

56th annual

ROUNDUP

Dixie

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EMILEE LOTT

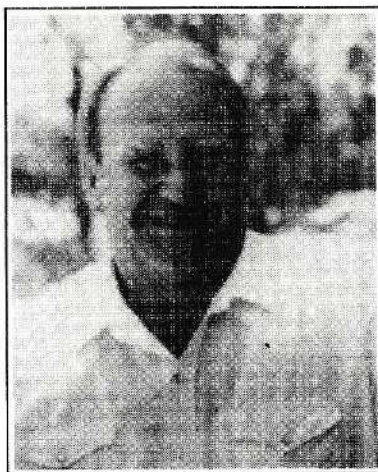
1990 Dixie Roundup Queen

PHOTO BY JAY PITCHER

A. Pitcher
\$2.00

ST. GEORGE.

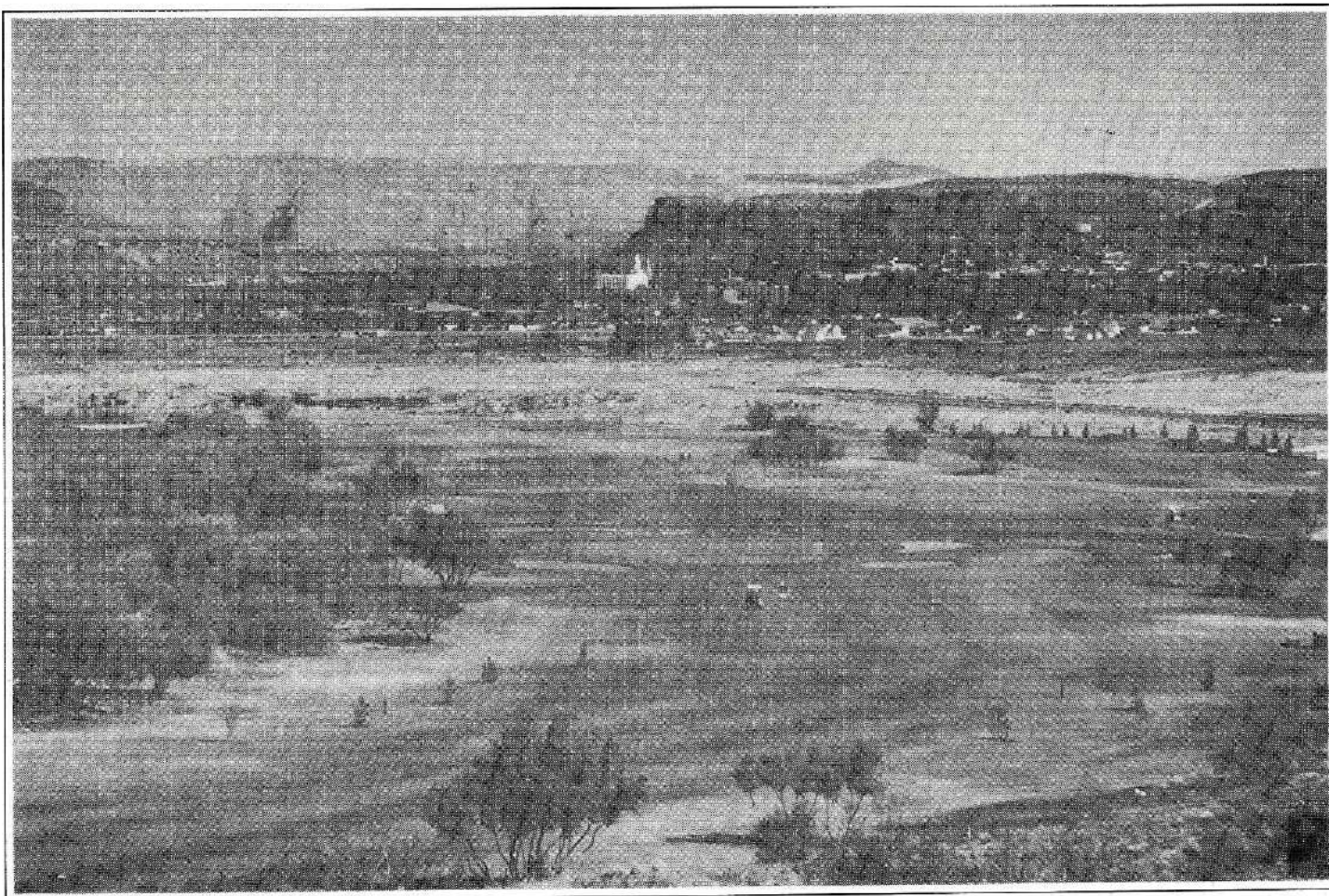
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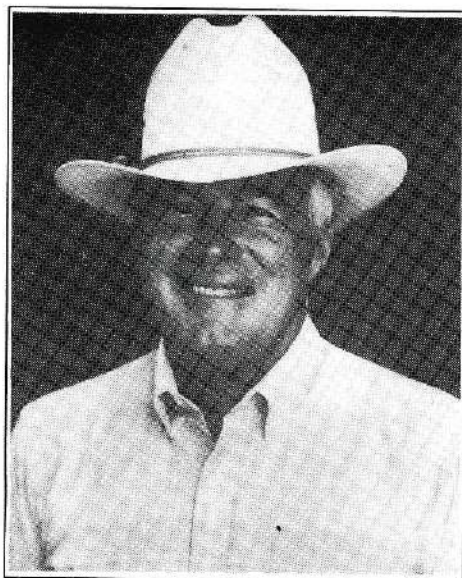


As Mayor of St. George—"the other Palm Springs" and one of the fastest growing cities in the West—it is a pleasure to welcome you to the Lions Dixie Roundup and to offer you the hospitality that the citizens of Utah's Dixie have always extended to visitors to our city.

