely into her 16th year, Marie found herself the youngest co-host of a weekly television show, "Donny & Marie." The ABC show remained a favorite for four successful seasons and captured two consecutive People's Choice awards along with numerous other citations and honors. At the conclusion of "Donny & Marie," she joined her entire family for thirteen episodes of "The Osmond Family Show."

Marie's musical expression took on a myriad of variations and her career rocketed to even greater heights. In 1976 she was voted by the public as one of the "Top Three Favorite Musical Performers of the Year" before going on to capture another People's Choice award in the category of "Best TV Variety Show."

Still making exclusive guest appearances on television specials (and the 1985 co-host of ABC-TV's "Ripley's Believe It Or Not), Marie continues to tour in concert over half the year, but she prioritizes her time to spend evey possible moment with her young son, Stephen James, who travels with her constantly.

From the little girl who recorded "Paper Roses" to the sophisticated young woman who sings "Read My Lips," Marie Osmond's country career has actually spanned a wealth of time. Yet her highly successful association with Capitol Records has given the fans a refreshing "new" star of country music.

The St. George Lions Club are proud to present her in concert on Wednesday, September 10th, in the Sun Bowl beginning at 8:00 p.m. Admission price will be $10.00 at the gate with no reserved seats. In case of incliment weather the Marie Osmond In Concert Show will be presented in two performances at the Dixie College Gym the same evening.

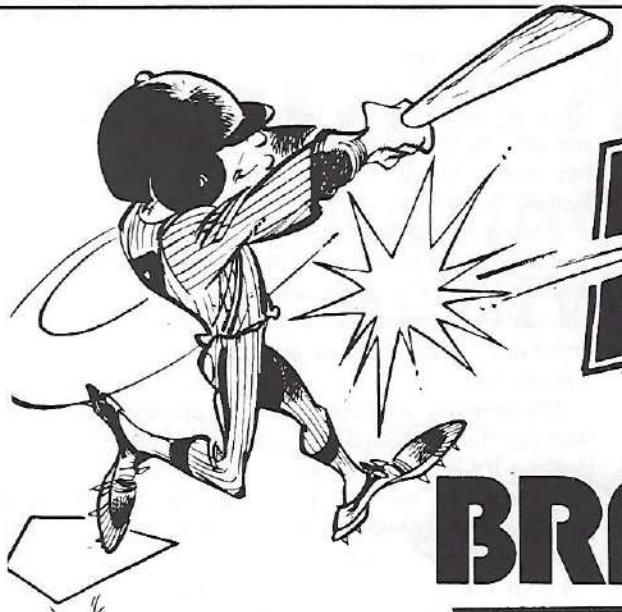
Marie will be complimented by her entourage of backup performers and an excellent evening of outstanding entertainment is promised by the Lions Club as a "Kickoff to the Dixie Roundup Rodeo".

Wed., Sept. 10th

Concert Under The Stars At The Sun Bowl

Time: 8:00 P.M.

Tickets: $10.00 Per Person At The Gate



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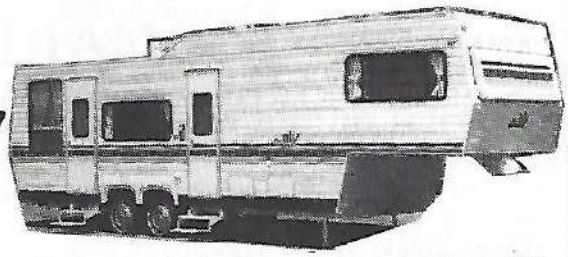
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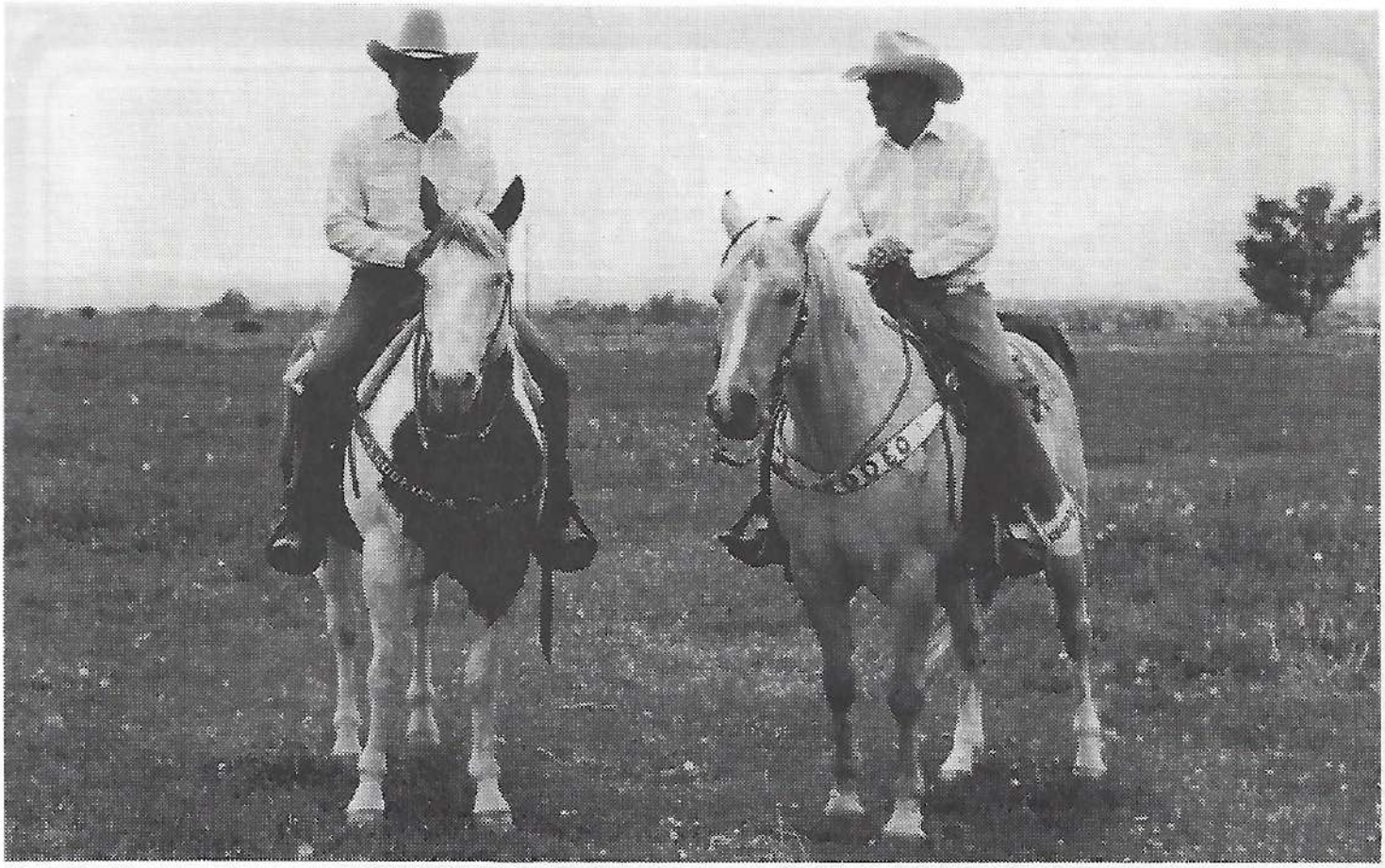
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Bud Kerby and D. A. "Swanny" Kerby

Bar T Down Rodeos

Bar T Down Rodeos began more than 40 years ago as a small business on the banks of the Colorado River near Moab, Utah. From the roots of ranch life, Swanny Kerby, founder of the Bar T Down, learned about horses form the feedbag up and competed at local fairs and rodeos. His dream of a rodeo business was launched when he leased livestock to county fairs. Bucking stock was scarce in the Four Corners area (Utah, Colorado, Arizona, New Mexico) so Swanny rounded up wild mustangs and shipped in the first Brahma bulls to the Canyonlands area. Following World War II, he began contracting professional rodeo stock fulltime. Rank and tough bulls became Swanny Kerby's specialty.

Today, the Bar T Down Rodeo is one of the five largest rodeo companies in the rodeo world.

Bar T Down has furnished stock for rodeos throughout the United States from California to Virginia and has furnished stock every year for the National Finals Rodeo since it first started in Dallas, Texas in 1959. The Bar T Down has had more than 200 animals selected for the National Finals Rodeos since 1959, including all the National Finals in Oklahoma City, Oklahoma and the NFR's now held in Las Vegas, Nevada.

The Bar T Down Rodeo Company is made up of two families--Swanny and his wife, Verda, and their son, Bud Kerby and wife, Evelyn. Bud Kerby began his rodeo career when he was 15 years old as a calf roper and became a top saddle bronc rider on the rodeo circuit. Bud is now one of the best pickup men in the rodeo business today. His greatest challenge in the business is to see that his horses give audiences the thrilling performances they've come to expect from Bar T Down stock.

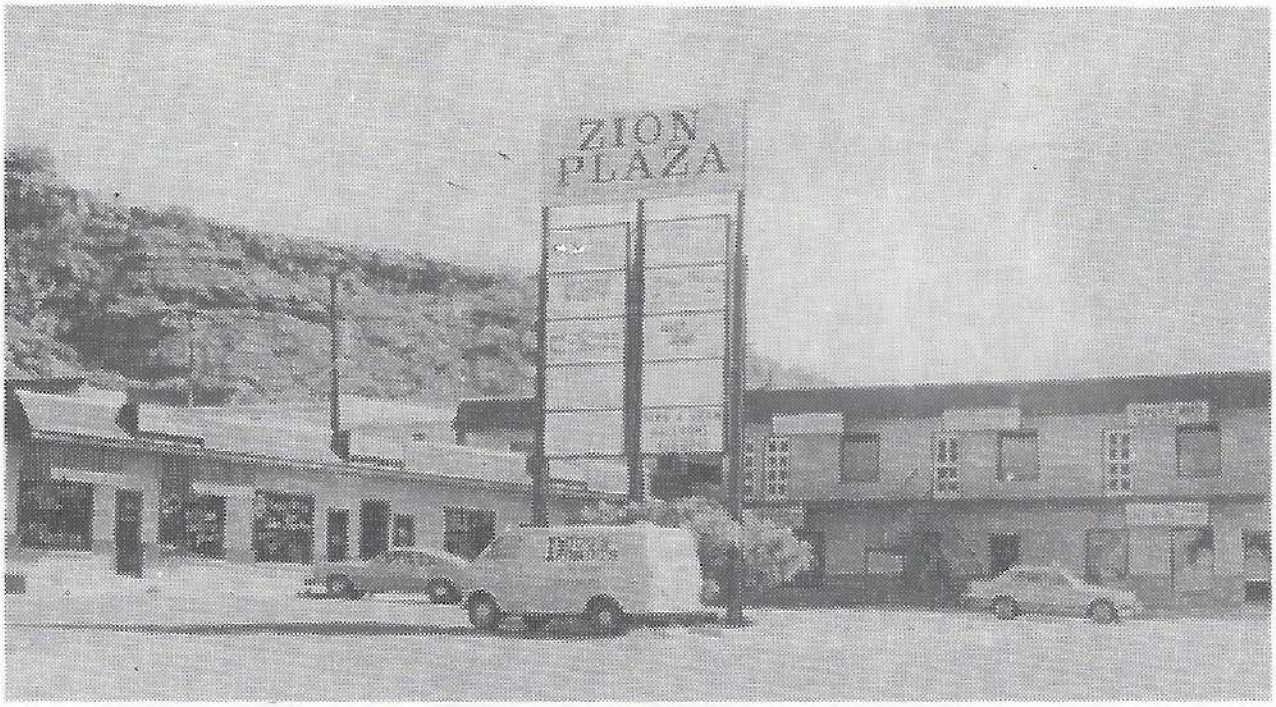
Verda, the former rodeo secretary, is the business manager, and Evelyn is the rodeo secretary for all cowboy entry fees, working directly with the Professional Rodeo Cowboys Association in Colorado Springs, Colorado.

The Bar T Down's string of bucking stock consists of 150 horses, 80 bulls, 25 pickup/flag horses, 80 steers, and 60 roping calves. Swanny and Bud travel thousands of miles each year to add the toughest bucking stock to their business.

The whole Kerby family is involved in 35 rodeos per year plus several college rodeos throughout the western states. The Bar T Down can promise cowboys and fans alike excellent bucking stock with fast moving action in the sport of rodeo.

As Swanny himself states, "It takes a lot of equipment, stock, personnel and hard work to put on a professional rodeo, but we don't lack anything that it takes to put on the best rodeo in the world." The million miles traveled and thousands of rodeos Kerbys have produced haven't dimmed their enthusiasm to put on the very best, most exciting rodeo possible.

