

58 th annual

# ROUNDUP

## *Dixie*

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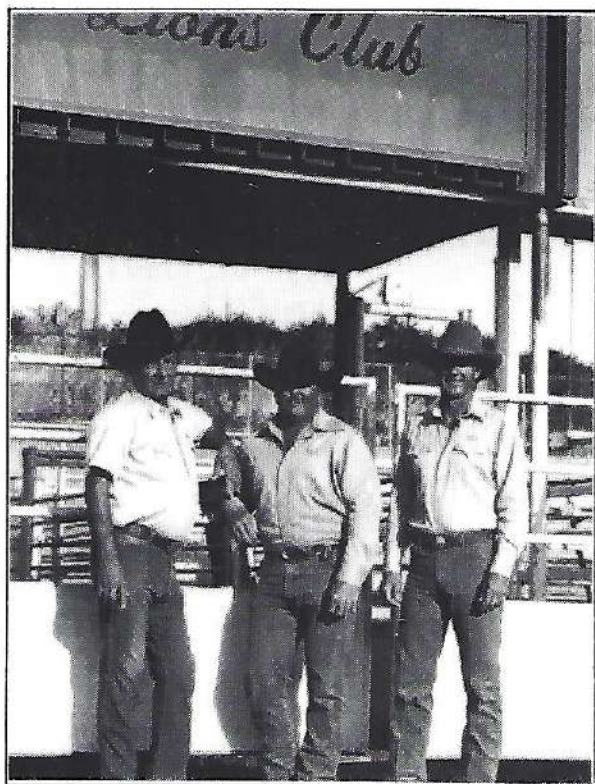
UTAH

**GINGER ANDRUS**

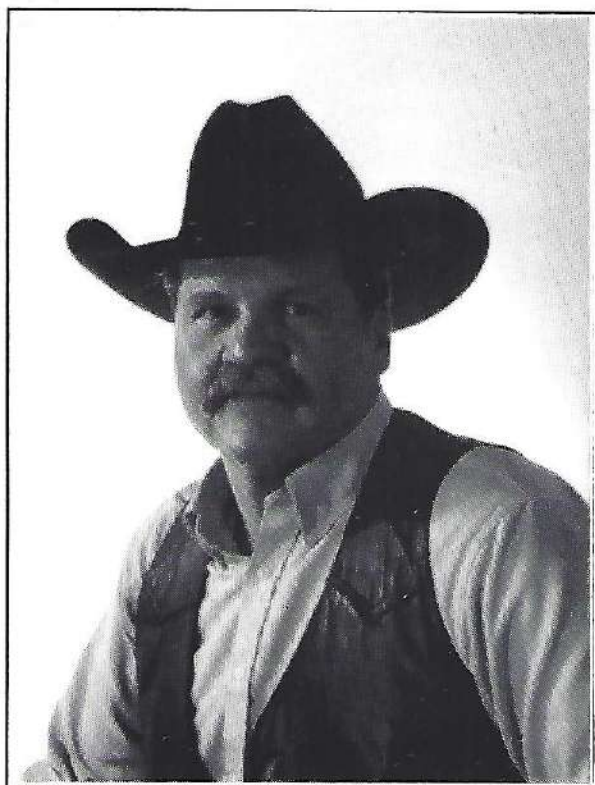
*1992 Dixie Roundup Queen*

PHOTO COURTESY OF JAY FITCHER

\$2.00



HAL NORTON, CHAIRMAN KEN  
THOMPSON, CHUCK BENTLY  
*Rodeo Committee Chairmen for 1991*



ZEB BELL  
*PRCA Rodeo Announcer &  
1992 Dixie Roundup Rodeo Announcer*

The 1992 Rodeo Committee would like to welcome everyone to the 58th Annual St. George Lion's 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.

This year's Rodeo Committee wishes to thank all those involved in making Roundup '92 a great success and ask you to join us now in enjoying the show.

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

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

As much as a part of the rodeo as the bulls, clowns, and cowboys is the rodeo announcer. He calls each of the events, adding on little anecdotes about the cowboys and stock, trades insults with the clowns and helps the fans enjoy the rodeo just a little bit more.

Zeb Bell's philosophy of calling rodeos is a basic one. "The people who come to the rodeo want to have fun," Bell said. "When someone starts to have fun, it spreads throughout the crowd."

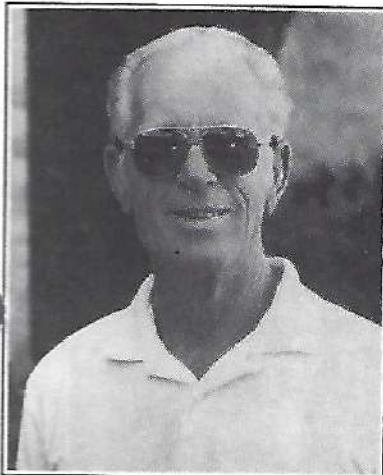
Zeb has a promotion company and a radio agriculture program. He lives with his wife, Deanne, and children Jake and Tobee Jo on a small ranch south of Murtaugh, Idaho, raising calves and horses.



**KARL F. BROOKS**  
*Mayor, St. George*

**A**s 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 the hospitality that 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. 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.



**DOUG MITTLEBERGER**  
*Lion President*

**W**elcome to the 58th Annual St. George Lion's Dixie Roundup. 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 58th Roundup and the hours of work they will donate to bring it to a success.