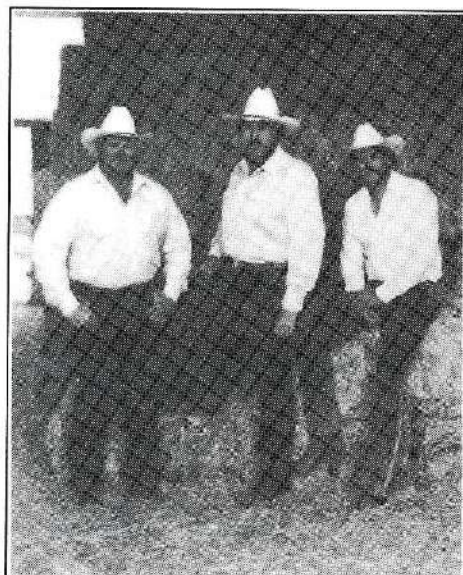
Karl F. Brooks

Few cities can boast the beauty, variety and stability that St. George can. Here is a city surrounded by breathtaking scenery, nestled in a temperate climate and anchored to a proud heritage. St. George means different things to different people. To the businessman, it's a moving, thriving city. To the retired person, it's a tranquil, scenic haven. To the tourist, it's a colorful, enjoyable and warm destination. And to the resident...It's just a great place to live.





BILL HICKMAN
Lion President



The 1990 Rodeo President and Committee would like to welcome everyone to the 56th Annual St. George Lions' Dixie Roundup. We are proud of this year's show and proud to continue the tradition of the rodeo committees before us.

Again this year the Roundup is a PRCA-sanctioned rodeo. What this means, to both the casual and serious rodeo fan, is that this year's Roundup will again draw some of the best cowboy-athletes and animal-athletes in the country. To insure this happening, the Lions have added over \$9,000 to the cowboy's prize money and we have signed bullfighters, rodeo clowns, and a specialty act which we are convinced that you will all enjoy.

It would be impossible for the Lions to present the Roundup without the cooperation of our partner in the Sun Bowl, the City of St. George. Our thanks to the many department heads and city employees who have again helped the Lions to make the Roundup possible.

The Roundup and what it takes to make it happen is a big part of what is called the Spirit of Dixie. Another part of this "spirit" is the many hours of work the members of the St. George Lions and Lady Lions have donated preparing for the 56th Roundup and the hours of work they will donate to bring it to a success.

This year's Rodeo Committee wishes to thank all those involved in making Roundup '90 a great success and ask you to join us now in enjoying the show.

KEN THOMPSON, CHAIRMAN DEAN JONES, JERRY TISCHNER
Rodeo Committee Chairmen for 1990

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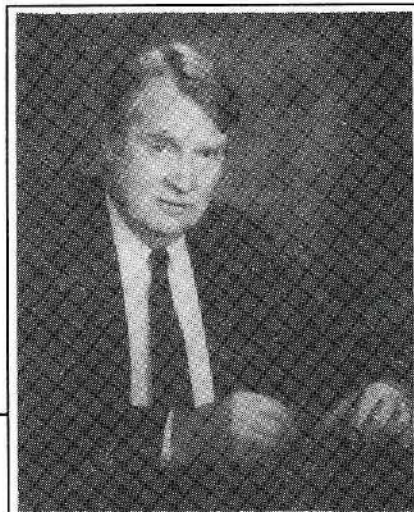
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We will ever be grateful for your landscaping of the Dixie Center. The Dixie College campus is a great place for your children and grandchildren. Keep sending them. We'll do our part when they get here!

Douglas D. Alder
President, *Dixie College*



Douglas D. Alder
President, Dixie College

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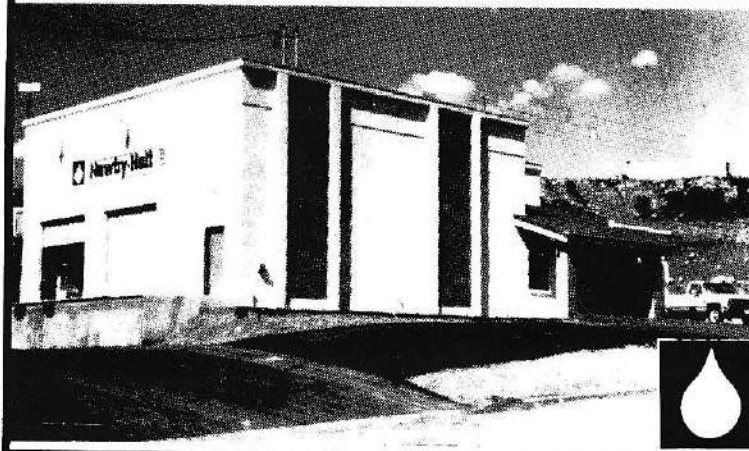
EMILEE LOTT *1990 Dixie Roundup Queen*

Emilee Lott is the 18-year-old daughter of Dennis and Pauline Lott. She is a 1990 graduate of Dixie High School and plans to attend Dixie College this fall. Emilee recently won the title of Junior World Timed Event Queen held in Ardmore, Oklahoma. One of her prizes was a two-horse horse trailer. At the contest she won the coveted Horsemanship award as well as the Interview, Speech, and Impromptu. Emilee has qualified for High School Rodeo State Finals all four years in barrels and poles, and this year added breakaway roping and cutting.

Some of Emilee's other accomplishments include: Silver State International Rodeo Queen, 1989; Salina Rodeo Queen, 1988; Dixie Roundup Princess, 1988; Escalante Rodeo Queen 1986 & '87; Second Runner-up to Utah Quarter Horse Queen, 1989; and 15 high school rodeo titles. Emilee has been on staff at the Utah State University/Miss Rodeo Utah Queen Clinic for the past two years. Emilee was the Dixie High School FBPA president this past year, and has participated in church basketball and volleyball.

Photo by Jay Pitcher

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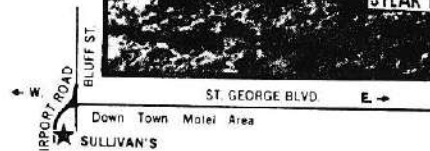


Photo by Jay Pitcher

JODY SPILSBURY

1990 Dixie Roundup Princess

Jody Spilsbury, 16 year old daughter of Ted and Vivian Spilsbury is a Junior at Dixie High School.

Jody has always enjoyed spending time on the Ranch riding horses and working with the cattle.