Stock Producers for Dixie Roundup



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- ***Sterling***
- ***Ray***
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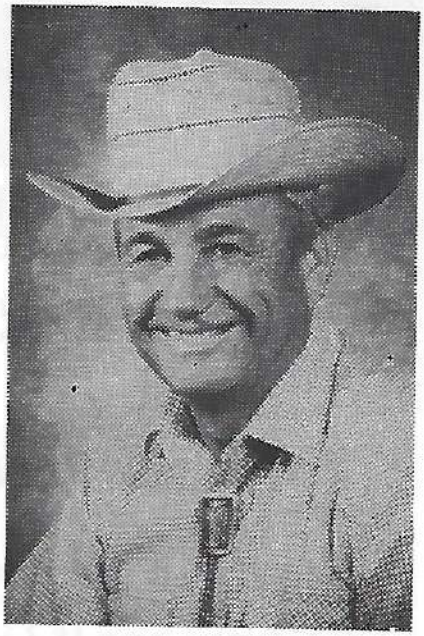
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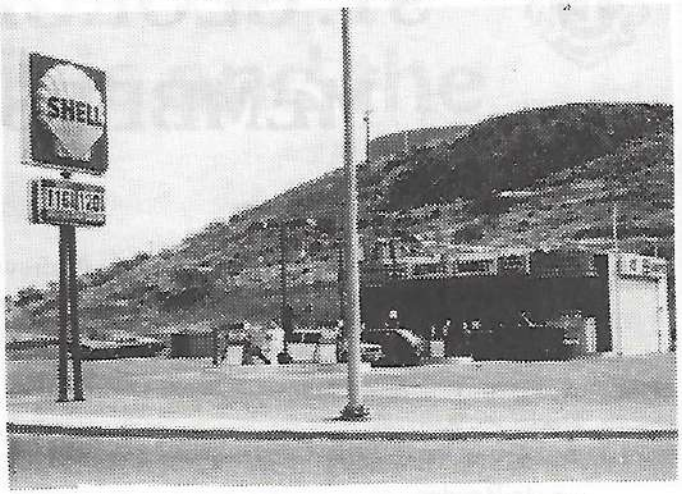


Ronald McArthur, Lions Club Secretary

Now At 6 Locations ...



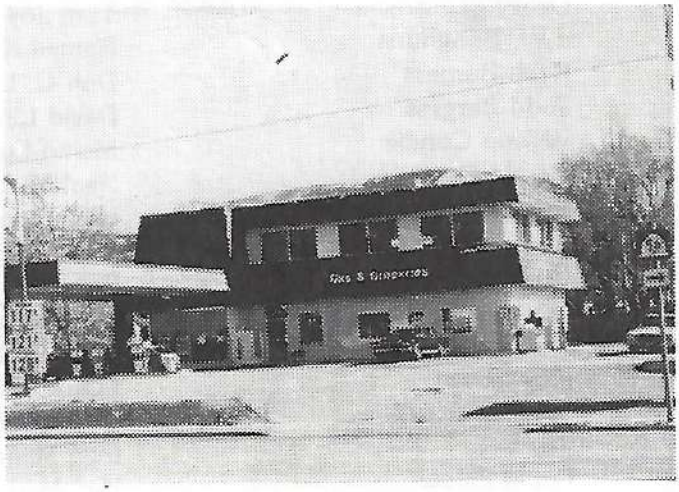
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Cedar City - Next to Burger King

MINUTE MARKET V
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MINUTE MARKET VI
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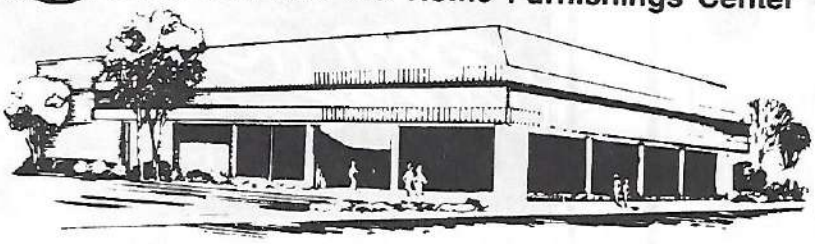
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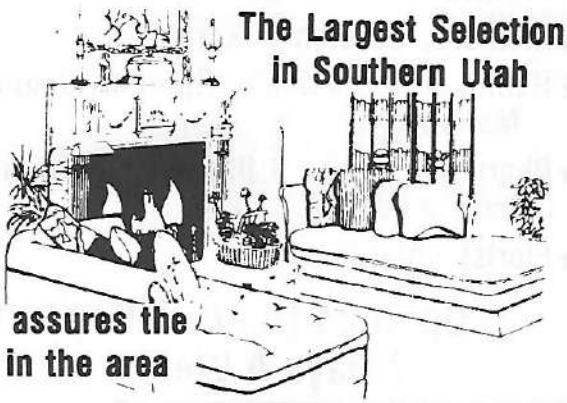
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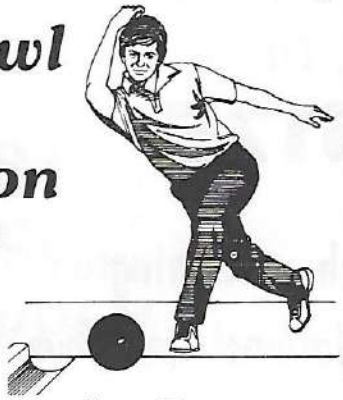
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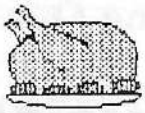
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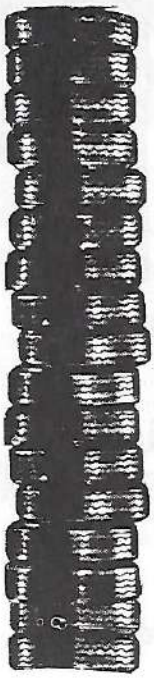
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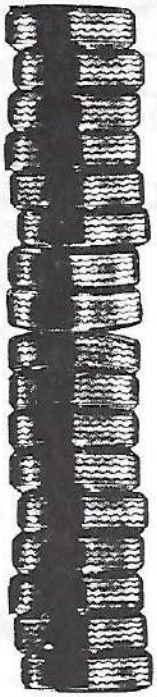
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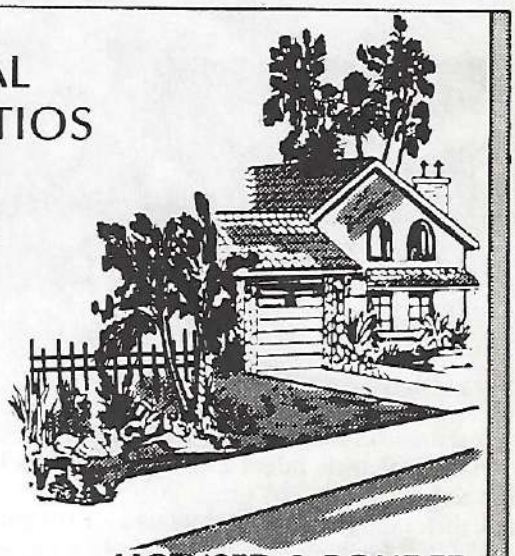
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VICKIE TYER

"AND HER ROMAN RIDE SUPREME"

Grandview, Texas

A childhood dream became reality for Vickie Tyer, one of the top professional trick riders and roman riders in the rodeo world today.

"I first saw trick riding as a small child when I attended the local rodeos. I was fascinated by it and made it my goal in life," says the brown-eyed specialist who has caught the eye of professionals in the business and captured the hearts of spectators young and old.

Riding her brown and white paint horse, she performs fast colorful runs including such acrobatic stunts as reverse flips to the neck of the horse and vaults off the rear. Vickie Tyer has become nationally known for performing the most daring and most difficult feat of passing under the belly of a running horse.

Now entering her twelth year of rodeo performing, Vickie stars in her new act: Vickie Tyer and Her Roman Ride Supreme. A style of riding taken from the ancient Romans, she stands high atop a pair of brown and white paint horses. The two horses work side by side to perform various maneuvers such as figure eights with a flying change of leads. Vickie performs such maneuvers as riding backwards and hulla hooping atop two running horses, but the finale is to jump through a flaming horseshoe of fire.

A knowledge of horsemanship is instrumental in roman riding as well as style, coordination, and balance. She displays them all with equal ease.

Becoming a member of the Professional Rodeo Cowboys Association in 1974, Vickie displayed her ability and was accepted readily at some of the largest rodeos in the world including the Cheyenne Frontier Days, Fort Worth Fat Stock Show, Little Rock, Burwell, Nampa, Belle Fouche, the Kentucky, Indianna and Texas State Fairs, the American Royal, and the special Command Performance held for President Ronald Reagan.

Vickie Tyer has combined showmanship, beautiful wardrobes and the rare art of trick riding and roman riding to give rodeo spectators the thrill and excitement they expect when she enters the arena.

LINDA SCHOLTZ

"Rodeo Trick Rider"

Pueblo, Colorado

Linda Scholtz took the experience of growing up working with horses and the drive of competition to forge her dream of becoming a trick rider into reality. Today, Linda is one of rodeo's most exciting trick riders.

Raised on a working ranch in DeFuniak Springs, Florida, Linda was more than prepared for her life as the wife of saddle bronc rider, Paul Scholtz. Working as a timer for Harry Vold Rodeo Company in 1977, Linda saw her first trick riders, and set her sights on becoming one of the best. The desire to learn spurred Linda on to squeezing in lessons and practice time between her stock chores and timing duties.

In 1980 desire was realized as Linda acquired her PRCA contract performer's card and worked her first professional rodeo in Gladewater, Texas. She has since worked such major rodeos as Prescott Frontier Days, Pikes Peak or Bust Rodeo in Colorado Springs, Baton Rouge, La., and the Protour Finals televised from Casper, Wyoming.

When not on the road, Linda, Paul and two-year old son, Paul Robert live in Pueblo, Colorado. But days at home are rare, and Linda says for her family, "there really is no offseason." When not trick riding, Linda helps her husband, an ordained pastor with the Cowboy Chapter of the Fellowship of Christian Athletes. Together they minister to rodeo cowboys through music and arena services. Linda's performing spirit lends itself heartily to her talents of playing both the piano and guitar and singing.

Trick riding demands top physical conditioning and steady concentration, but it also requires a dependable mount. Linda feels that her team of horses, "Mac" and "Roni" are about as good as they come.

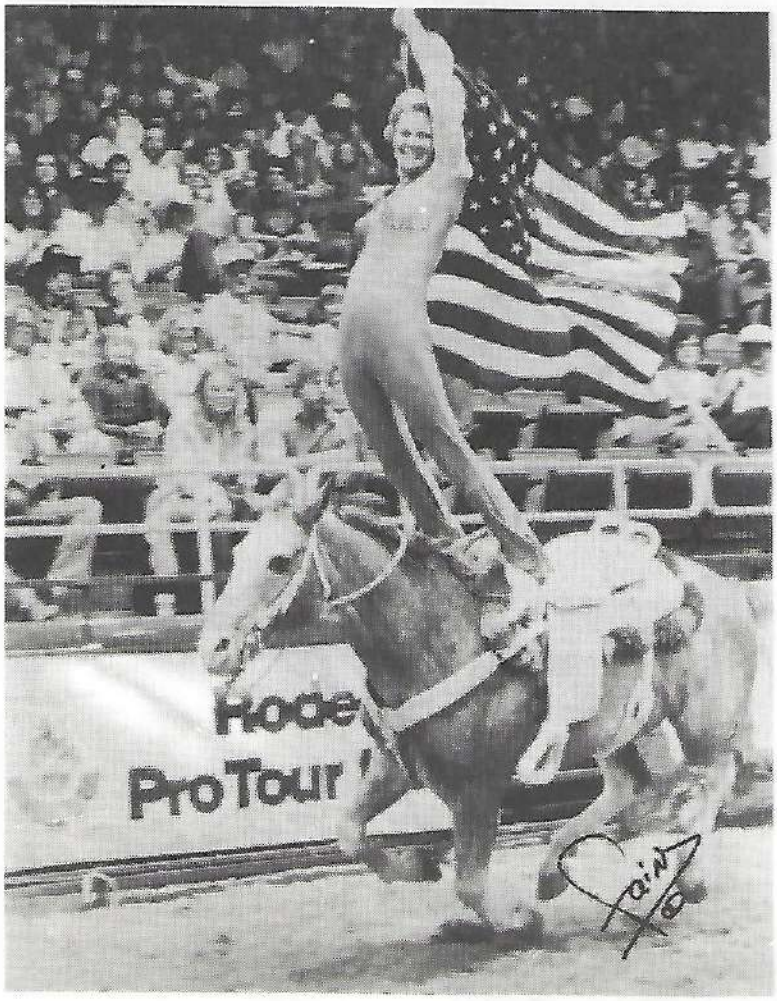
When asked how she can smile so effortlessly as she flys glitteringly past a cheering crowd, Linda replied, "It's easy because I enjoy what I'm doing. It's a challenge I'm eager to meet at every performance. I can't help but smile."