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For over 20 years the people at Delta Connection-SkyWest have been providing scheduled air service to Southern Utah. Today connections extend world wide to over 300 cities in 34 countries. When an event calls for travel, call Delta Connection-SkyWest and get a rein or your travel needs. For reservations see your travel agent or call Delta Connection at 1-800-453-9417.





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## YOU LIONS ARE SUPER!

**W**e 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

**DIXIE COLLEGE**  
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*Photo by Jay Pitcher*

## GINGER ANDRUS

### *1992 Dixie Roundup Queen*

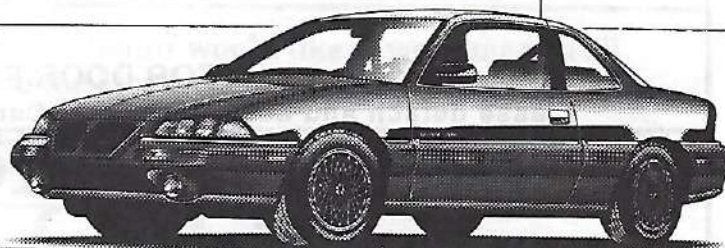
Rodeo, horses and country music are naturals for Ginger Andrus, a second generation rodeo contestant. Ginger, a graduate of Dixie High School, finished 7th in the Nation in goat tying her senior year. She also competed in team roping and breakaway roping.

"Cowboys, country music, rodeo stock, the American flag, dust, and the smell of rodeo hot dogs are all home to me. I love it all!"

Ginger is enthusiastic about her reign as Dixie Round-up Queen. "At every rodeo when I was younger, I dreamed of being a rodeo queen. This is a dream come true. To the St. George Lions, who's hard work and selflessness have provided me with so many opportunities and so much support, THANK YOU!!! When I walk through my memories, you will always be there and I will smile. YOU'RE AWESOME! I LOVE YOU!"

Ginger, the daughter of George and Dixie Andrus, is attending Evans Cosmetology, after which she plans to begin a forensic psychology degree at Dixie College.

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The Dixie Center Board of Directors and staff would like to congratulate the St. George Lions Club on their 58th Annual Lions Dixie Round-up PRCA Rodeo!

You're invited . . .

to participate in the first annual Dixie Center September-Fest. While at the September-Fest you will meet members of the Dixie Center Governing Board as well as the Round-Up Royalty, Rodeo Clowns, and members of the Lions Rodeo Committee. During the day enjoy free swimming, weight room, aerobics, tours of the facility, refreshments, continuous entertainment and door prizes. To enter the drawing for the door prizes, detach the coupon below and bring it with you on the 19th. You do not need to be present to win.

## September Fest

### Dixie Center Open House

September 19th, 10:00 a.m. to 5:00 p.m.

- FREE swim!
- Door prizes!
- Facility tours!
- Concessions & Entertainment!

425 S. 700 E., St. George

628-7003

#### FOR DOOR PRIZE DRAWING:

Please detach and deposit at Dixie Center. Drawings to be held Sat., Sept. 19th

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Age \_\_\_\_\_

Have you attended events at the Dixie Center ☐ Yes ☐ No

What events would you like to see at the Center: \_\_\_\_\_

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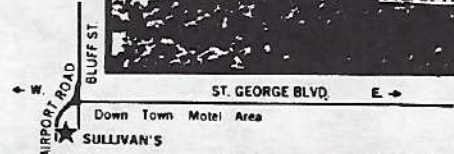


Photo by Jay Pitcher

## KATIE GARDNER

### 1992 Dixie Roundup Princess

Katie Gardner is the daughter of Nolan and Margaret Gardner of St. George. She is 14 years old and is a freshman at Snow Canyon Middle School. Katie looks forward to participating in High School Rodeo and trying out for the school basketball, volleyball, and softball teams. She is an Honor student and enjoys school.

Katie is very active in her church. This year her team won "area" in church basketball. She loves horses and has been barrel racing for 7 years. She has also been in the 4-H horsemanship program for 4 years. Katie loves her family and loves to tend her little sister and her new baby brother.

Katie has had a blast going to the rodeos as the Round-up Princess and getting to know Ginger and the Andrus family. She is very excited for this year's Lion's Dixie Round-Up and all of the activities that go along with it.



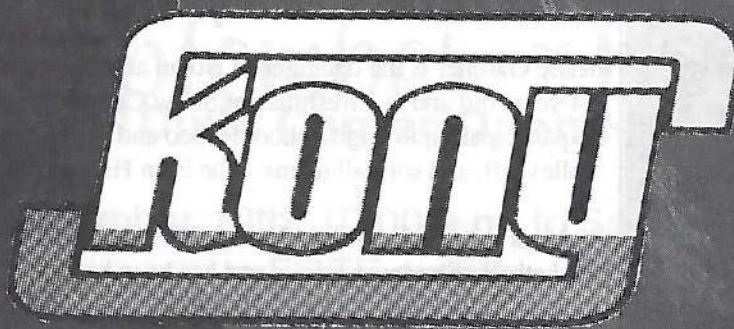
Brock Spilsbury & Smurf would like to welcome you all  
 to the Lion's Dixie Round-up

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*Special Thanks to the thousands of residents, the St. George Lions Club and the City of St. George for making the Lions Dixie Roundup the best!*