"When I was crowned the 1990 Lions Dixie Roundup Princess, one of my childhood dreams came true. Representing the St. George Lions this year has been a great experience. I appreciate the time and effort the Lions put forth in sponsoring three fun filled days of parades and rodeos."

Thank you for your support. Enjoy the Rodeo!



WELCOME TO THE LION'S DIXIE ROUNDUP

SPILSBURY

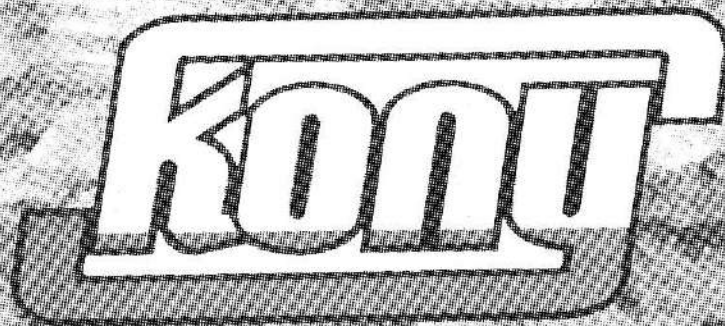
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RODEO ANNOUNCER

"Zeb Bell"

RODEO PRODUCERS

Bud & D.A. "Swanny" Kerby

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.

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.

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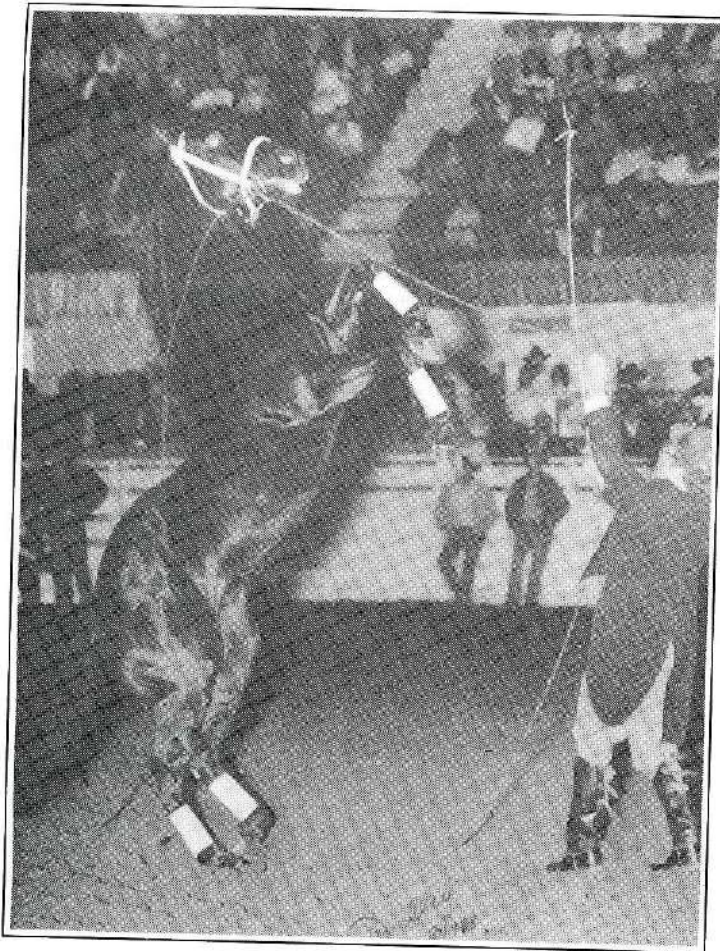
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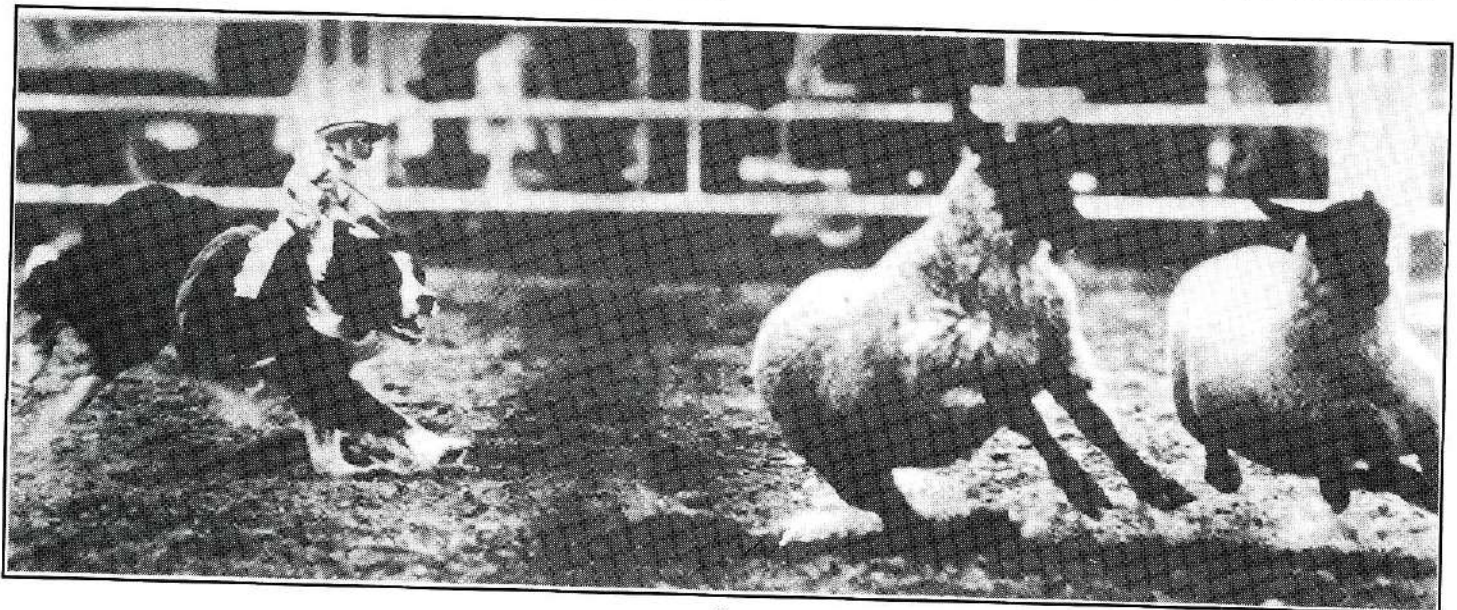
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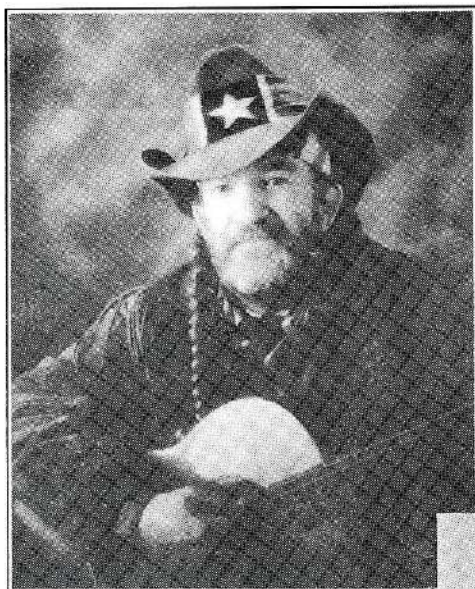
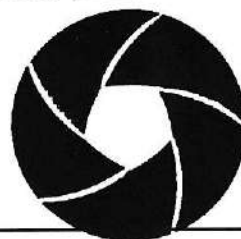
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JONI JAMES