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Terry Miller



Linda Scholtz



TERRY MILLER

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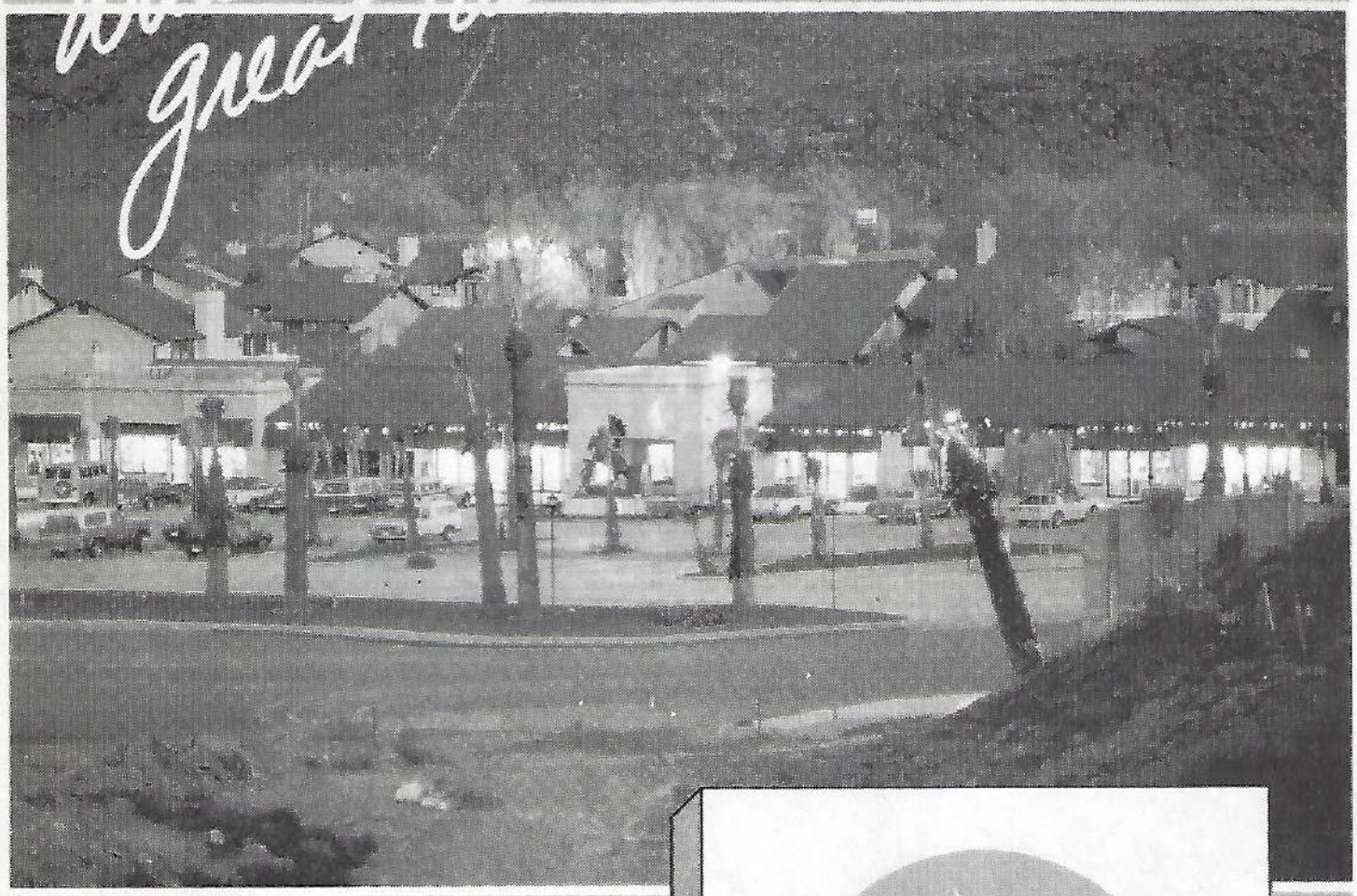
The moment she rides into the arena you're keenly aware that Kerry Miller is someone special. A pretty petite package of talent striving for perfection as she presents her interpretation of acrobatic ballet on horseback.

Though at the time she had never seen trick riding, Terry had heard enough about it to know that that is what she wanted to do. At the age of five her career started on a pony in the back yard of her home. By the time she was eight, Terry was performing at fall festivals and fairs and studying her craft under the tutorage of one of the top trick riders in the world. It didn't take long for her teachers to notice the tremendous potential of the Nebraska farm girl with a big smile that was already winning the hearts of her audiences.

In 1978 and 1979, Terry was chosen as a part of a select group of performers for an extensive overseas tour including 90 performances in London, 311 performances in Japan, and 65 performances in Singapore.

Back in America, Terry Miller wasted no time getting back on tour; and since then has been featured in rodeos in Texas, Oklahome, Kansas, Nebraska, Colorado, South Dakota, Wyoming, Indiana, Louisiana, Alabama, Minnesota, Illinois, Iowa, and Arkansas. After watching her performance, there is usually just one question everyone asks -- How soon can we have her back?

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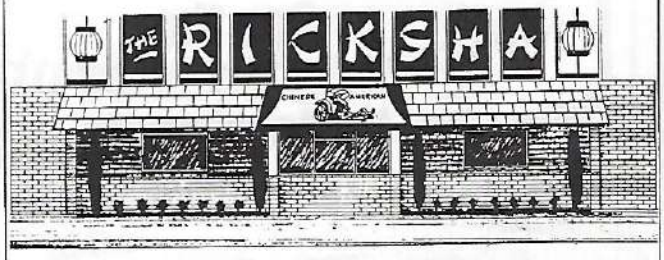
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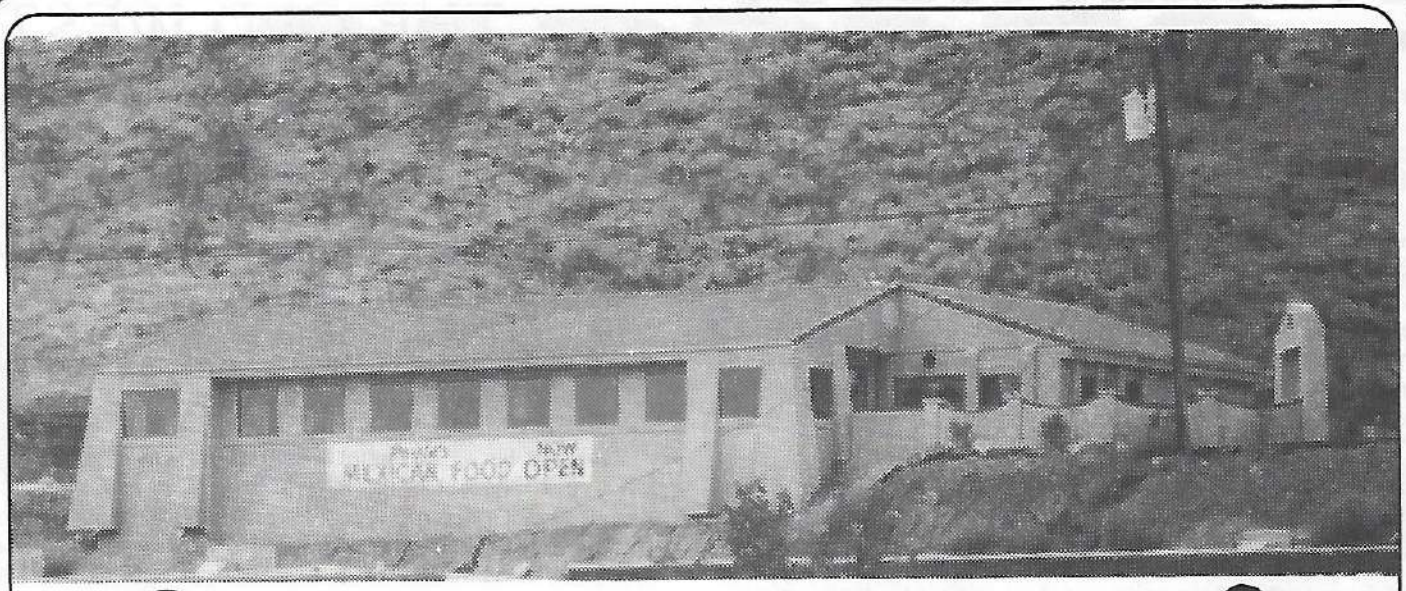
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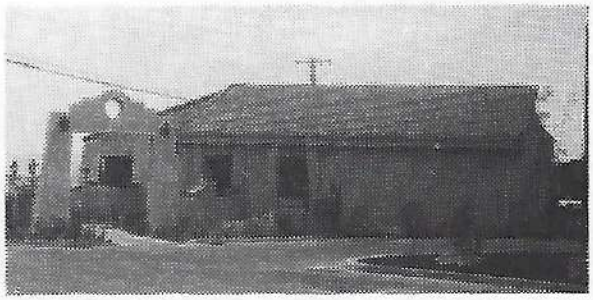


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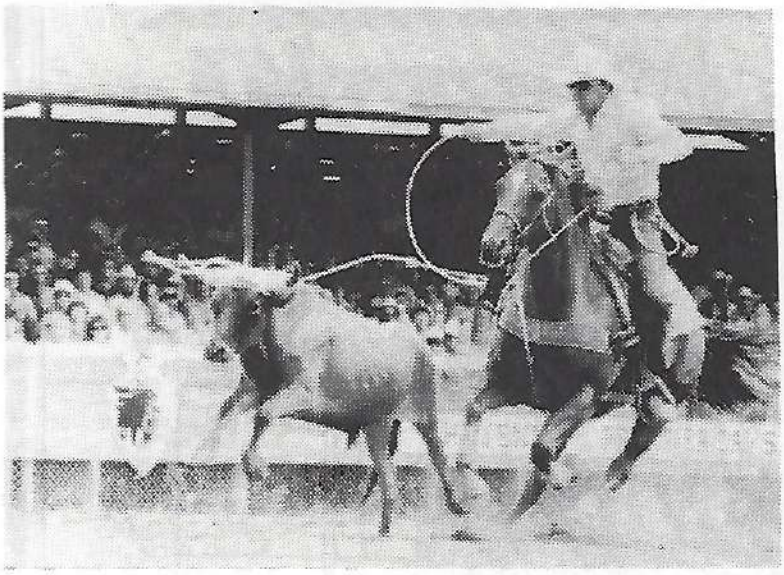
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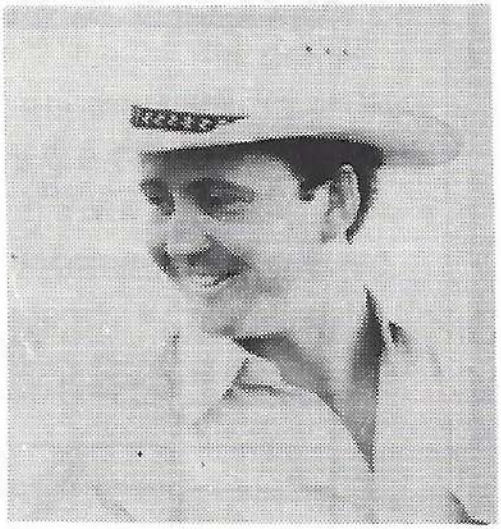
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JIM DAVIS
1985 WORLD STEER ROPING CHAMPION





JIM DAVIS
BANDERA, TEXAS

Early in the 1985 season, steer roper Jim Davis was afraid to make any predictions regarding his year-end competitive outcome. He had hold of the world lead at the time, and was satisfied to leave it at that.

"Jim's never been the kind to say, 'I'm going to take the world title,' " said his wife, Lezlie. "He might refer to it in the manner of "I sure hope I can win it before I'm too old to go (to the Finals)." But even if he didn't vocalize it, you knew the buckle was his goal. The championship is the reason you rodeo.

After the 1985 season, the Bandera, Texas cowboy had no trouble going home and justifying his reasoning. By then, the championship buckle, as well as a trophy saddle, a new pickup truck and $35,631 in prize money belonged to him.

"In the middle of the season, when you're tired and still hours from home on a Sunday night, it's easy to think only about that (taxing) moment," Davis has said.

When there's a real chance at the gold, though, cowboys always have been good at refocusing their visions on a longtime dream, instead.

Davis' dream officially got underway when he was just 7 years old. That's when — with a few years of catch-rope throwing already under his belt — he entered his first rodeo. His dad, Merle Davis, was there to give a few pointers, having earned himself a National Finals steer roping berth back in 1959.

"When my dad rodeoed, I always went with him," said the younger Davis. "He's the one who really got me started."

Once off the launching pad, though, it was all up to Jim. He got off to an impressive start, earning professional rodeo status by the time he was 17. Three seasons later, Davis was among the NFSR ropers. Then, in 1982, he climbed into the world lead for 10 months, eventually finishing as the title runner-up.

"This year I used a new horse, which turned out a lot better than I thought it was going to," Davis said. When his dependable mount, Tater Chip, was crippled at a spring roping, Jim had to look toward the catch pen. The only horse standing there was a 5-year-old named Windy, just a "buy-and-sell" horse that had never been used in competition.

"I never took him to a roping until the 15th of April," Davis said, "and I never expected him to do what he has done."

In early summer, Jim lagged behind the top man in PRCA standings by almost $10,000. Then, in a span of only 60 days — partially on the strength of a $5,500 bonanza at Cheyenne — he had built a commendable lead.

"That man is dedicated; all he does is rope," said his wife. "We've never even gone out of town without having plans for roping at our destination. I'm trying to get him talked into going on a cruise, because I figure it's the only place he can't take a truck and trailer!

"If this buckle were awarded for pure dedication, Jim would have won it a long time ago."