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## **RODEO SPONSORS**

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## **RODEO PRODUCERS**

Bud & D.A. "Swanny" Kerby

**T**he 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.



*Bien Venidos!*



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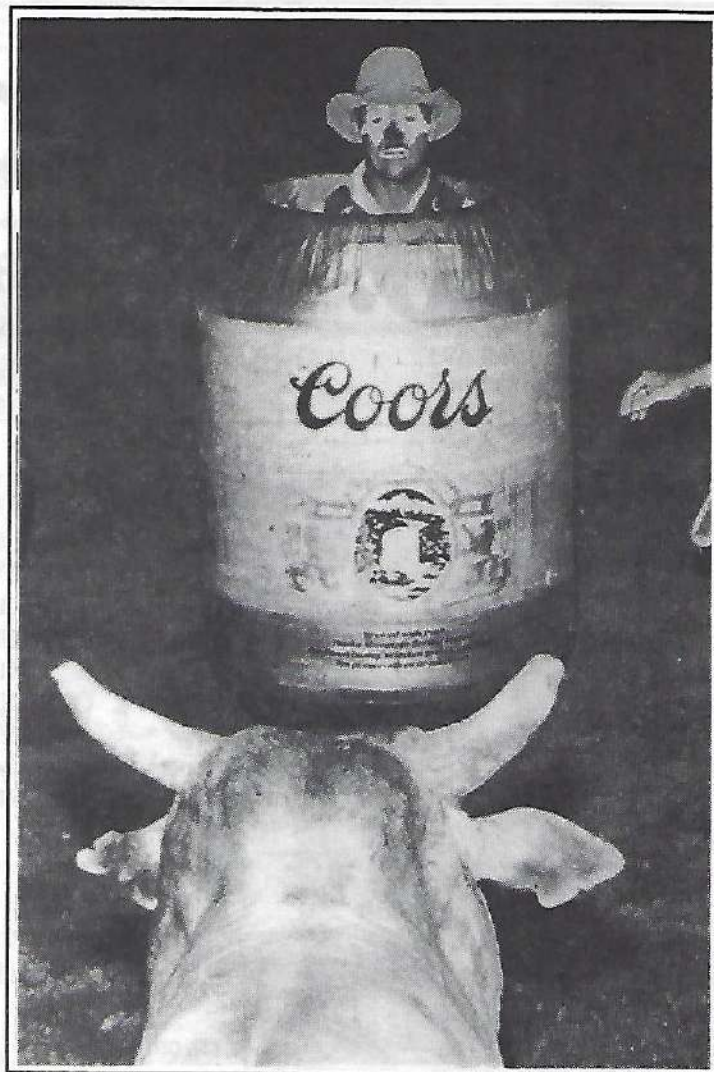
*"The Finest in  
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# ALAN D. "BUTCH" LEHMKUHLER

## PRO RODEO'S "ENTERTAINER" "Coors Man in the Can"

Rodeo Clown and barrelman, the PRCA Clown of the Year for an unprecedented three consecutive years, Alan D. "Butch" Lehmkuhler is one of Pro Rodeo's truly funny and entertaining rodeo clowns. For those of you who will witness his spontaneous type of comedy for the first time . . . you are in for a treat! In his quickwitted responses to the "unexpected" and inventiveness in comic routines, you will see yourself in his "boots" and laugh outloud.

Butch is best known as "The Man with the Trampoline", but he brings to the arena much more. His physical skills are refined so as to dazzle, baffle, and amaze; and he communicates both through the announcer and by pantomime. He presents an almost childlike innocent approach to Rodeo's family style entertainment which is simply good clean fun to watch. Armed with a Bachelor's degree in Physical Education and minors in Industrial Arts and Psychology from Chadron State



College in 1976, Butch was an instructor and coach in western and then central Nebraska until the spring of 1988. He now rodeos full time and says the excitement of American's most dangerous sport, the travel, and the people he meets all over the world are motivation enough to keep him in the arena for a long time to come.

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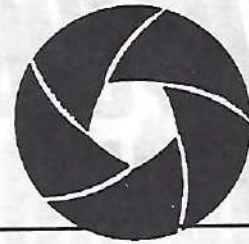
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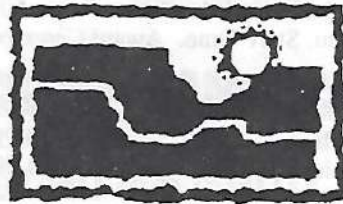
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### SHANNON CONLEY *1992 Miss Rodeo Utah*

On July 24, 1992, Governor Norm Bangerter crowned Miss Shannon Conley the new Miss Rodeo Utah. Shannon is the daughter of Scott and Debbie Conley of West Weber. She is a graduate of Weber High School and she is currently enrolled with the Professional Career Development Institute of Animal Science. Her emphasis is in laser treatments.

Shannon will travel throughout the state this next year and will represent Utah at the Miss Rodeo America Pageant held in Las Vegas, Nevada in conjunction with the National finals in Rodeo.

Shannon would like to express that it is quite an honor and sense of pride to know that she is representing something that is held so close to her heart . . . the wonderful State of Utah and RODEO!

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# DEMOLITION DERBY

THE DIXIE ELKS LODGE IS SPONSORING A DEMOLITION DERBY  
**SATURDAY, OCTOBER 3, 1992**

The entry fee will be \$35 before Sept. 15th, \$45 after Sept. 15th.