1990 Miss Rodeo America

When Idaho's Joni James captured the 1990 Miss Rodeo America Title at the Lazy E Arena in Guthrie, Okla., she carried on a family tradition that her mother started in 1962. Joni's mother, Karen James, won the title that year. Upon Receiving the 1990 crown on Nov. 29, 1989, Joni James the first daughter of a former Miss Rodeo America to also claim the throne. James, 23, swept the field of 41 contestants on her way to earning the MRA title, winning four categories of the competition. James placed first in personality appearance, horsemanship, and speech during the long competition.

As the reigning Miss Rodeo America, James represents professional rodeo at events throughout the country. Her first major engagement was the 1989 National Finals Rodeo, held in Las Vegas, Nev. "I'll never leave rodeo," she said. "I've planned my career around it."

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SATURDAY, SEPTEMBER 29, 1990 • SPONSORED BY THE ELKS LODGE

The entry fee will be \$35 before September 15th, \$45 after September 15th • Car inspection will be at Dixie Elks Lodge 11:00 a.m. thru 2:00 p.m. Deadline on Entry is 11:00 a.m. • 2:00 p.m. will be a parade to the Elks Rodeo Grounds •

3:00 p.m. Start Time • 8:00 p.m. Award Ceremony at the Elks Lodge • Dance to follow.

PRIZES ARE: 1st - \$150 & Trophy • 2nd - \$125 & Trophy • 3rd - Trophy

GRAND FINALE: 1st - \$700 & Trophy • 2nd - \$375 & Trophy • 3rd - \$175 & Trophy

WIPE-OUT HEAT: \$350 & Trophy

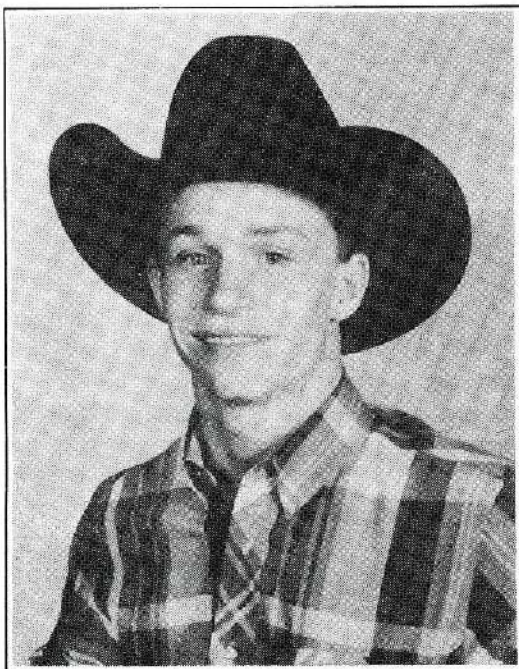
Trophies will be awarded for most aggressive driver & best Appearing Car

THERE WILL BE A POWDER PUFF EVENT FOR ANY WOMAN WISHING TO COMPETE.

The entree fee will be \$20 for this heat. All women are encourage to have their own vehicle for this race.

Powder Puff: 1st - \$100 & Trophy • 2nd - Trophy • 3rd - Trophy

For further information contact Tracy Cannon at 628-9163 or Jim Raburn at 634-5882 or Fred Goettig at 673-5233



TY MURRAY

ODESSA, TEXAS
1989 WORLD CHAMPION
ALL-AROUND COWBOY
\$134,806

Ty Murray, though barely out of his teens, is already traveling with some pretty impressive company. The 20 year old, the youngest ever to earn the title of world Champion all-around cowboy, is already being mention with rodeo legends.

Murray's phenomenal success as a PRCA cowboy follows a childhood dedicated to developing his skills at both ends of the arena. Murray claimed the 1988 Resistol rookie of the year award at just 19.