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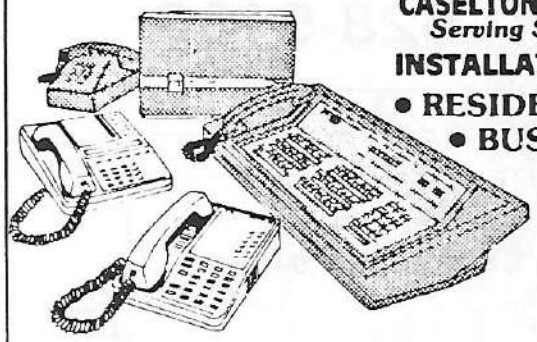
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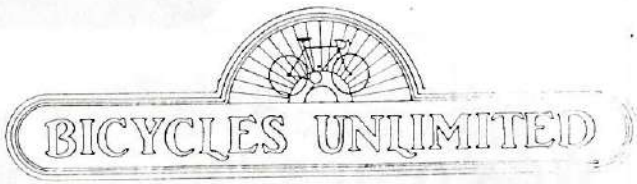


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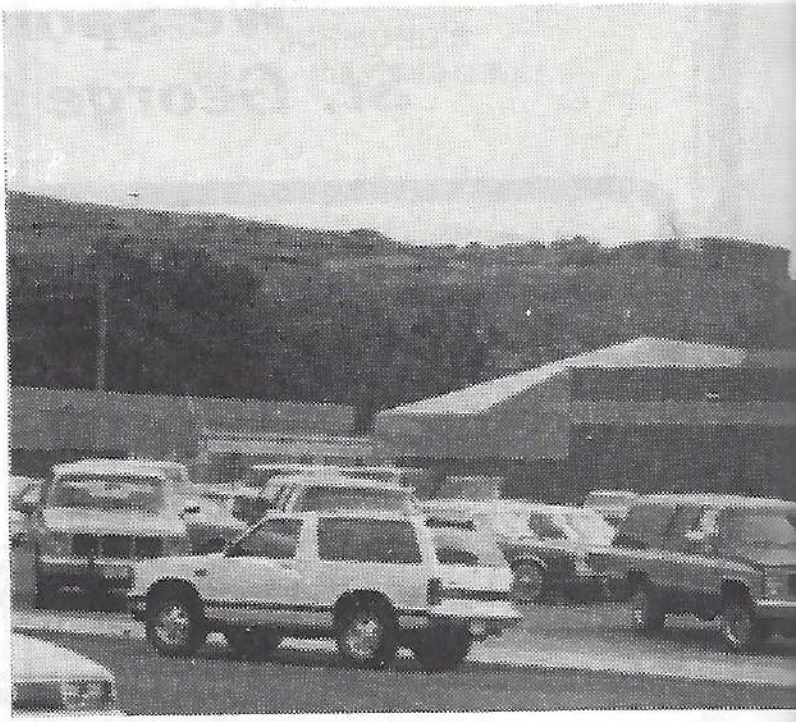
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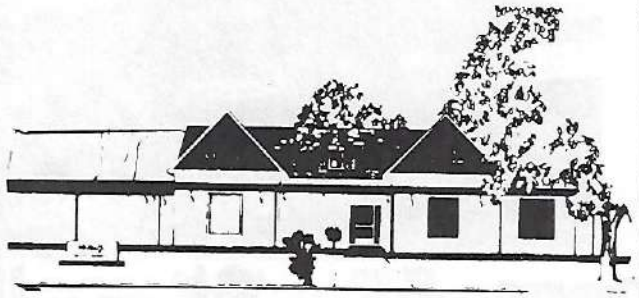
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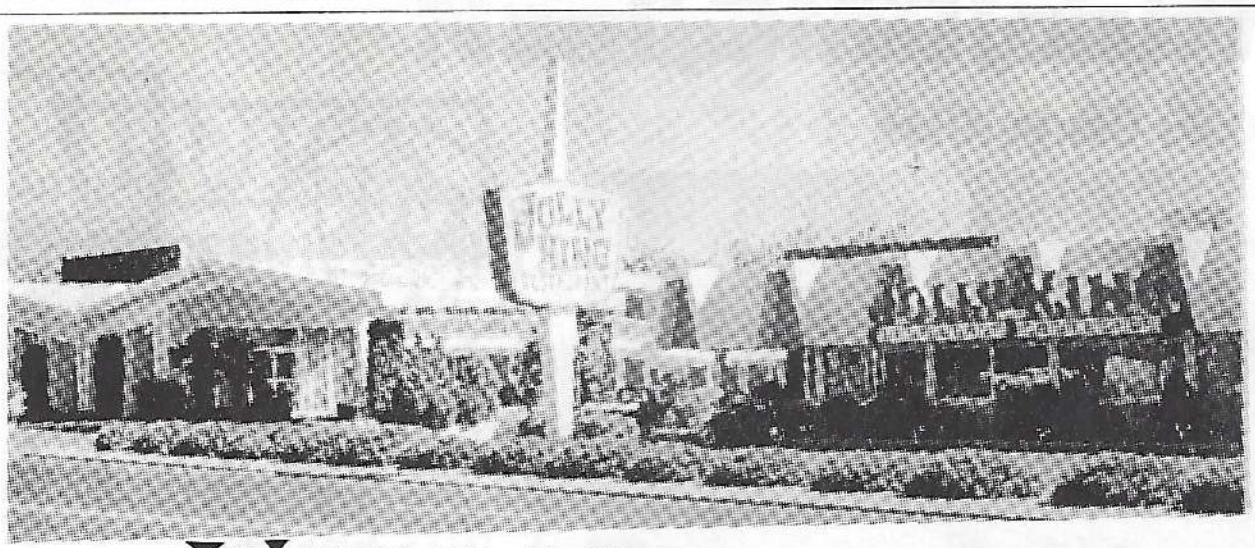
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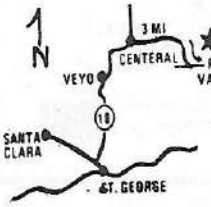
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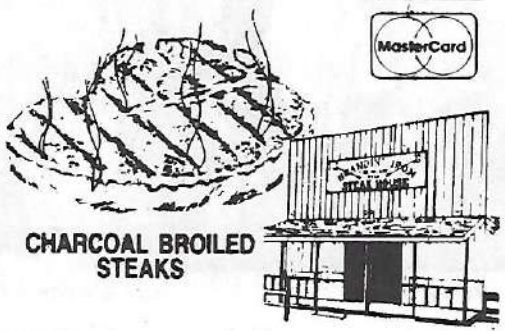
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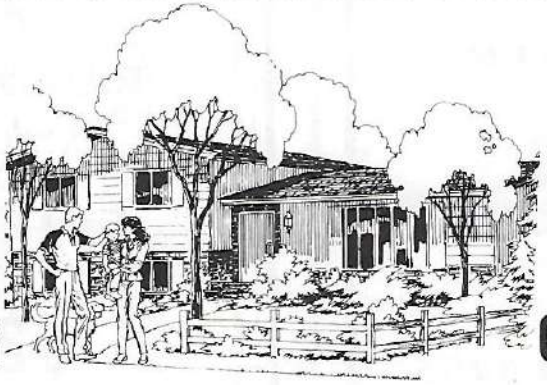
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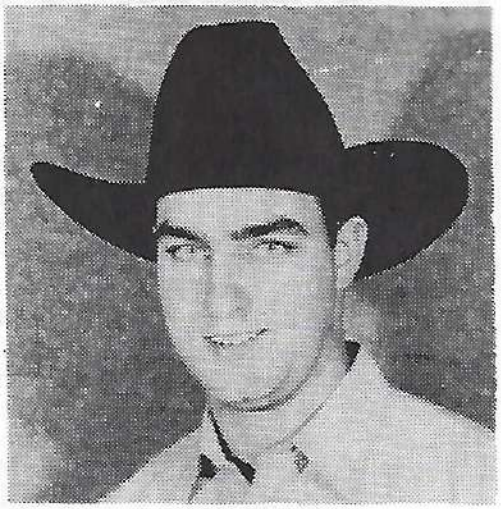
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1985 WORLD STEER WRESTLING CHAMPION





OTE BERRY
GORDON, NEBRASKA

Early in the 1985 rodeo season Ote Berry set his sights on earning a National Finals Rodeo qualification.

He first appeared in the world standings in January, sitting securely in second place. He rode into the National Finals Rodeo 12 months later holding that same seat. With less than $5,000 between Berry and the No. 1 position held by South Dakotan Marty Melvin, the world championship would be determined by competiton at the national finals.

"I knew I had to throw every steer as fast as I could," said Berry. "I didn't place until the seventh go-round, and Marty had placed three or four times already. I knew on Saturday, with only three go's left, that I had to place high or I wouldn't be able to catch him. After the ninth performance I was only $2,000 from leading the world and winning the buckle. Those steers for the last go-round were the hardest to throw. I think I drew a little better than Marty. I threw my steer fast enough to win the go-round, place first in the average, and win the world."

Berry began steer wrestling the summer he turned 13. With the help of his father and two older brothers, he developed a winning style that won him a national high school championship in 1980. His senior year, he attended a steer wrestling school taught by Fred Larsen, four-time NFR steer wrestling competitor and respected instructor.

"Fred told me the same things my dad would tell me." said Berry. "I just listened to Fred a little more I guess."

A three-year professional, Berry has emerged from the nearly 600 PRCA steer wrestlers as a quiet champion. He plans to continue to rodeo in the same manner in which he competed in 1985.

"I want to go at it about as hard as I did last year." Berry said. "I don't want to worry so much about winning another buckle that I go crazy about it. I just don't want to let winning a championship get to my head. There are enough of the more colorful guys out there. I figure, if you are good enough, people are going to notice you without you having to jump around and blow your own horn."

Berry credits the Duvall family with helping him throughout his professional career. Bill Duvall, a veteran professional steer wrestler, provides Berry with horses to ride and a pen of practice steers to help sharpen his skills. Sam, Bill's son, is Berry's traveling partner.

"Sam is great to travel with; we sort of like to go about things the same way." explained Berry. "If you win, then walk over and pick up your money. If you lose, then walk over and congratulate the guy who won."

Although Berry believes a winning attitude is as essential as the talent required to be a champion, he also believes it is possible to think too much.

"I know I am good enough to win if I don't let it get to me." Berry said. "You can think about beating the other guy too much. That can intimidate you and make you crazy. Every time I back into the box, I have to remember that it is me and that steer against the clock."

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DIXIE ROUND-UP
Sept. 11, 12 & 13

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EVENTS CALENDAR
52nd Annual St. George Lions Dixie Round-Up

Wed., Sept. 10, 8 pm *Dixie Sun Bowl*	**Marie Osmond In Concert**
Thur., Sept. 11, 5 pm *Downtown St. George*	**Children's Parade**
Thur., Sept. 11, 8 pm *Dixie Sun Bowl*	**Family Night Rodeo** *Children under 12 FREE with parents*
Fri., Sept. 12, 5 pm *Downtown St. George*	**Beauty Parade**
Fri., Sept. 12, 8 pm	**Dixie Round-Up Rodeo**
Sat., Sept. 13, 5 pm *Downtown St. George*	**General Parade**
Sat., Sept. 13, 8 pm	**Final Rodeo**

Tickets for Marie Osmond Concert - Tickets $10.00, may be purchased in advance at these convenient locations: **Bank of Iron Co.,** Parowan and Escalante; **Bracken's Store,** Enterprise; **Country Corner,** Panguitch; **Dixie State Bank,** St. George and Hurricane; **First Interstate Bank,** Milford, Minersville and Beaver; **State Bank of Southern Utah;** Cedar City, Kanab, Orderville and Circleville; **Valley Bank of Nevada,** Mesquite; and **Zions First National Bank,** St. George, Washington and Hurricane. **Concert Rules:** No alcoholic beverages • No chairs in the infield • No food or drink other than that purchased from concession stands.

Rodeo Tickets - General admission $4.00, reserved seats $6.00, advance ticket sales for rodeo begin September 2, 1986, **Reber Investment Co.,** 148 E. City Center, St. George, (801) 673-4822.

52nd Annual St. George Lions Dixie Round-Up

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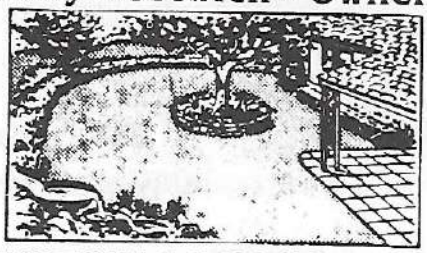
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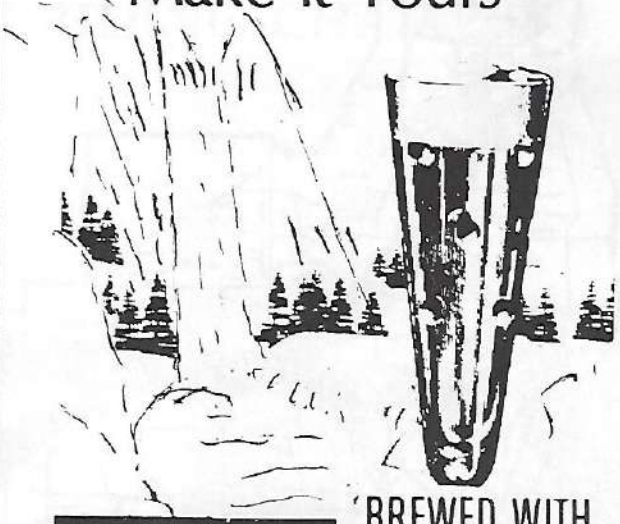


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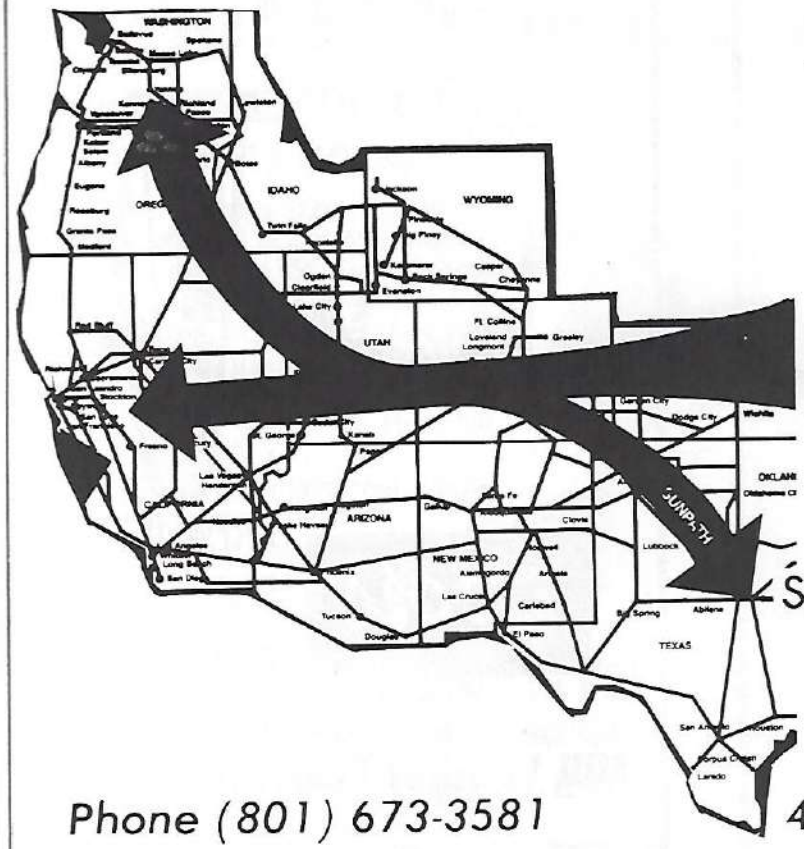
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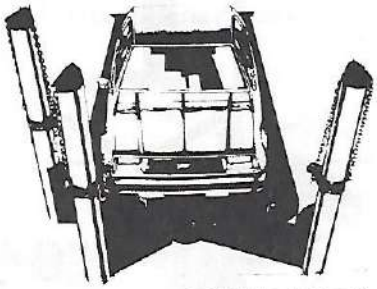


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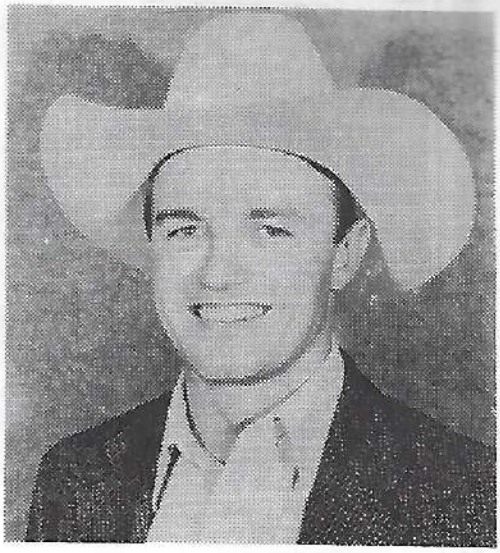


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1985 WORLD SADDLE BRONC RIDING CHAMPION





BRAD GJERMUNDSON
MARSHALL, N.D.