Car inspection will be at the Dixie Elks Rodeo Arena 10:00 a.m. thru 12:30 p.m.

Deadline on entry is 11:00 a.m. 1:00 p.m. Start Time. Award Ceremony at the Elks Arena following Derby.

## PRIZES ARE AS FOLLOWS:

1st Place Heat: \$100 & Trophy

2nd Place Heat: \$75 & Trophy

3rd Place Heat: \$50 & Trophy

## GRAND FINALE:

1st Place Winner: \$500 & Trophy

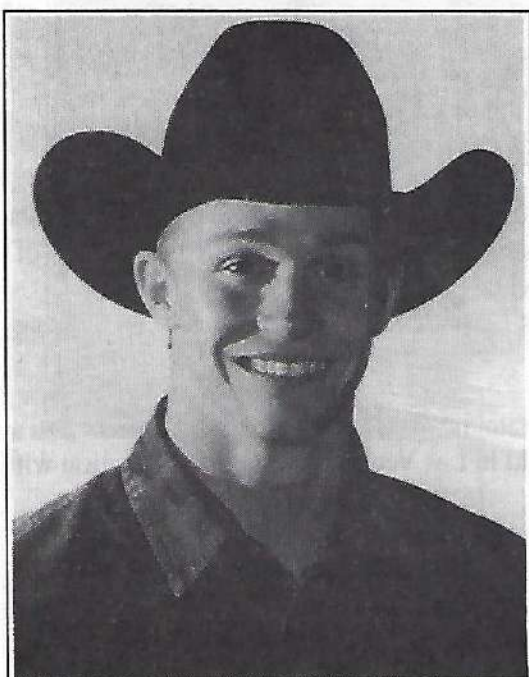
2nd Place Winner: \$250 & Trophy

3rd Place Winner: \$150 & Trophy

Trophies will be awarded for MOST AGGRESSIVE DRIVER and BEST APPEARING CAR.

There will be a POWDER PUFF event for any woman wishing to compete. The entry fee will be \$20 for this heat. All women are encouraged to have their own vehicle for this race. Powder Puff: 1st Place Winner: \$100 & Trophy, 2nd Place Winner: Trophy, 3rd Place Winner: Trophy. FOR FURTHER INFORMATION: Tracy or Wendy Cannon at 628-9163 or Jim Raburn at 673-3302.

ADMISSION: Adults (12 & over) \$4 • Children \$2 • Kids under 5 Free.



## TY MURRAY

STEPHENVILLE, TEXAS

1989-91 WORLD CHAMPION

ALL-AROUND COWBOY

1991 SEASON EARNINGS: \$258,750

Ty Murray, though barely out of his teens, is already traveling with some pretty impressive company. The 21 year old, the youngest ever to earn the title of world Champion all-around cowboy, is already being mentioned 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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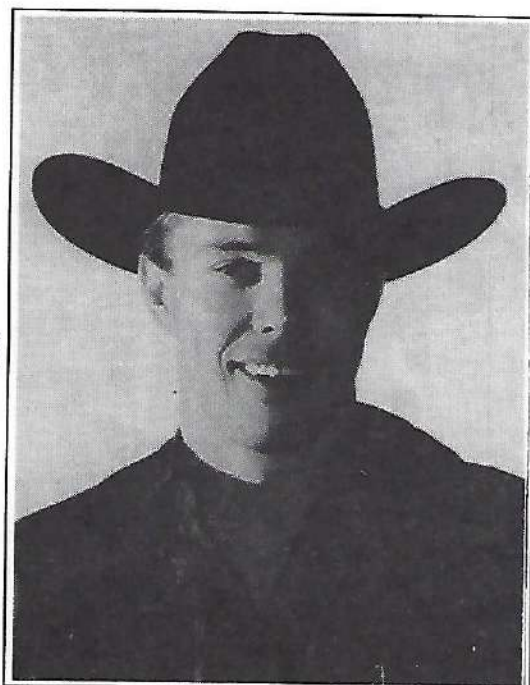
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### "TUFF" HEDEMAN

BOWIE, TEXAS

1986, '89 AND '91 WORLD

BULL RIDING CHAMPION

1991 SEASON EARNINGS: \$111,071

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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## FRED WHITFIELD