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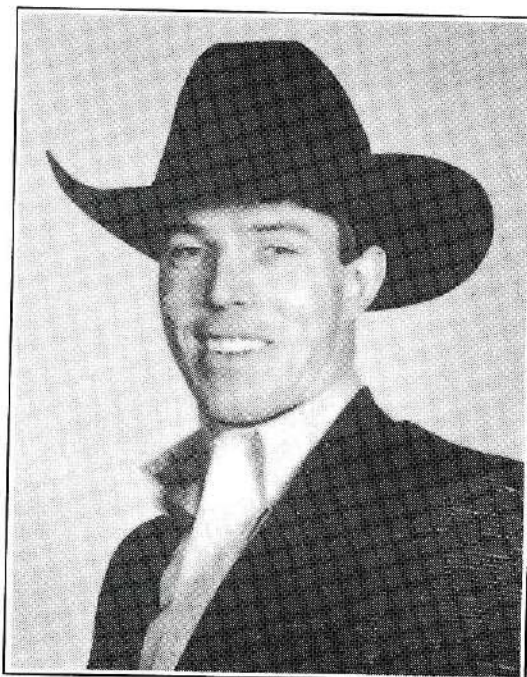
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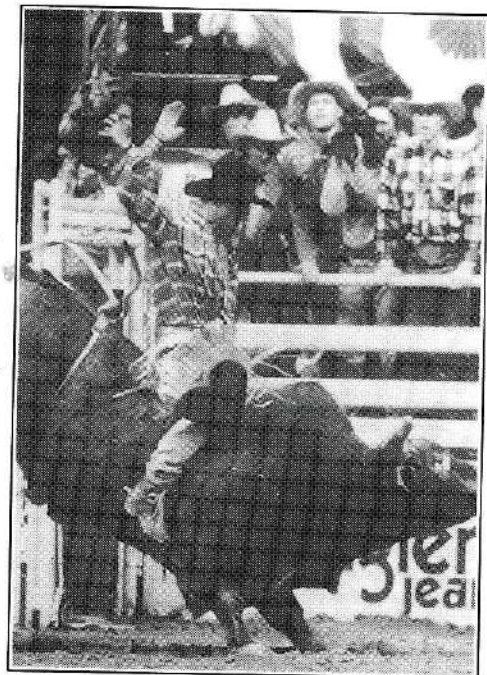
628-5107 • Lyle & Kellee Hindes
26 West Tabernacle • St. George, Utah 84770



"TUFF" HEDEMAN

BOWIE, TEXAS
1986, 1989 WORLD
BULL RIDING CHAMPION
\$122,765

Steven Spielberg couldn't have created a more suspenseful conclusion to the 1989 National Finals Rodeo than the real-life drama played out by two world champion bull riders—Jim Sharp and Richard "Tuff" Hedeman. With an incredible ride Hedeman claimed his second world championship. Hedeman also received the Lane Frost Memorial for the highest score bull ride at the '89 NFR for an 87-point ride in the fourth round.



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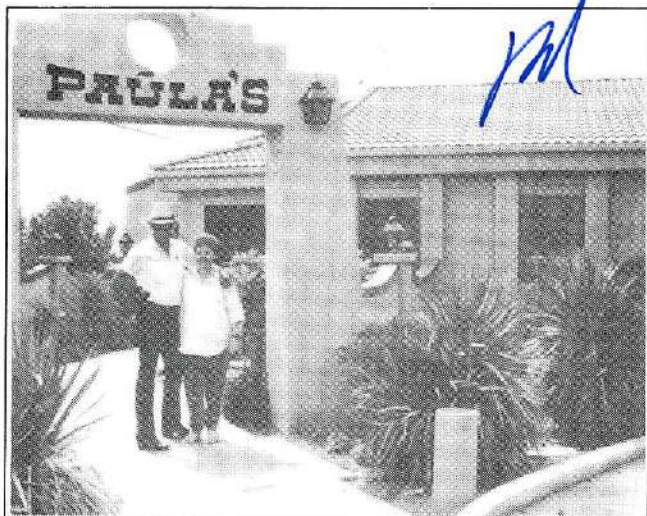
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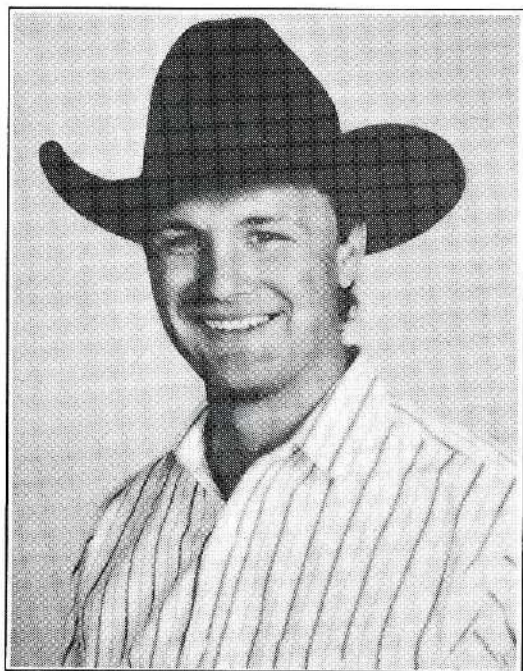
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RABE RABON

SAN ANTONIO, FLORIDA
1989 WORLD
CALF ROPING CHAMPION
\$89,301

Self-promotion isn't Rabe Rabon's strong suit, so it came as surprise to many when this San Antonio, Fla., cowboy claimed the title of 1989 world champion calf roper. But those who had studied Rabon's career knew the title was in the cards. Rabon holds the arena record for the fastest calf roping time at a National Finals Rodeo, a blistering 7.5-second run he made at his first Finals in 1986. In 1987, Rabon finished ninth in the world calf roping standings following his second NFR.



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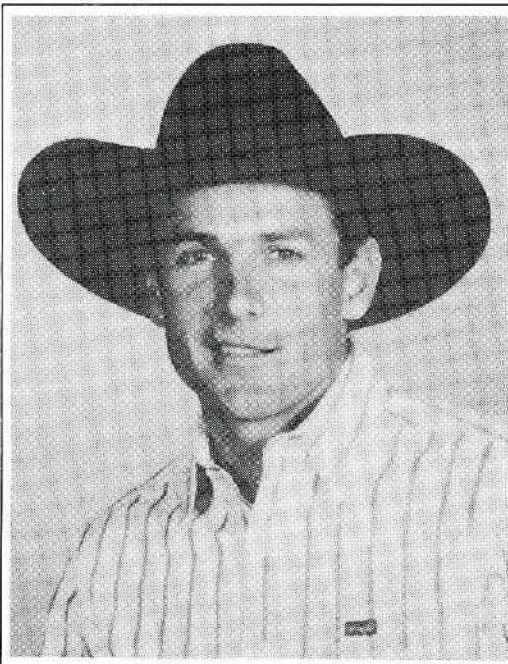


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JOHN JONES JR.