Brad Gjermundson, 26, has won four world championships in his six-year professional career. Fast closing in on the saddle bronc championship record held by Casey Tibbs (six titles, 1949, 1951-54, 1957), Gjermundson tends to concentrate on one bronc ride at a time rather than worry about breaking Tibbs' mark.

"I take it one night at a time, one horse at a time, one jump at a time, then pretty soon, it's time for the finals." said Gjermundson.

Gjermundson's style is distinct. "I've never seen anyone ride like him," said Bob Aber, PRCA stock contractor. "He's got the quickest feet of any bronc rider I've ever seen."

Longtime neighbor and friend Kent Dressler agrees. "His biggest asset is that he's got quick feet," said Dressler. "He's always had the ability, but he's worked as hard, if not harder, than anybody else. He did it himself. He knew where he was going."

"It's a long road to a world championship," said Gjermundson, "120,000 miles by car, $10,000 in plane tickets, and a lot of physical abuse. I don't really like all the traveling, but it is a lifestyle I chose."

At 5-feet-5-inches and 135 pounds, Gjermundson is often referred to as "little, quiet Brad." But he says the stereotype doesn't really bother him. "They keep thinking that me being quiet means I don't have any spark. But I've got just as much fight in me as the next guy. Especially at the National Finals Rodeo; you don't go out there to just ride. I go to win; every time I nod my head, at every rodeo I enter. So far I guess I'm doing all right."

With a fourth gold buckle and over $80,000 in prize money won in 1985, Gjermundson has proven his championship ability is as strong today as it was in 1980 when he was awarded the PRCA saddle bronc rookie trophy. Even then his talent was recognized and respected by his peers.

"He is light and smart and uses the rein well on every ride." said Bud Pauley, six-time NFR saddle bronc qualifier. "I could tell he was going to be good when he showed up at my big brother's bronc riding school in Montana a few years back. He had some electricity."

Gjermundson credits his determination to an attitude passed on to him from his father.

"Dad said always to give 100 percent," he said. "Even if the horse doesn't buck, he said you can learn something.

"When I went to Bill Pauley's rodeo school, I hadn't picked up a lot of bad habits," said Gjermundson when asked about his classic style. "That gave me time to concentrate on learning the small but important things about bronc riding: lifting the rein, setting my feet, spurring all horses the same way. In professional competition, it takes consistently good rides to win; you can't ever relax. You have to have the right mental attitude to do everything just right every time. If you go at it with a 'makes-no-difference' attitude, you're not going to win."



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With a degree in broadcasting and 11 seasons working behind prorodeo microphones, veteran Zeb Bell relies on his radio broadcast experience and his extensive knowledge of the sport, its contestants and livestock. As an alternate Finals announcer in 1982 and '83, Bell was chosen in '84 to emcee all ten NFR performances.

He has been chosen six different times as Announcer of the Year in the PRCA's Wilderness Circuit. In addition he has announced the Indian National Finals, the National High School Rodeo Association Finals twice, and the National Intercollegiate Rodeo Association Finals.

Besides announcing, Bell hosts a radio morning program on a top-rated Idaho station, is a part-time team roper, auctioneer, and owner of a wilderness guide service. He lives in Hansen with his wife of 13 years, Deanne, and children Jake and Toby Jo.

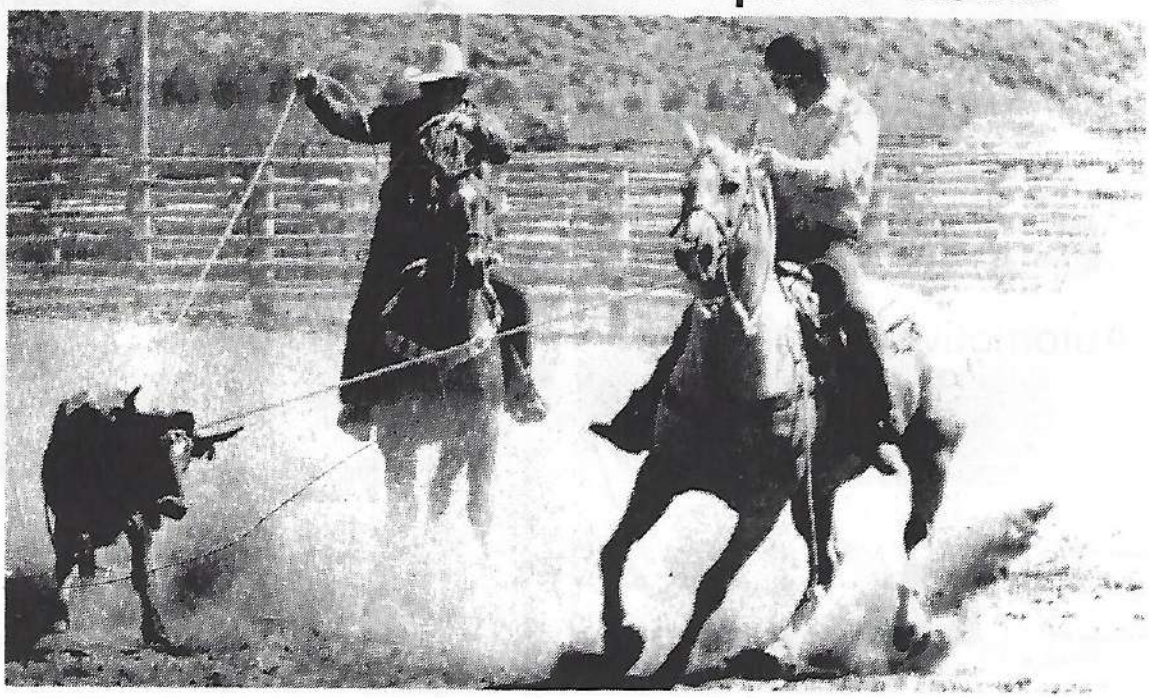


STATISTICS

RESIDENCE: Hansen, Idaho; **NFR:** (3) 1982 and 1983 (alternate), 1984; **BORN:** October 2, 1947 at Ft. Atkinson, Wis.; **COLLEGE:** Whitewater State Univ., Univ. of Wis.; Brown Inst. of Technology (Minneapolis); **FAMILY:** Wife, Deanne; children, Jake, Tobee; **SPECIAL INTERESTS:** Team roping, fishing; **PRCA MEMBERSHIP:** 1974; **ACHIEVEMENTS:** Indian National Finals, 1979; NHSRA Finals, 1980, 1983; NIRA Finals, 1983; five-time Wilderness Circuit Announcer of the Year.

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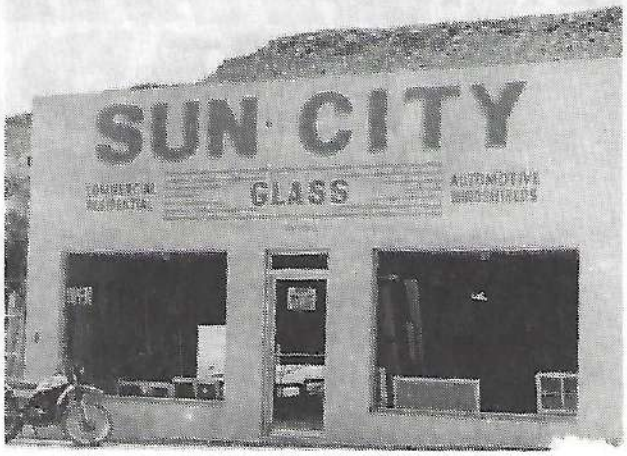
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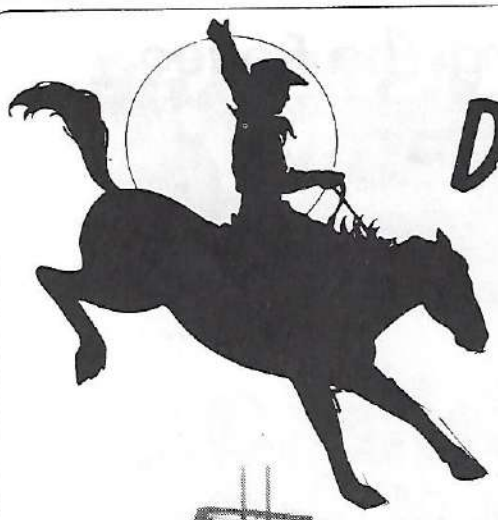
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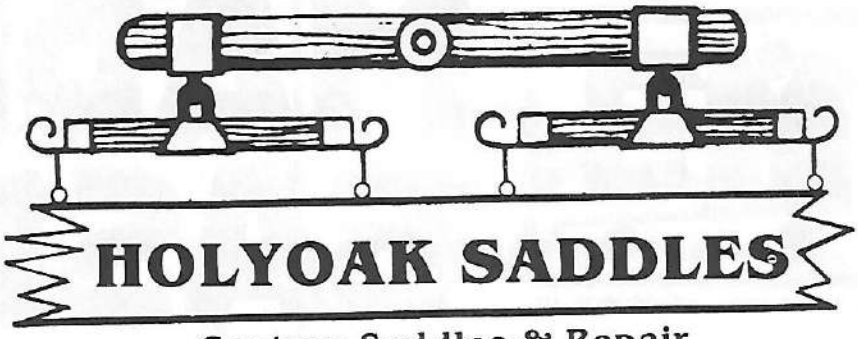
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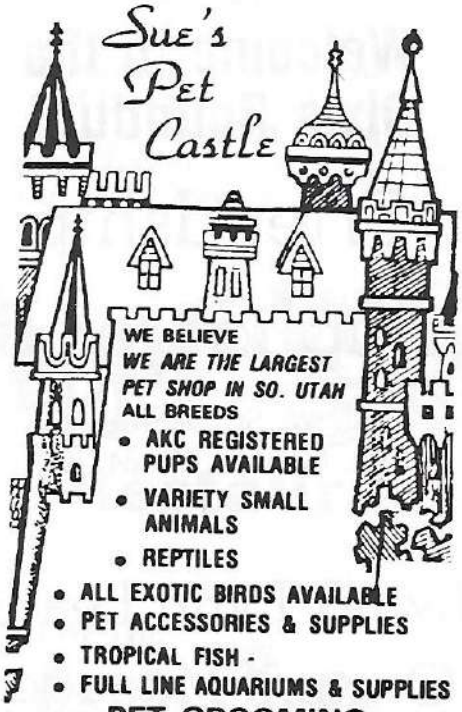


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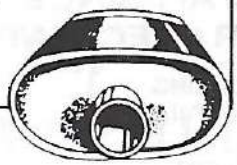
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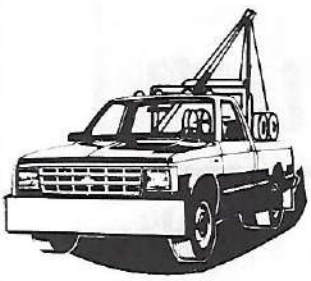
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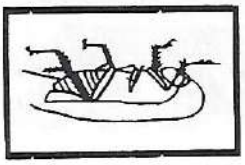
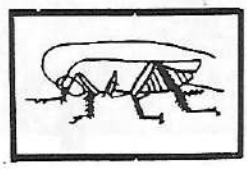
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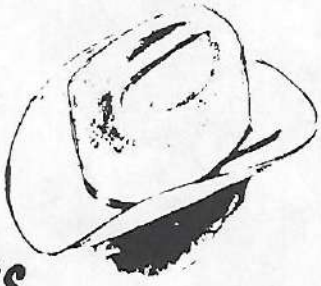


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Rodeo Clowns to Entertain



E. K. Viers

Rodeo Clown/Bullfighter

1983 was a very successful year for Eric Viers. As rodeo clown-bullfighter he enjoyed a very fulfilling life.

The winter circuit took him to such places as Chicago, Illinois, Minneapolis, Minnesota and Tacoma, Washington. The summer saw him entertaining in Utah and Idaho at Kerby's —T Rodeo, as well as Chief Joseph Days in Oregon and Canada. Fall brought Eric to Landover, Maryland where he performed for President Ronald Reagan and then on to the Big Apple to rodeo in Madison Square Garden.