CYPRESS, TEXAS

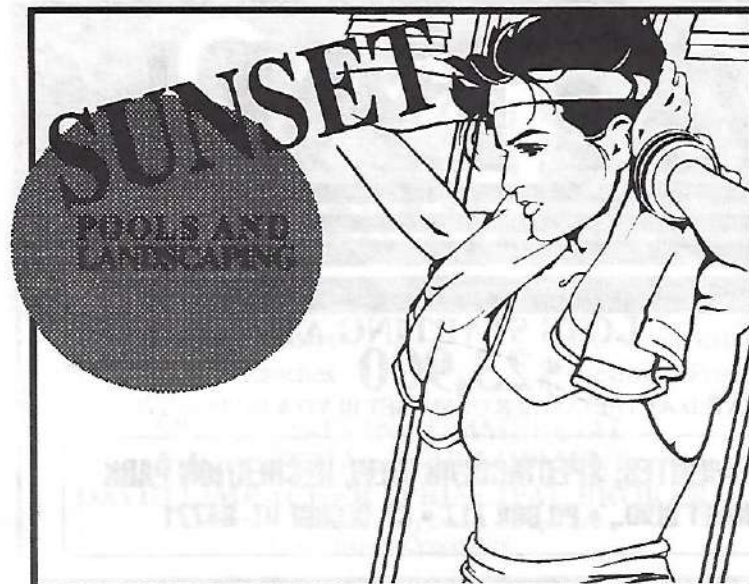
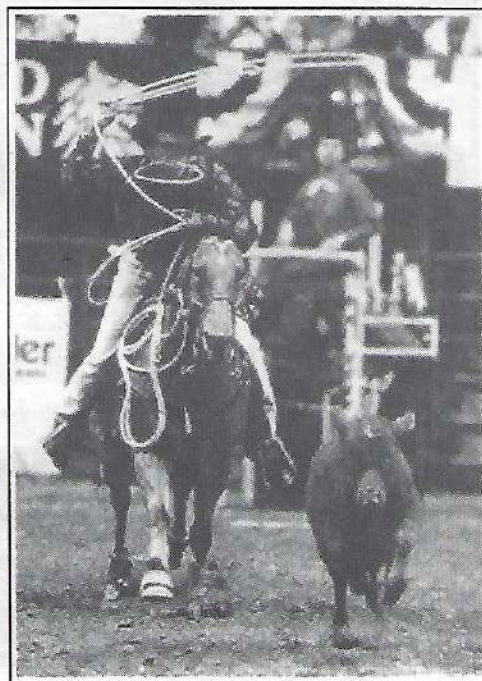
1991 WORLD

CALF ROPING CHAMPION

1991 SEASON EARNINGS: \$115,040

Fred Whitfield, a Cypress, Texas cowboy was the 1990's Professional Rodeo Cowboys Assoc. rookie of the year. A year later, Whitfield won his first world title.

"I've had dreams of becoming the world champion," he said. "I think you've got to expect to be a world champion in order to come one—that goes for anything you do. I'm the first black guy to ever win the world in the calf roping, so that means a lot to me," he continued. "It's a great, unbelievable feeling—especially receiving as the gold buckle. I'm going to wear it with pride."



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## ROBERT ETBAUER

GOODWELL, OKLAHOMA  
1990-91 WORLD CHAMPION SADDLE BRONC RIDER  
1991 SEASON EARNINGS: \$129,408

Robert Etbauer clobbered the saddle bronc riding season earnings record in 1991 when he hauled in \$129,408, but the Oklahoma bronc rider remembers when things were "mighty thin" processing cattle for 10 cents a head.

By 1991, Etbauer and his brothers Billy and Dan made a phenomenal \$326,503 in season earnings. Billy finished second in the world standings and Dan was fifth. The three make up one of the most talented families in professional rodeo today.



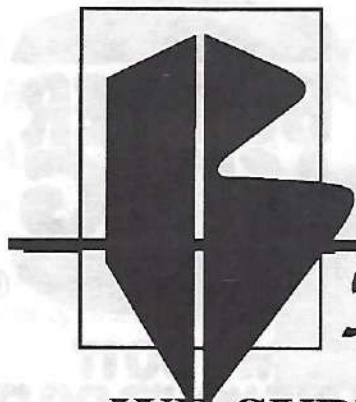
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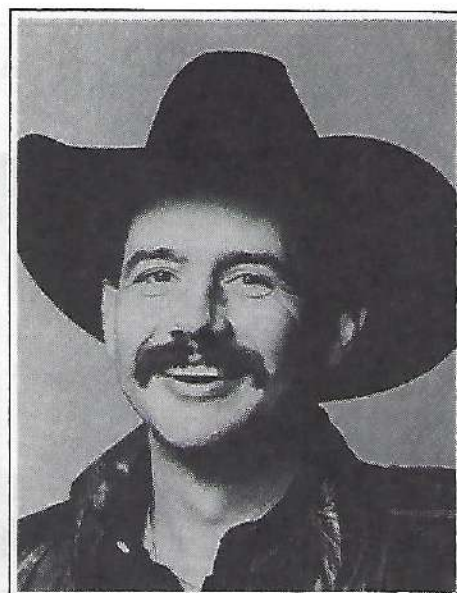


**BOB HARRIS**  
GILLETTE, WYOMING

**TEE WOOLMAN**  
GILBERT, ARIZONA

1991 WORLD  
TEAM ROPING CHAMPIONS  
\$72,563 EACH

As a team, Tee Woolman and Bob Harris had just about done it all.. They held team roping records for the fastest time in Professional Rodeo Cowboys Association history and for the quickest time on 10 steers at the National Finals Rodeo. What they didn't have, however, was a world title. Until 1991. The race went down to the final round of the National Finals Rodeo.