MORRO BAY, CALIFORNIA
1984, 1988-1989 WORLD STEER
WRESTLING CHAMPION
\$94,304

John Jones Sr. and his son are the only father/son duo to have won both the rookie of the year award and the world champion steer wrestler title. Jones Sr. claimed the rookie title in 1956 and the champion's buckle in 1970; Jones Jr. won the rookie award in 1981 and earned his first world champion's title in 1984. Since that date, John Jr. has claimed two more champion's gold buckles with back-to-back world championships in 1988 and 1989.



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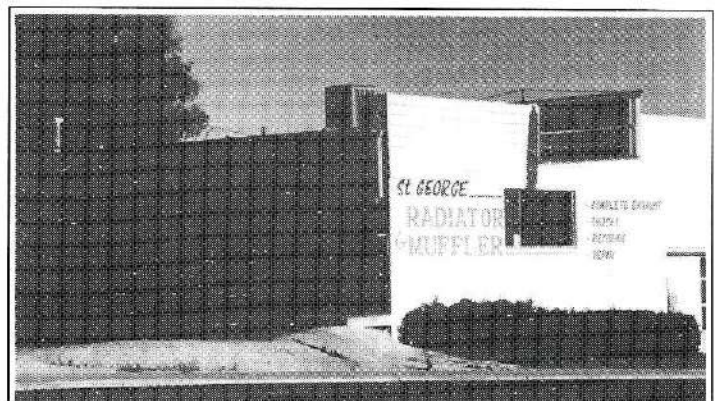
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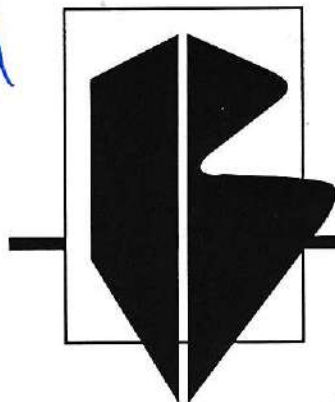
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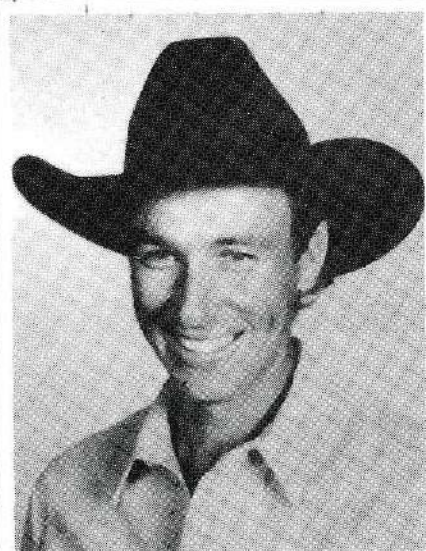


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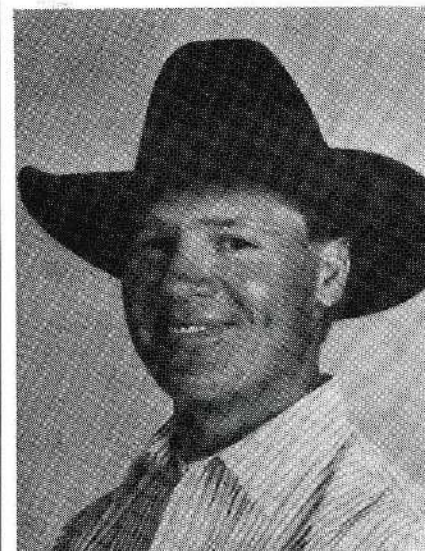


JAKE BARNES
BLOOMFIELD, NEW MEXICO

CLAY O'BRIEN COOPER
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1985-1989 WORLD
TEAM ROPING CHAMPIONS
\$90,455 EACH

Barnes and Cooper in 1989 won their fifth consecutive world team roping championship, a PRCA record for team roping championships. Since pairing up in 1985, they've become the most successful team ropers in the history of the sport.



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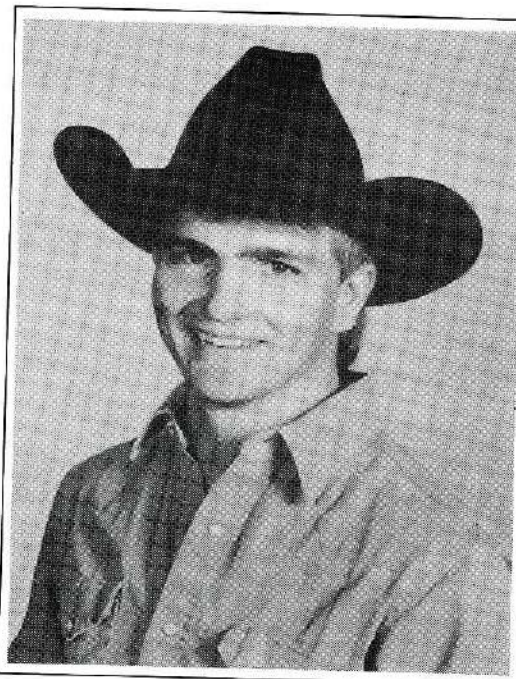
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MARVIN GARRETT

BELLE FOURCHE, S. DAKOTA
1988-1989 WORLD BAREBACK
RIDING CHAMPION
\$105,931

Dubbed "Marvelous" Marvin at the 1988 National Finals Rodeo, this youthful bareback rider from Belle Fourche, successfully defended his world champion bareback title in a hard-fought, 10-round battle at the '89 Finals in Las Vegas. Garrett's wildness ends at the arena fence. A quiet and soft-spoken man, he enjoys time with his wife, Lisa, and their two children, Weston and Cathy. When asked what he'll do with his two gold buckles, Garrett replied, "My wife's probably going to put one on."