Wichita, Kansas, Minot, North Dakota and the ProTour Finals II in Casper, Wyoming were all successful rodeos in the latter part of Erics 1983 season.

While bullfighting is Eric's strong point, he very much likes being the funny rodeo clown. He believes that rodeo audiences like to have a good time and he does his best to entertain them.

After five years in the P.R.C.A. as a clown/bullfighter, Eric has never been injured seriously enough to miss a single performance. He is a healthy young individual who enjoys playing tennis, doing calisthenics, jogging, hunting, fishing and many other outdoor activities.

Eric is very lucky to have been able to play football, wrestle and rodeo in high school. With the help of a rodeo scholarship, Eric was able to go to college at the National College in Rapid City, South Dakota.

Dean Steed

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

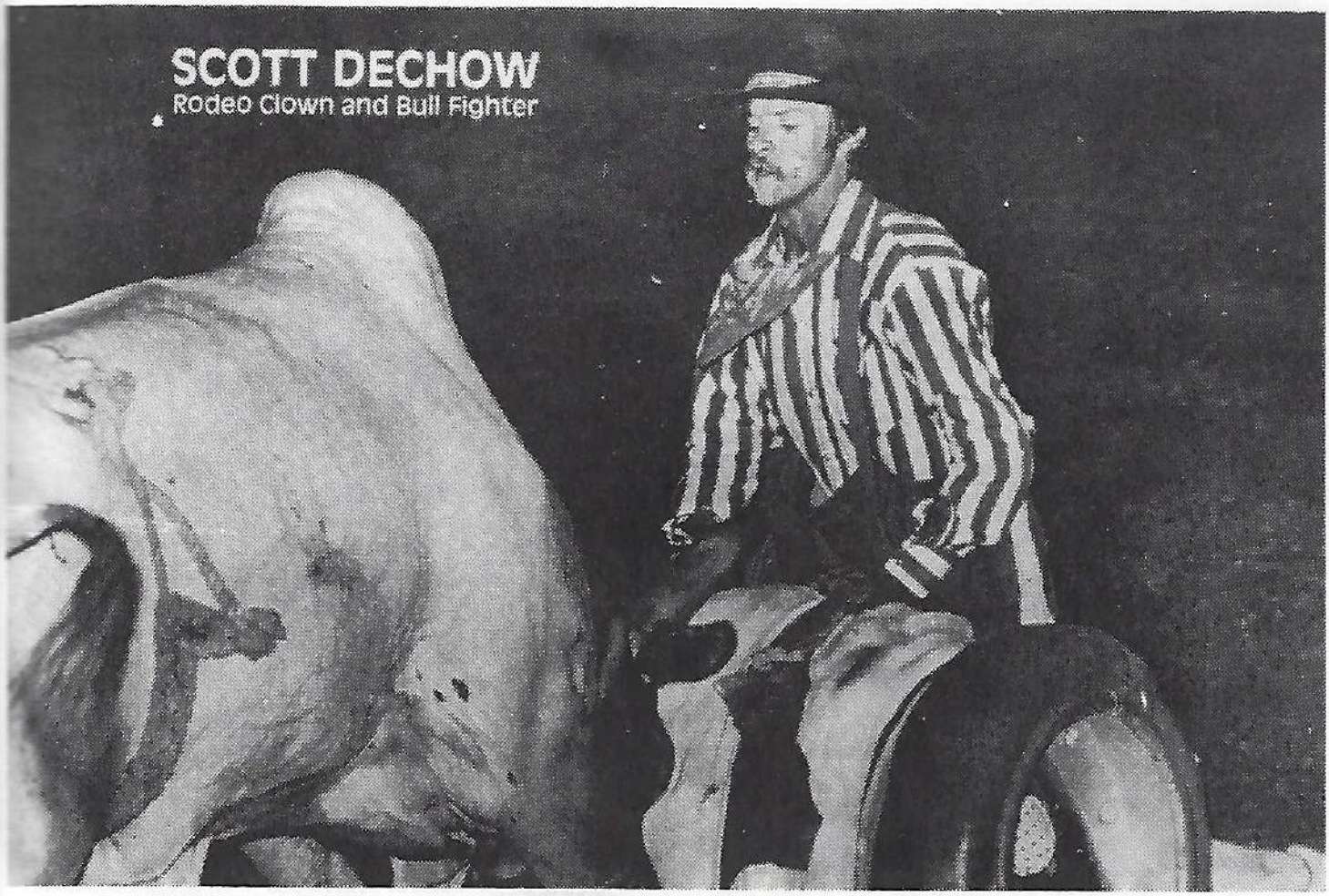
Fans realize behind the makeup of the clown with the lopsided grin, colorful wigs, crazy-looking baggy and patched pants beats the heart of a hero. Through the efforts of the rodeo clown made to look like comic antics, many bull riders have been saved from painful and sometimes crippling injuries.

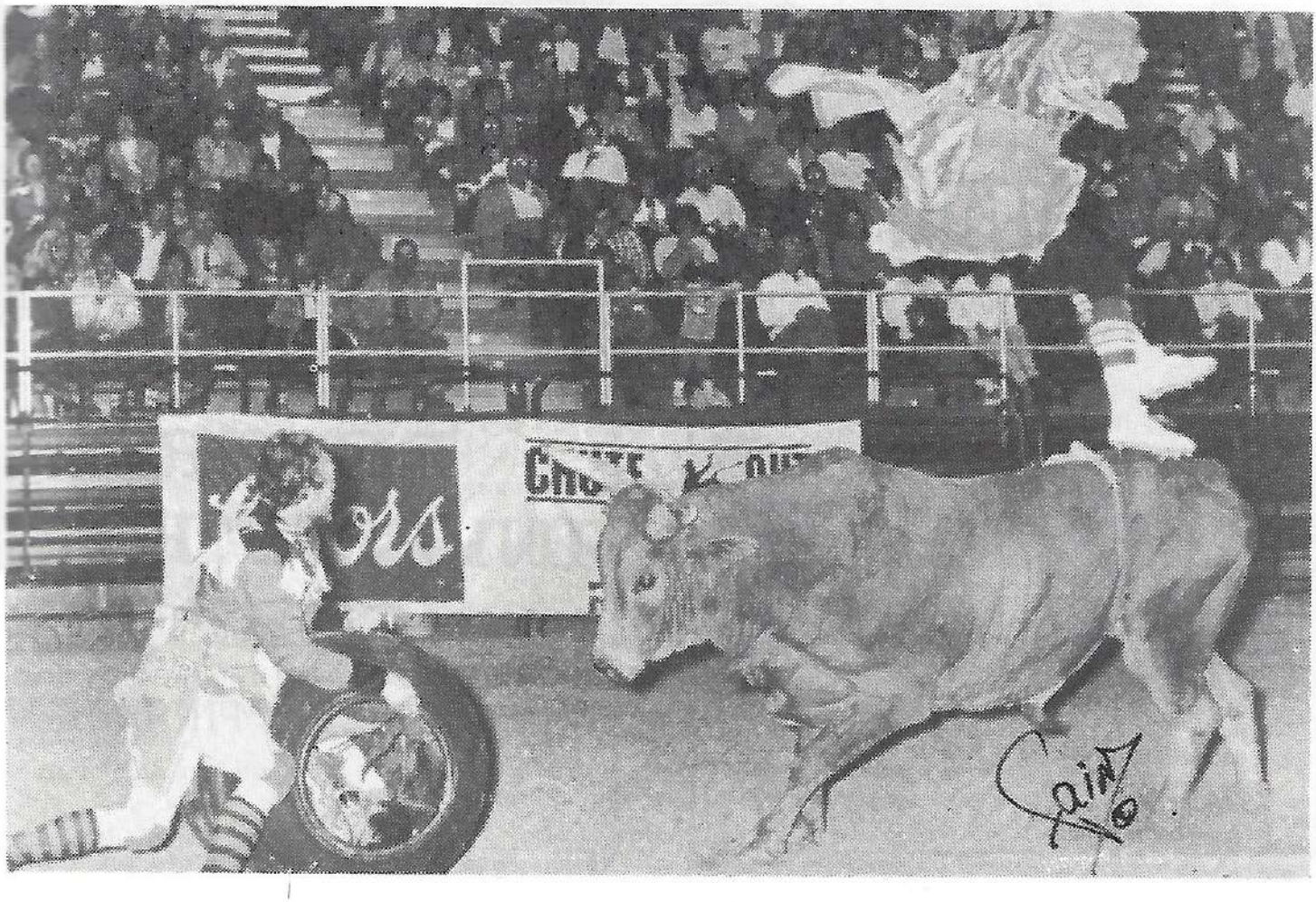
One such clown is Dean Steed, formerly of Plymouth, who now lives in Ogden, Utah. Dean qualified in bull riding and attended the National High School rodeo in Valentine, Nebraska in 1962. He competed in bull riding and bareback riding. In 1963, he was named champion bull rider in Utah, qualifying him to go to the National Finals held at 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, Days of '47 Rodeo in the Salt Palace, Preston, Idaho and Ogden Pioneer Days.

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


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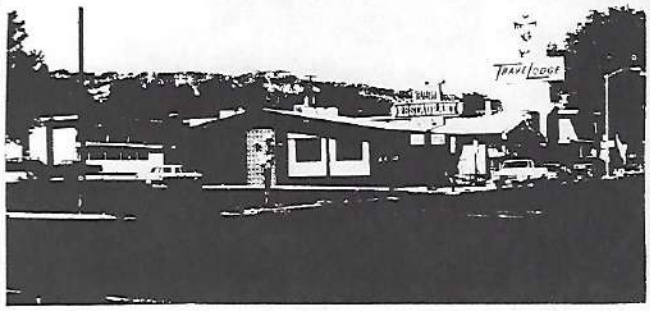
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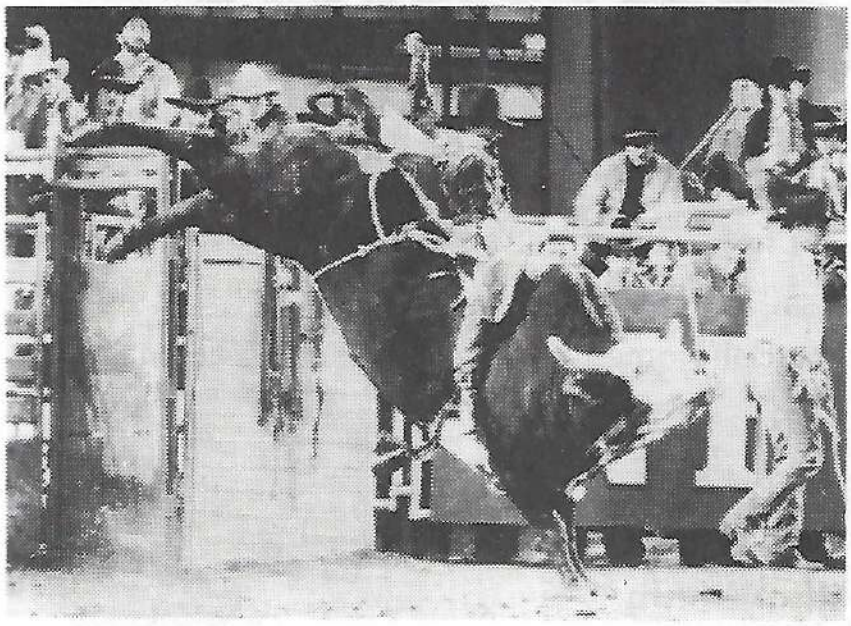
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TED NUCE
1985 WORLD BULL RIDING CHAMPION





TED NUCE
MANTECA, CALIFORNIA

Bull rider Ted Nuce is a firm believer in positive thinking. He is also the 1985 world champion bull rider.

"You have to be positive because of what you put your body through," explains Nuce. "Sometimes I'll hop on a plane and ride in two rodeos in a day, or drive eight hours, get out of a car and go ride. I may not always feel like it, but I convince myself I'm ready to ride. I don't care if it's cold and rainy. I'm still looking forward to competing. If you're negative, you'll only defeat yourself."

Nuce's winning attitude earned him over $52,000 at the prestigious National Finals Rodeo in December of 1985. That sum boosted his year-end total to $107,872, breaking the season-earnings record in bull riding and placing the coveted gold championship buckle on Ted's belt.

"Ted is one of the hardest-trying bull riders I've ever seen," said Jerome Robinson, 11-time NFR bull riding qualifier. "He consistently puts out 102 percent; I've never seen him not put out that kind of effort. He deserves to be champion."

Nuce, 25, is known as one of the most effervescent personalities in the sport of rodeo. Since winning the bull riding rookie award in 1980, he has qualified for the national finals four times, won two circuit championships, and been inducted into his hometown (Manteca, Calif.) Hall of Fame.

Ted attributes a major part of his success to his parents. "They're spectacular," he says. "They hauled me to gymkhanas and rodeos all the years I was growing up."

His mother admits to leaving the stands when the bull riding event took place. "I couldn't make myself watch," she said. "Every time Ted was to ride, I had to leave my seat. Then, the first year he qualified for the finals, Ted picked his father and me up at the airport and said, 'Mom, you have to promise to watch every bull ride; no more hiding your eyes.' Ever since then, I watch, because I promised him I would."

Former world champion Charles Sampson has been, according to Nuce, an influence on his style and attitude. "Watching Charles make great rides time after time, and then win a championship, showed me what material it takes to be a winner. I knew I had that in me. I watched people like Denny Flynn and Don Gay; I learned how to use the methods that make them win and put them together into my own style. The best thing I can do is watch and learn. Watching Charles and traveling with him all these years has been a lesson. We're always smiling. We stay together because we like to be happy, and we know we can win. I believe in him and he believes in me, and now we're both champions."