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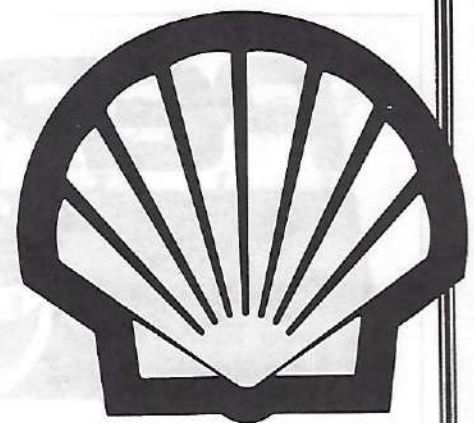
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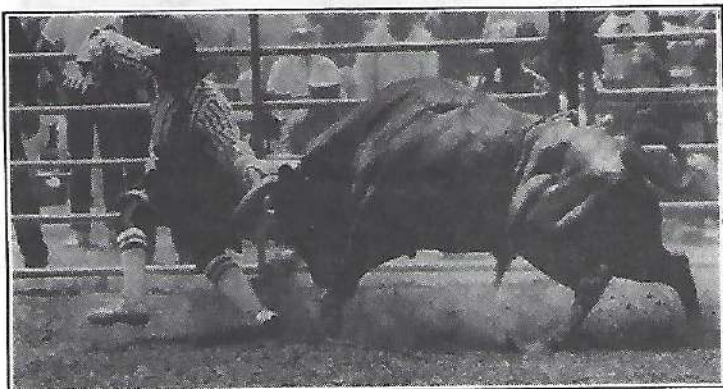
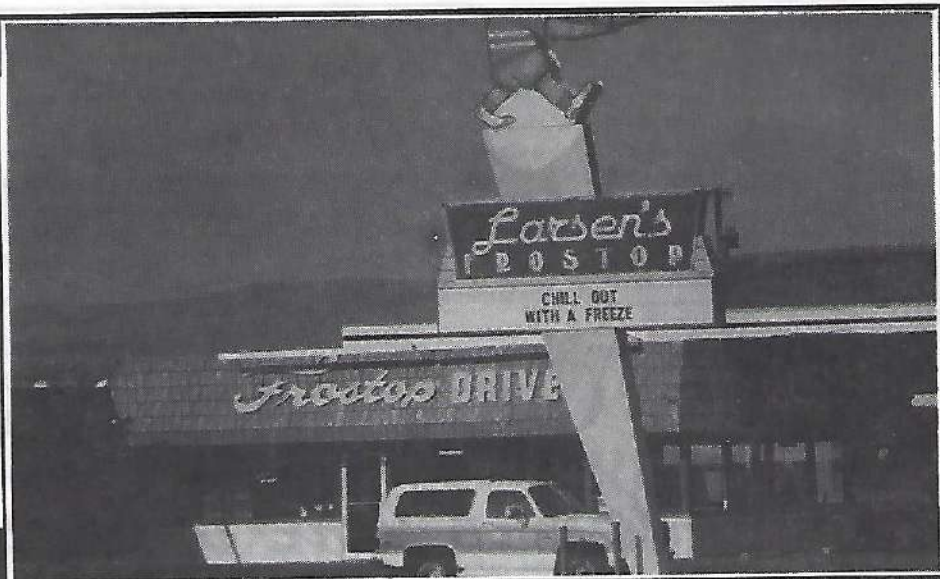


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"The protector of cowboy, the entertainer of the crowd," so said a well-known sports commentator. He was referring, of course, to the rodeo clown. Rodeo clowns come in all shapes and sizes and all have to be top-notch athletes in peak physical condition.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

Staying aboard a wildly bucking 2,000-pound animal is only half the challenge for a bull rider. Getting away safely after the ride is the other half. An essential aid in the rider's getaway is the professional rodeo clown. Without regard to his own safety and using whatever means necessary, the clown distracts the bull long enough for the rider to scramble to safety.

The clown puts on a comical appearance with his makeup, brightly colored tights and baggy shorts. But once a bull is released, his job is anything but funny.

"I get scared every time I walk into the arena, but the adrenalin-pumping fear also is part of the thrill and attraction of the sport, said rodeo clown and champion bull-fighter Rob Smets

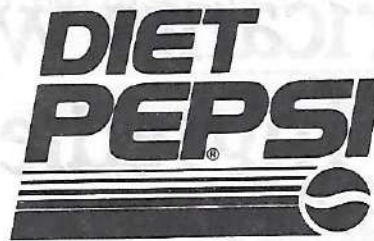
## 1992 ROUNDUP CLOWNS

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BUTCH LEHMKUHLER

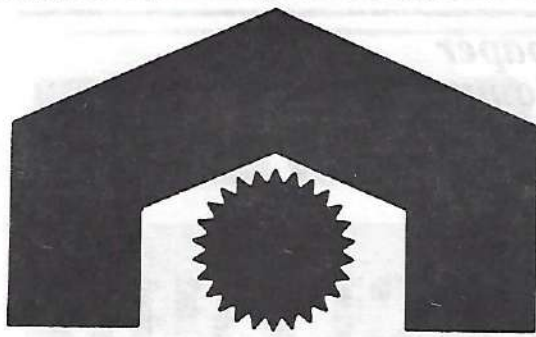


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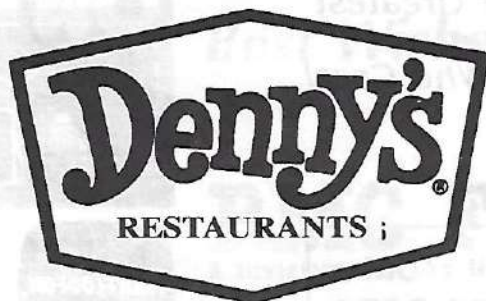
### **THE BUSINESS OF THE COWBOY SPORT**

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 HUMANE TREATMENT OF RODEO LIVESTOCK

1. No locked rowels, rowels that will lock on spurs or sharpened spurs may be used on bareback horses or saddle broncs.
2. Wooden paddles are not to be used by 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.
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.