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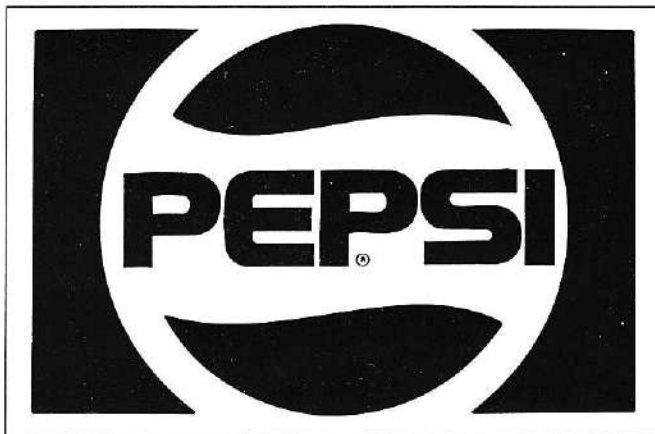
"The protector of cowboy, the entertainer of the crowd," so said a well-known sports commentator. He was referring, of course, to the rodeo clown. Rodeo clowns come in all shapes and sizes and all have to be top-notch athletes in peak physical condition. They have to be agile, quick, fearless, have the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

1990 ROUNDUP CLOWNS

MIKE NORTON

SCOTT DECHOW

RANDEE MUNNS

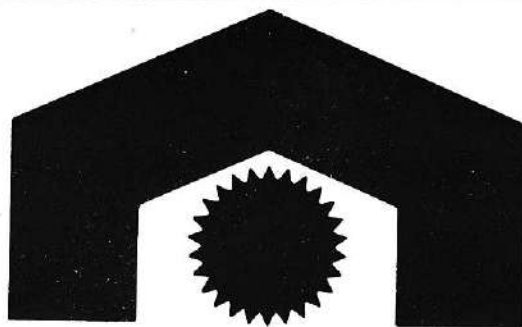


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THE BUSINESS OF THE COWBOY SPORT

In 1967, all-around champion Larry Mahan rode into professional rodeo history when he became the sport's first contestant to earn more than \$50,000 in a single year. In 1980, Paul Tierney was the first to top the \$100,000 single-season mark. In 1986, a dozen members of the Professional Rodeo Cowboys Association, including four world champs, cleared the \$100,000 hurdle as the total prize package that year reached the \$16 million plateau.

As PRCA cowboys continue to earn larger purses and increased media recognition, professional rodeo is experiencing unprecedented growth. Between 1966 and 1976, the total prize package climbed from \$3.5 million to \$7 million before soaring to its present figure.

The National Finals Rodeo prize money grew from slightly more than \$200,000 in 1977 to more than \$2 million in 1987. In 1966, the NFR attracted 55,000 spectators. In 1988, the official attendance figure reached 165,000.

Meanwhile, sponsor contributions sailed from less than \$1 million in 1977 to more than \$13 million in 1987, considerable increasing rodeo's growth as a major sporting and entertainment event. And at the foundation of this sport is the rodeo cowboy.



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RULES TO ENSURE THE HUMAN 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 and 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. Sheepskin-lined flank straps shall be placed on the animal so the sheepskin-covered portion covers both flanks and the belly of the animal.
9. PRCA-approved saddles or riggings must be used in the saddle bronc riding and bareback riding events.



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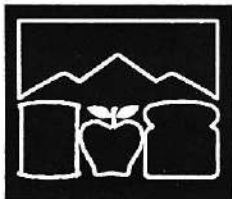
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10. No stimulants or hypnotics are to be given to any animal used for contest purposes.
11. Chutes must be so constructed as to prevent injury to stock. Maintenance personnel and equipment shall be stationed at chutes to assist in removal of any animal 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 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 hore wraps.