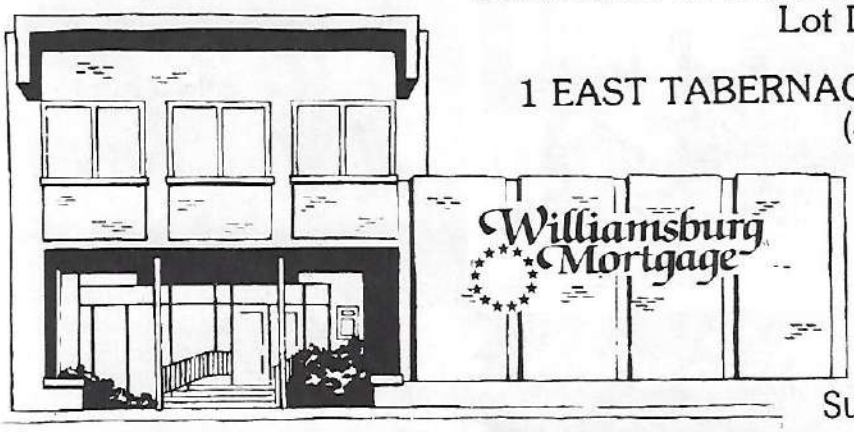
Nuce loves to talk about rodeo. "I enjoy the opportunity to be in front of the public, telling people how hard you have to rodeo to become world champion. I want to do everything I can to promote professional rodeo's athletic image."

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World Championship Barrel Racing Comes to Dixie Sun Bowl



CHARMAYNE JAMES

"World Champion Barrel Racer"

Clayton, New Mexico

Ask anyone within shouting distance of Clayton, New Mexico who the WPRA World Champion barrel racer is for 1985, and the answer will come echoing back that she is CHARMAYNE JAMES, who at age fifteen continues to rewrite the record books in barrel racing.

1984 saw this lovely teenager win the coveted world title in WRPA barrel racing in her rookie year in the professional ranks and set a money record for WPRA by her total winnings of $53,500. She picked up an additional record in bonus money at the 1984 National Finals Rodeo of $20,750.

Riding her seven-year-old bay gelding "Scamper," Charmayne continued to set records all during 1985 on her way to her back to back world titles. A member of the Jolly Rancher Candy Outfit on the Winston-Tour rodeo series, Charmayne won three of the WTR rodeos, set an all time record in barrel race winnings for the year with over $93,847 in prize money and picked up an additional $28,000 in bonus money at the 1985 National Finals Rodeo for being the Winston year end champ; Wrangler Series champ; finishing third in the Winston Rodeo Series and ending the year as the Reserve Champion in the Coors Rodeo Series.

Arriving home following her spectacular NFR showing, Charmayne was greeted with the town of Clayton declaring CHARMAYNE JAMES WEEK from December 18 thru 25, with various functions scheduled to honor their great champions.

Charmayne is the daughter of Charles and Gloria James of Clayton, where the family own and operate Clayton Cattle Feeders Feedlot. She has three sisters who are non-competitors.

At age fourteen, Charmayne was the third youngest WPRA world champion barrel racer in the association history, behind Anne Lewis, Sulphus, Oklahoma; Missy (Long) Hicks, Stephenville, Texas and Jackie Jo Perrin, Antlers, Oklahoma.

Charmayne had won $64,648 in prize money as of July 17 and was leading the field of top barrel racers many of whom are expected to participate in the Lions Dixie Roundup competition this year on September 11, 12, and 13.

The Women's Professional Rodeo Association was developed by a group of ranch women in 1948 and has emerged through the years as a strong association of organized women who make a good part of their living through professional rodeo. Today the colorful cowgirl's barrel race is a full-fledged part of the rugged he-man sport of professional rodeo. Fast, exciting, and easily understood by the novice fan, barrel racing provides a thrilling yet gentle contrast to the slam-bang action that characterizes big league rodeo.

WPRA rules require contestants to ride in every grand entry--often outnumbering the male contestants--to wear colorful western wear at all times, and hurry in and out of the arena. In short--the ladies have "sold" their contest, their professionalism, their association and themselves.

In 1948, WPRA members were competing for a total guaranteed purse of $29,000 for the entire season. At the close of the 1985 point year following the Cow Palace in San Francisco, California, WPRA prize money totaled $1,616,358.04. There were 601 approved barrel races held along with nine all women's professional rodeos and an all women's rodeo finals during the year with an additional payoff of over $58,125.

In 1975, out of 460 PRCA approved rodeos only 42 had equal prize money for the ladies. In 1981 the WPRA Board of Directors requested all rodeos have at least one-half the amount of the PRCA events and informed committees 1985 would be the year everyone would be asked to bring the barrel race up to the same as PRCA events. The results have been very positive, with many committees such as Houston and San Antonio, Texas using this period of time to increase their purse each year. Houston will offer $24,000 to all events and San Antonio, $12,235 for 1986, which are two record amounts for WPRA members to compete for.

Most of the events approved by WPRA are now timed by the electric timers, with the association budgeting funds each year to repair and replace the units carried by various PRCA stock contractors.

Another achievement of the association has been to obtain national sponsors such as WRANGLER, WINSTON, COORS, DODGE and UNITED AIRLINES through the Professional Rodeo Cowboys Association. All sponsors have included WPRA contestants on an equal basis with Wrangler introducing a new "Wrangler Trail" rodeo series strictly for the ladies, with points counted at all PRCA rodeos holding a Wrangler bullfight. The top ten WPRA finishers in this series will be awarded $22,500 at the 1986 National Finals Rodeo, along with $36,000 to the top five in the Winston Rodeo Series and $6,000 divided among the top three in the Coors Chute-Out Series.

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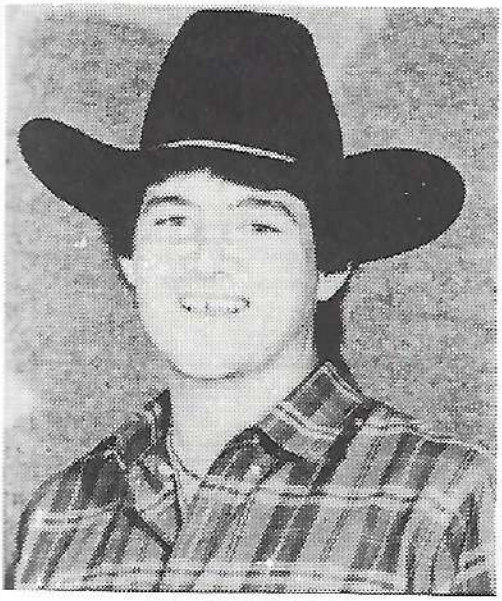


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JOE BEAVER
1985 WORLD CALF ROPING CHAMPION



JOE BEAVER
VICTORIA, TEXAS



At age 20, Texas rookie Joe Beaver was the youngest calf roping competitor to pull up to the National Finals Rodeo in Las Vegas, Nev. But age didn't count in the 1985 race for the world calf roping championship — it was strictly talent and skill that won the National Finals Rodeo (NFR) newcomer his first world crown.

Yet, the 6-foot-2-inch cowboy is quick to add, in his modest manner, that the luck of the draw was in his favor. "I was down $11,000 (from Roy Cooper, five-time champion and leader heading into the finals) so I couldn't expect too much. I couldn't expect a miracle. But when I won the first round and Roy missed his calf, I knew I had a chance."

The youngster won the first and 10th go-rounds and placed in four others. When it was all over, Beaver had earned $42,824 at the NFR (45 percent of his entire season's total). Instead of trailing Cooper, Beaver had pulled ahead of him by a $10,000 margin.

And Beaver's most spectacular achievement of the year came when he ended Cooper's string of five straight world championships.

"I'm not stepping into his shoes," said Beaver, who, like Cooper, won the world title in his rookie year. "Everyone has his own way. Maybe I'm just starting my own."

Beaver began his calf roping career at age 5, when he rode a Shetland pony and chased after goats. Growing up in a rodeo-oriented family, he was heavily supported. Since his father and mother both competed in open contests, Joe had every opportunity to practice in the family arena on 10 acres near Victoria, Texas.

According to his father, Walter, "Joe's mother (Bonnie) was the one who recognized that Joe had real talent. She can't rope a lick, but she's a good critic. She hauled him to rodeos when I couldn't, and turned steers out for him in the practice pen. When Joe was in high school he headed home for the roping pen almost every day after school, and his mother was waiting. I can count on one hand the times he went with friends to have a Coke, rather than rope."

Obviously, Beaver's dedication has paid off. He started his professional career with a big bang when he roped and tied a calf in 7.6 seconds at Denver, Colo., in January, 1985, setting an arena record. The wins rolled in from there, with Joe proving he could keep up with the big boys. He maintained a spot in the top five throughout the year. The only PRCA first-year member to qualify for the NFR, Beaver received Resistol's award for the rookie of the year.

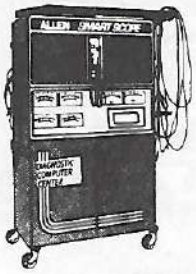
Beaver takes on a modest attitude, however, about his career. "I've got to appreciate it while I'm here," he said. "It (the championship reign) could last one year."

But by the looks of his tremendous track record, Beaver should be a dominating force for years to come.

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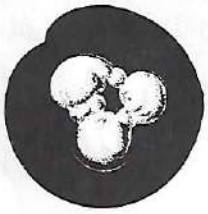
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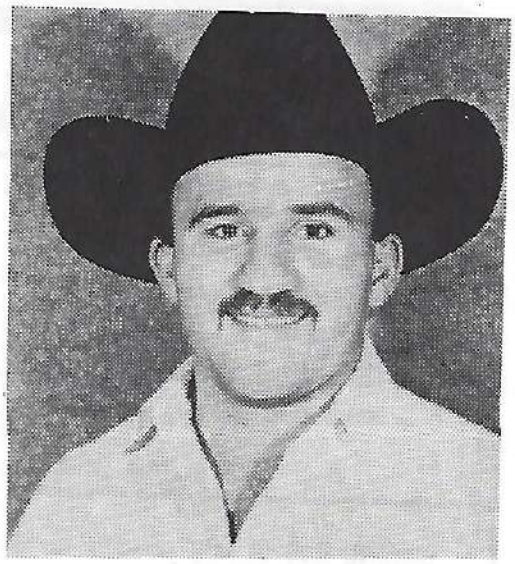
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LEWIS FEILD
1985 WORLD ALL-AROUND AND BAREBACK RIDING CHAMPION



LEWIS FEILD
ELK RIDGE, UTAH

Very visible proof of just how serious Lewis Feild was taking the 1985 professional rodeo season became evident way back in March.

That's when the three-event Utah cowboy found himself competing in the bareback event one afternoon in Tucson, and qualifying for the Houston rodeo finals later that night.

It was also right about then that Feild sat down and did some serious calculating on how he could accomplish his lifelong goal — winning a professional rodeo world championship. He decided he was willing to go to any length. So Feild (yes, the spelling is correct) chartered a private jet for $1,600 and set out on a "path for glory."

"We had it all arranged in advance," said the 29-year-old. "I knew I was going to ride at 2:55 p.m. in Tucson, and a police escort could get me to the airport there at 3:15. The jet would land in El Paso at 3:50, and I'd have 10 minutes to get on a commercial flight to Texas. It was scheduled to touch down in Houston at 7:35 p.m., with me riding 20 minutes later."

Feild was supposed to get a police escort from the airport to the Astrodome, but an unexpected guest at the Houston rodeo foiled his plans. Vice President George Bush got the escort instead.

"So I grabbed a cab and, even though he took the long way around, I got there with about five minutes to spare," said Feild. Yet, even though Feild made it on time, the "horse just didn't buck," and the Elk Ridge cowboy had one more title-quest experience from which to learn.

Mustachioed Feild, a "man who loves the mountains," says he had adamantly sought a championship title. At an awards banquet in 1980, Feild was honored as the PRCA's bareback rookie of the year, and his eyes focused on someday snaring a gold buckle signifying "world's best."

"I eased into rodeo kind of slowly," he remembers, "but when I turned professional, I was prepared for it. I had a pretty good idea of what was expected."

Just one season later, the 5-foot-8-inch charger was riding at the National Finals Rodeo, ranked 7th in the world. By 1984, he'd won the NFR and just one man had finished ahead of him for the world title.

"By that time, he could hardly hold back," said his wife, Veronica. "He knew that dream was so close to coming true."

So in January of 1985 Lewis Feild kissed his wife and kids goodbye, and walked out the door with a solid determination to put heart and soul into the 11-month race. Yet, "I didn't worry about things too much," he said. "I just wanted to ride hard and know I'd given it my best."

Signs of Lewis having done just that came by the thousands: $3,500 at Fort Worth in February; $3,400 at Tucson in March; $2,500 at Greeley in July. He latched onto the world lead following Reno and $9,150 in late June, then never let go.

After a $36,000 week at the National Finals Rodeo in December — in which he placed in five of ten rounds, bringing his 1985 total to $103,247 — Lewis Feild's impressive quest had been fulfilled. Not only was he crowned the world champion bareback rider, but also he'd become the first riding-event cowboy since Larry Mahan (in 1973) to claim the all-around title.

"I never really knew much about rodeo until I decided I wanted to give it a try," he said, a wide grin crossing his face. "Now I wouldn't change a thing."