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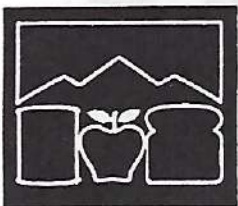
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Maintenance personnel and equipment shall be stationed at chutes to assist in removal of any animal should it become caught. The arena shall be free of rocks, holes and obstacles.

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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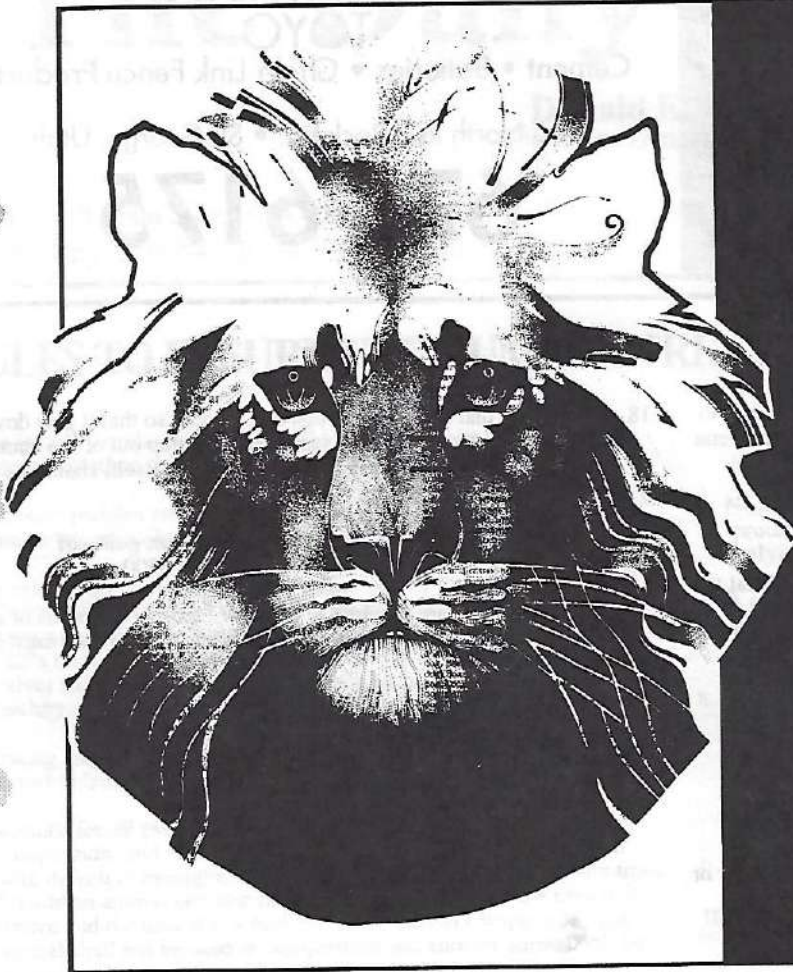
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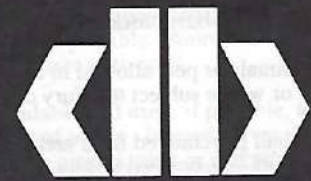
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## EMILEE LOTT

*1992 Lehi Roundup Queen*

Emilee Lott of St. George, was the 1992 Lehi Roundup Queen and reigned over the festivities in June. Her reign will continue throughout the year until a new queen is chosen to represent the Roundup which will be held in Lehi in 1993 on June 24, 25, 26.

Emilee attended and graduated from Dixie College. She is currently enrolled at Southern Utah University where she is majoring in business administration. Emilee will also rodeo with the SUU Collegiate Rodeo Team.

Beginning her quest in the rodeo queen sector of rodeo during her ninth grade, Emilee has since won over 23 titles, including Utah High School Rodeo Queen in 1988 (when she was also the Dixie Roundup Princess); Silver State International Rodeo Queen in Fallon, Nevada; Junior World Timed Events Queen Oklahoma; Utah Quarter Horse Association Queen; and the 1990 Dixie Roundup Queen. Emilee was the first runner-up to the National High School Rodeo Queen in 1988.

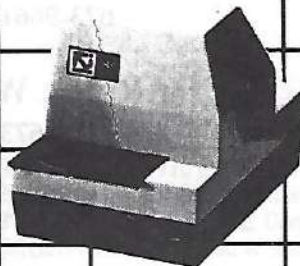
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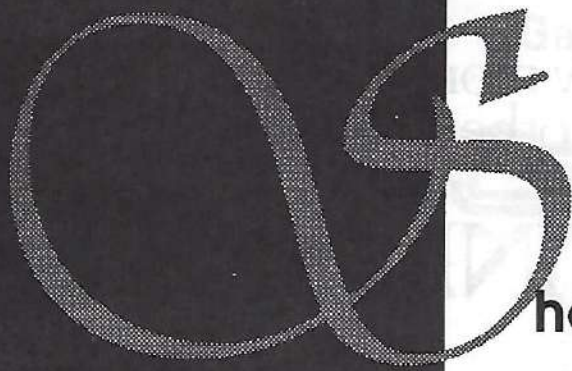
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Most rodeo events originated on the ranches and cattle drives of the Old West. Roping cattle and riding broncs in competition were natural extensions of ranch work. Climbing aboard a bull, however, was not.