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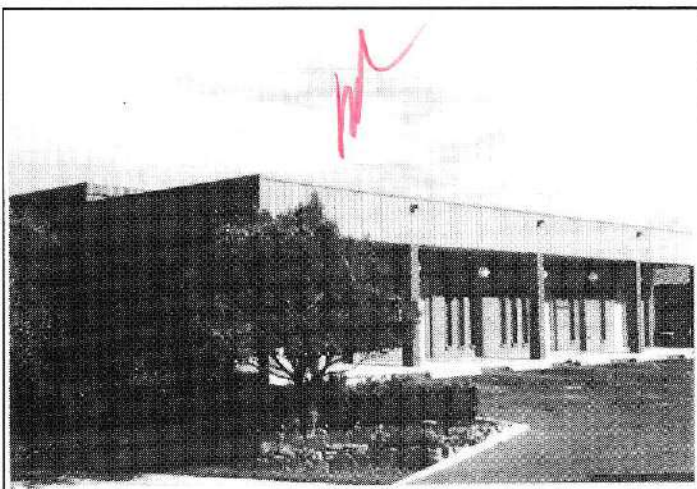
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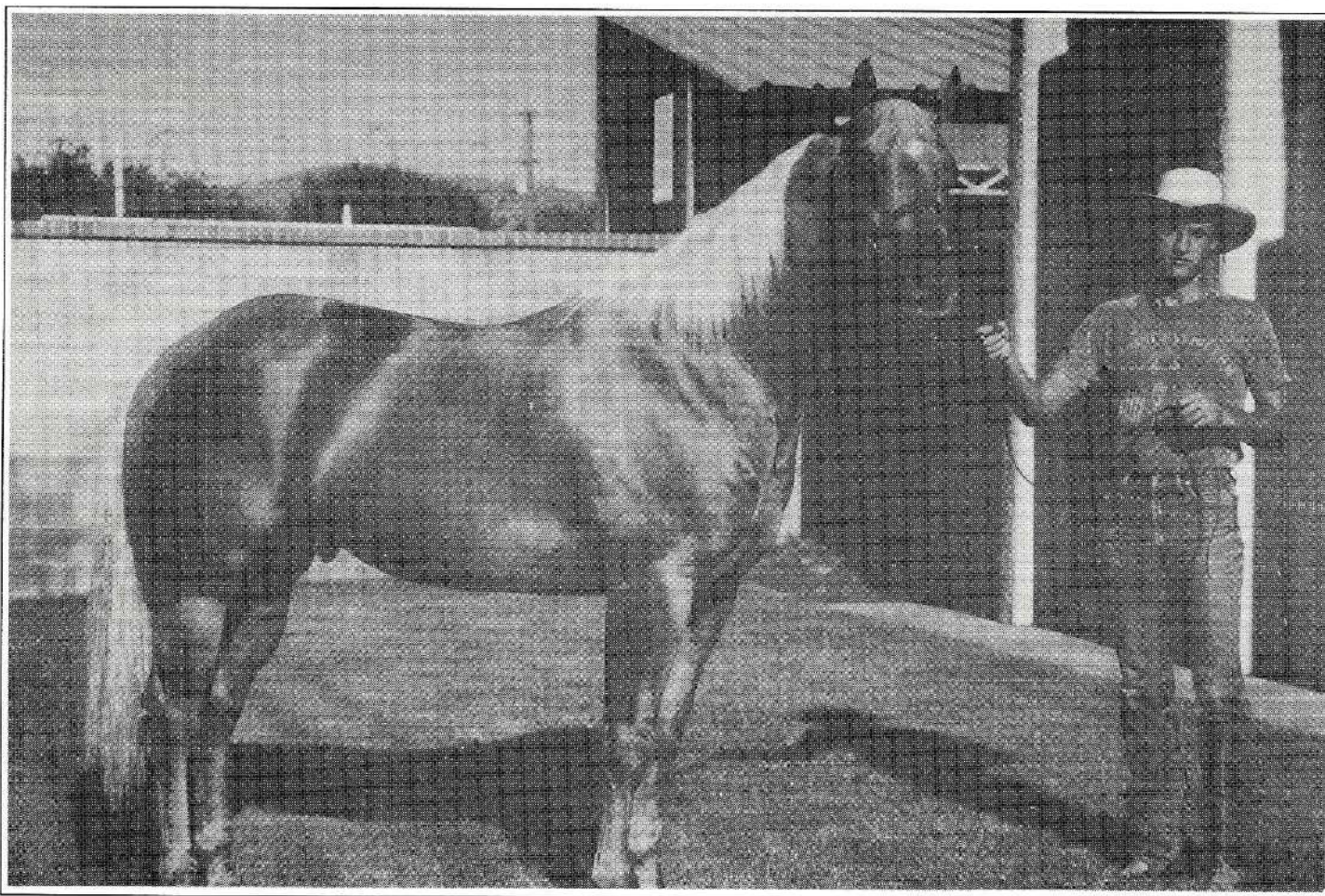
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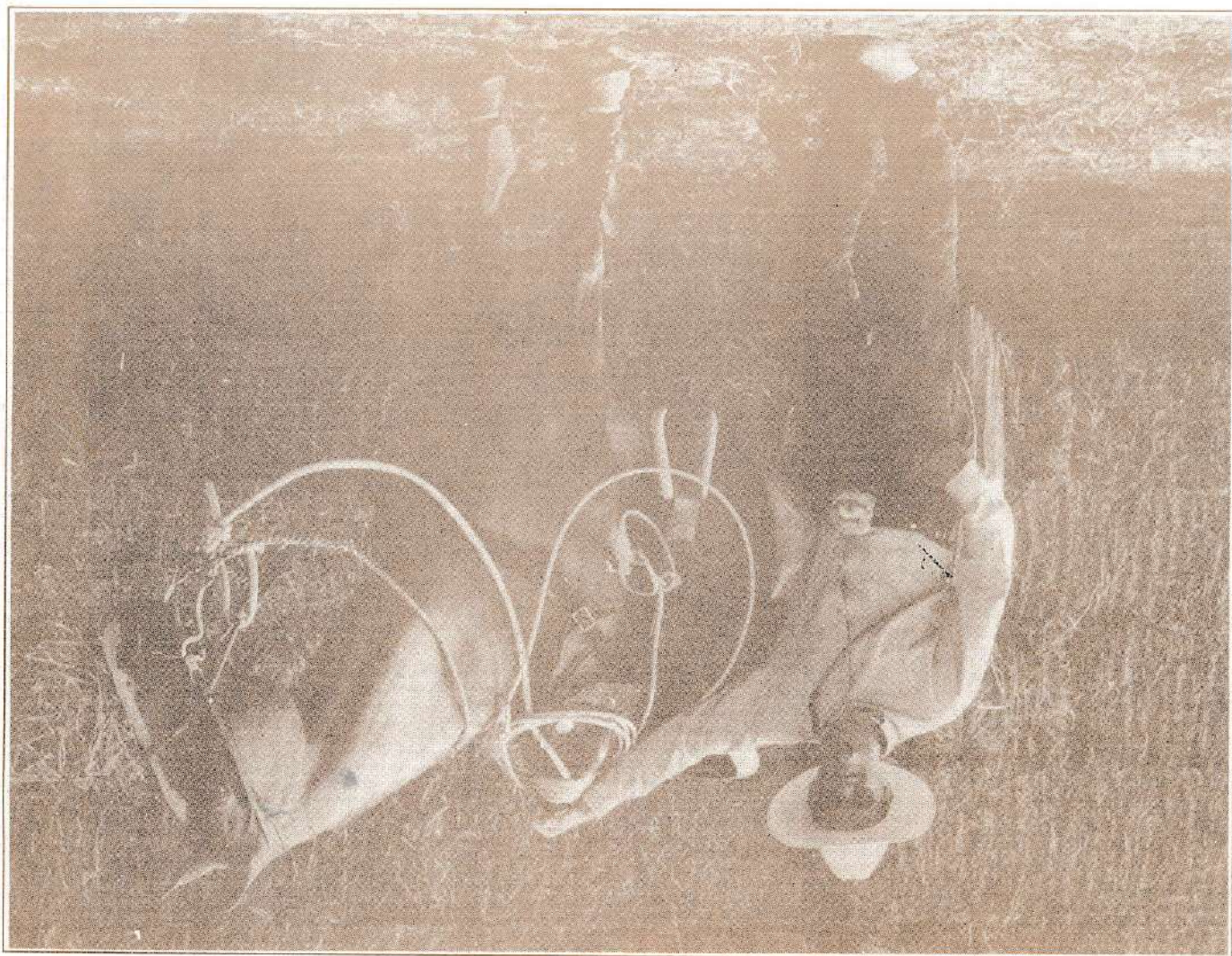
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