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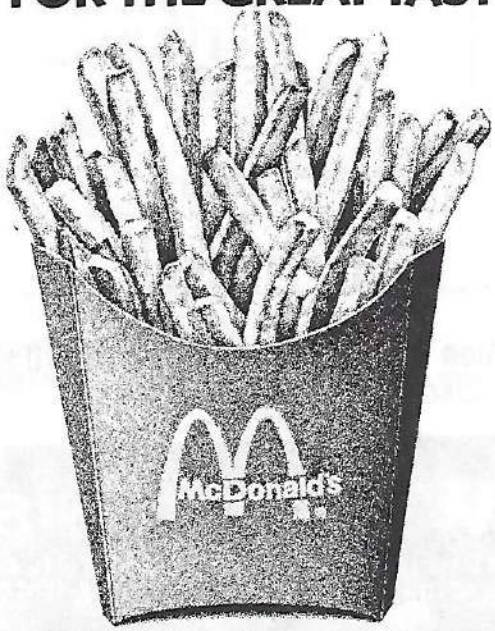
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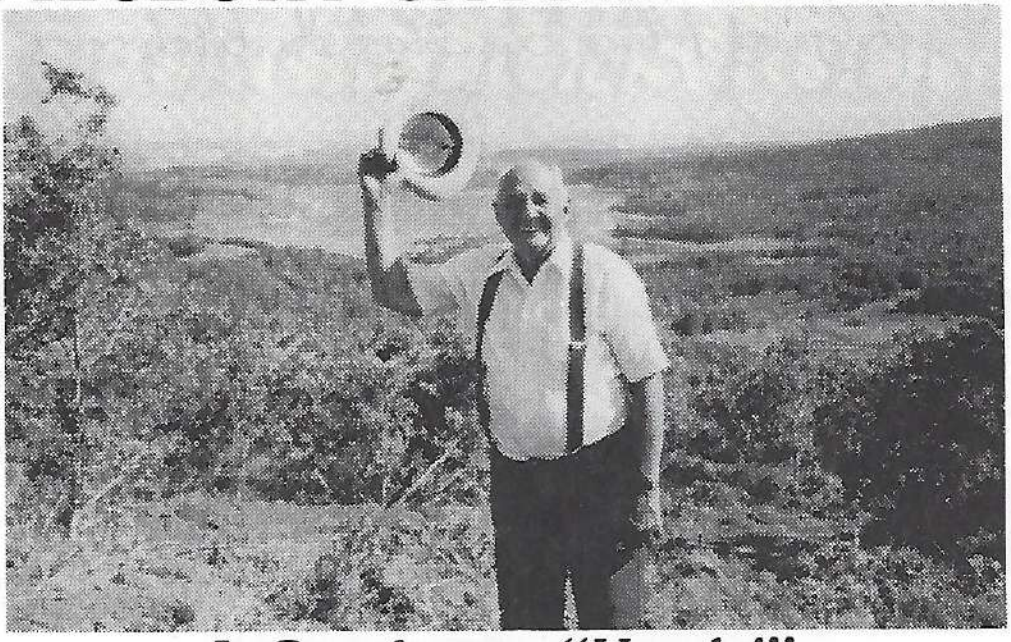
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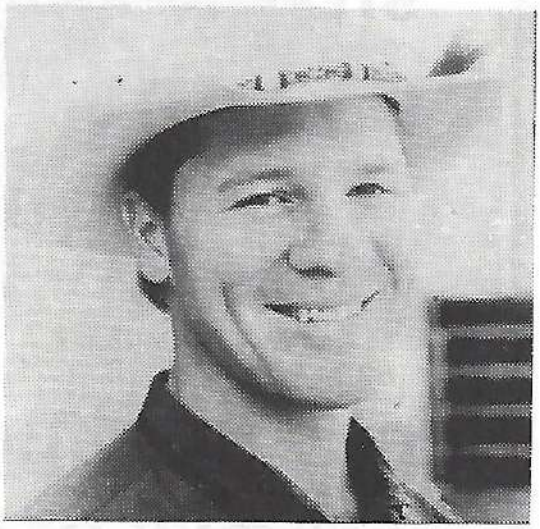
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LeGrande, Pete and Ted Spilsbury

JAKE BARNES AND CLAY O'BRIEN COOPER 1985 WORLD TEAM ROPING CO-CHAMPIONS



JAKE BARNES
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CLAY O'BRIEN COOPER
GILBERT, ARIZ.

For team roping veterans Jake Barnes of Bloomfield, N.M., and Clay O'Brien Cooper, Chandler Heights, Ariz., winning the 1985 world championship was a long-awaited honor. But the wait was worth it.

Barnes and Cooper had a phenomenal 1985 season. It was, in fact, the best year ever experienced by team ropers in the history of rodeo.

In their first full season together, the two proved to be an invincible combination. They took the lead early in March and dominated world standings from that point on. By late October, Cooper and Barnes had already broken the single-season earnings record for their event. Heading into the 1985 National Finals Rodeo, the two had padded their lead so greatly that they were nearly guaranteed the world championship. They clinched it by winning three go-rounds and placing first in the NFR average to pocket an additional $29,290. Their year-end totals came to a remarkable $99,047 apiece.

"We had a good year," admits Barnes. "But I don't feel any different about myself or about roping. I know I owe a lot to Clay."

The pair's success story, however, was not one that evolved overnight. In fact, years (a couple of which were extremely frustrating for both) elapsed before Barnes and Cooper arrived at their championship destination.

For five-time NFR qualifier Barnes, 1983 was one of those aggravating years. He ended the season in fourth position, giving up his own title hopes while helping veteran Leo Camarillo win his fourth crown.

During that same year, Cooper (a four-time NFR qualifier) roped with one of Camarillo's previous partners, two-time world champ Tee Woolman. And although Cooper and Woolman were recognized as an outstanding team, the world championship never came Clay's way.

So, despite successful seasons with different partners, Cooper and Barnes decided to pair up.

According to Cooper, a similar outlook on life and a shared goal brought them together. "Jake and I get along well because we are the same type of person: easy-going, consistent, disciplined. Our personalities and roping styles seem to fit one another," he said. "We rope consistently together and our goal was the same — to win the world."

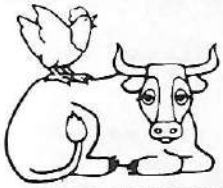
The two also had similar backgrounds. Both began roping at early ages: Cooper at the tender age of 6, while Barnes said he was "born to swing a rope."

"It has been my dream since I was a kid to be a world champion," stated 26-year-old Barnes. Cooper, 24, voiced a similar aspiration: "All I ever wanted to do was to be a champion and wear a world buckle."

Now that Barnes and Cooper have accomplished a lifelong ambition, it is easy to ask, "What will they do for an encore?" The two have no intentions of hanging up their ropes. "We'll go as hard in 1986," said Barnes. "We're going to buy a limo and hire someone to drive us to the rodeos."

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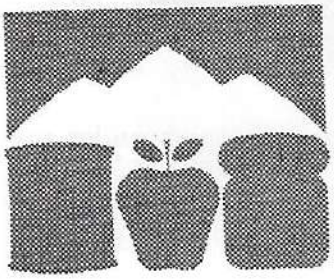
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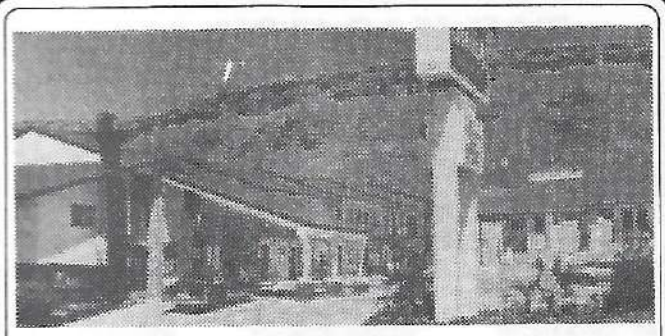
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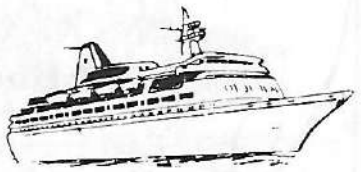
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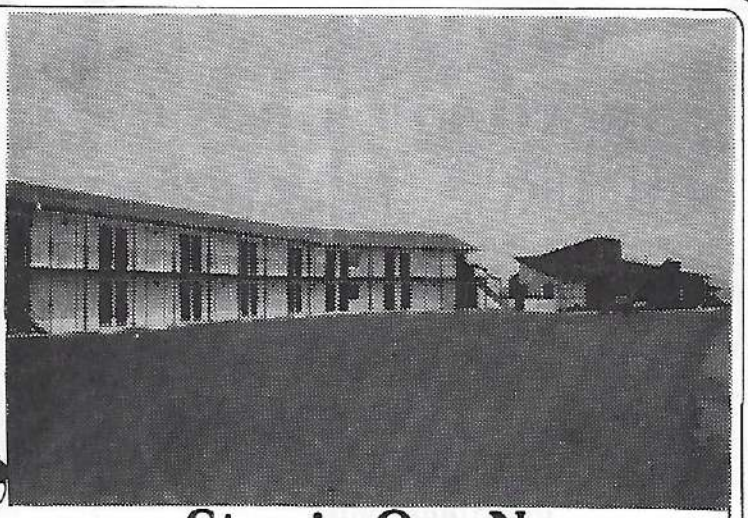
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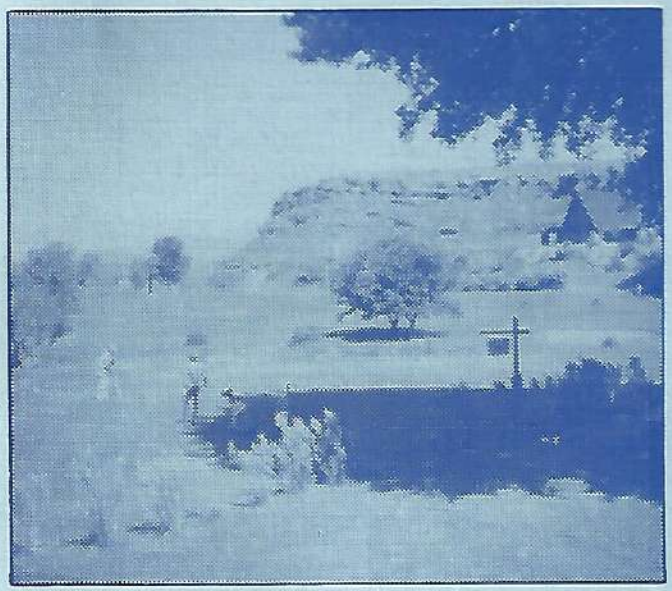
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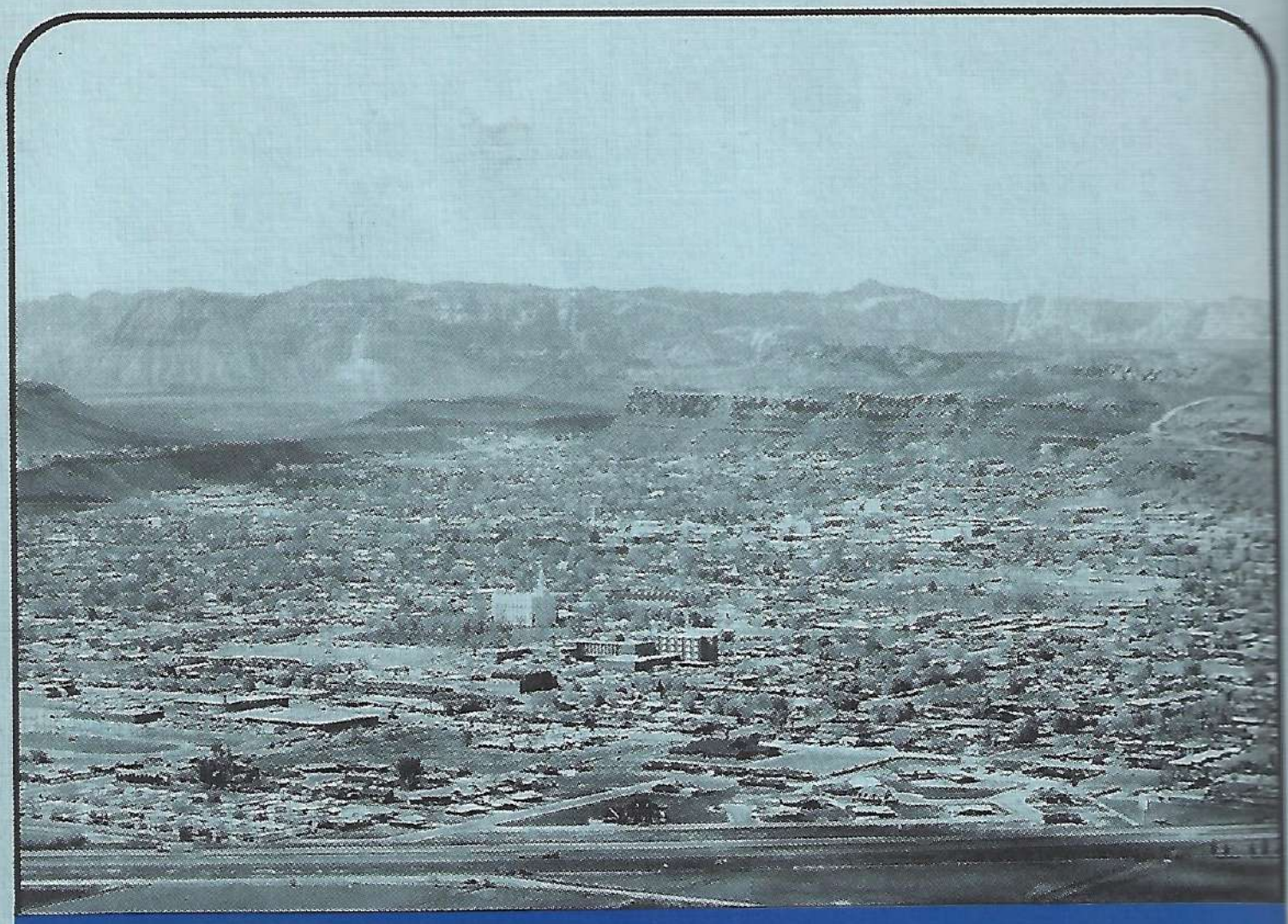
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