Many people, in fact, view attempting to ride a surprisingly agile and powerful 2,000-pound bull as a concept that is not totally sane. But those who make their livings riding bulls swear by the lifestyle.

"This is it for me. It's all I ever wanted to do," said 1986 and 1989 World Champion Bull Rider Tuff Hedeman.

Bull riding requires balance, coordination, quick reflexes, flexibility and, perhaps above all else, a positive mental attitude. The bull rider holds a flat-braided rope during his eight-second ride. In preparation for the ride, he pulls the tail of the rope through a loop, then wraps the rope around his riding hand, sometimes weaving the rope through his fingers to secure his grip. He nods his head as a signal for the chute gate to be opened and the ride to begin.



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## STACEY TALBOTT 1992 Miss Rodeo America

A year representing her favorite sport as Miss Rodeo America for 1992 should give Stacey Talbott a running start in her intended career in rodeo public relations.

A ranch-raised native of the state she represented as Miss Rodeo Wyoming, the 21-year-old brunette is studying communications and public relations at the University of Wyoming. A dedicated "people person" who's already honing her skills as a motivational speaker, Talbott sees her reign as a chance to turn more and more people into rodeo fans.

Outside the rodeo arena, Talbott enjoys sports including snow skiing, volleyball, golf and racquetball. Her other hobbies include riding, showing livestock, crafts, camping and "meeting and talking to people."

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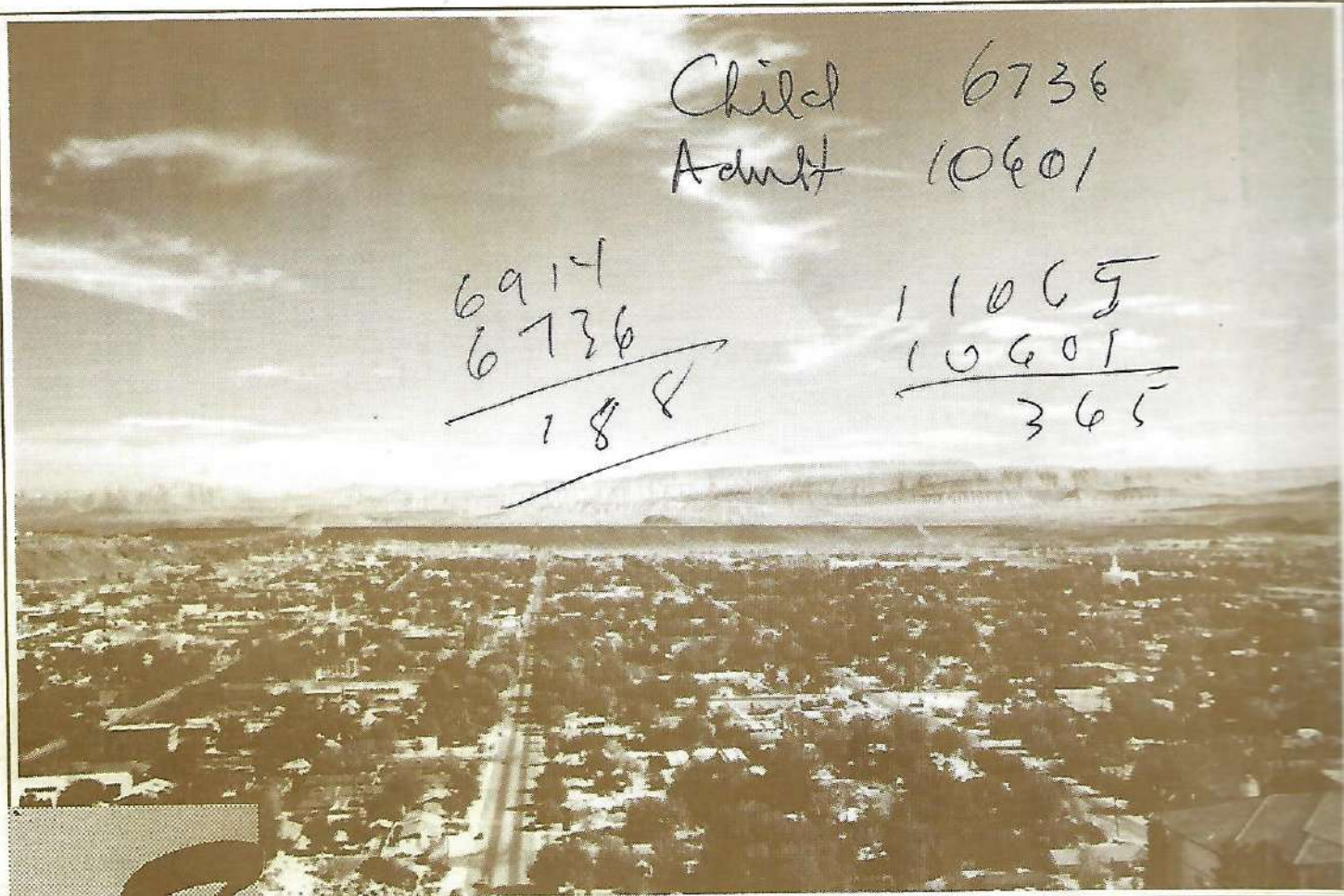
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