

62nd annual

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ROUNDUP

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SUNBOWL
ST. GEORGE
UTAH

**TINA
BRANHAM**

1996
Dixie
Roundup
Queen

PHOTO
COURTESY OF
IMAGE PHOTOGRAPHY





**CHUCK BENTLEY, CHAIRMAN
BUD BRANHAM, DONNY RANDALL**
Rodeo Committee Chairmen for 1996

The 1996 Committee would like to welcome everyone to the 62nd Annual St. George Lion's Dixie Roundup. We are proud to continue the tradition of rodeo committees that precede us.

The Dixie Roundup is a P.R.C.A. sanctioned rodeo. This means that both the serious and casual rodeo fans will see the best cowboy and animal athletes in the country.

This year's Rodeo Committee wishes to thank all those involved in making the Roundup "96" a great success and asks you to join us now in enjoying the show!



DANIEL D. McARTHUR
Mayor, St. George

It is indeed a pleasure for me as mayor of the City of St. George to welcome you to the Sunbowl for the St. George Lions' annual Dixie Round-Up! For those of you who are visiting our City for the first time, I hope you will have the opportunity to mingle with our friendly citizens and partake of the many recreational opportunities St. George has to offer. We also have many fine restaurants, first-rate shopping, and there are numerous nearby state and national parks to hike and explore.

St. George is proud of its pioneer heritage, and its legacy of volunteerism and community spirit. The Lions' Club has played a vital role in this legacy, and I would like to thank them for their involvement in our community and for the many charitable and social events which they sponsor for the betterment of our City.

Again, welcome to Utah's Dixie, and enjoy the show!



BILL CONDIE
Lion President

I am happy to have this opportunity to invite all Utahns, and neighboring States, to plan for the St. George Lions 62nd Dixie Roundup. It's a great reunion time with friends and family.

The "SPIRIT OF DIXIE" is very evident for weeks before Roundup time with the participation of local businesses and citizens - besides the hard working Lions and Lady Lions. The reward for all the hard work is the response of great crowds.

We sincerely hope you'll be among those joining us for this fun event.



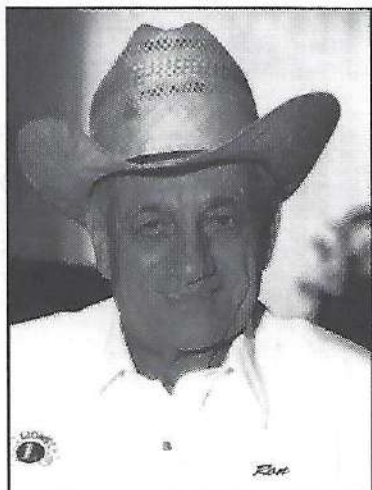
IN MEMORY OF RONALD KNELL

APRIL 21, 1909

DECEMBER 27, 1995

Ronald will be remembered for his love of life, family, friends and his ability to bring out the best in others. He could be found at the Knell's Barbershop on St. George Blvd. for 48 years where he not only cut hair, but made many friends. He appreciated the love, support, and companionship of his wife, Virginia, of 56 years. They enjoyed the life long hobby of restoring his great grandfather's home in Pinto, Utah, where many gatherings and family reunions were held. Everyone was welcome at the old Knell Place.

Ronald was an active member of the St. George Lion's Club of 48 years, serving as president in 1981-82. He spent countless volunteer hours for the good of his community, and loved working on each committee and project. His warm smile and friendly greeting will be missed at the Dixie round-Up.



IN MEMORY OF RONALD V. McARTHUR

APRIL 3, 1924

DEC 3, 1995

Lion Ronald V. McArthur became a member of the St. George Lions Club in 1954. He was introduced early in life to Lionism by his father Valentine McArthur who served as President one term and Secretary of the club several different times. Ron continued this legacy as Lion Club Secretary for 37 years. Due to an operation and hip replacement, Ron did not ride in the 1995 grand entry, the first one he had missed in 26 years.

Ron was very active in civic affairs, having worked for the Washington County School District for 42 years as Business Administrator.

He, like the other many members of the Lions Club, enjoyed the togetherness and fellowship that exists in the many different projects sponsored. His service and dedication to Lionism has made Southern Utah a better place to live. Ron will be greatly missed by the St. George Lions Club.

Put
a little

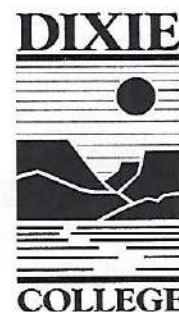
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You have recently received a "Three Credits or Less" brochure in the mail. If you haven't taken the opportunity to look through it, do it now! These classes are designed to meet the needs of community members who desire to take a single class periodically but have never been able to afford it, or the career person who wishes to upgrade skills, or the person who wants to receive additional computer training, or for the person who wants to work towards a degree one class at a time. Call 652-7700 today!

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1996



TINA BRANHAM

1996 Dixie Roundup Queen

The 1996 Lions Dixie Round-Up Queen is Tina Branham, the 18 year old daughter of Bud and Ellen Branham. She is greatly honored and proud to be a representative of the sport she has come to deeply love and appreciate . . . Rodeo.

Tina is a part of the 1996 Graduating Class from Snow Canyon High School where she was named the Business Sterling Scholar, maintained a 3.7 GPA, and was very active in extra curricular activities. Much of her time has been spent through involvements in High School Rodeo, 4-H, and FFA. She has competed in many rodeo events such as barrel racing, pole bending, breakaway roping, goat tying, team roping, cutting, and queening, qualifying for all at each HSR State Finals. Her involvement and accomplishments in 4-H are numerous, in which she maintains one of the top State Record Portfolios in Utah. In addition, her FFA involvement taught her a love of all agriculture and lifestyles, as she maintained many leadership positions.

Currently, Tina has been employed by Bluff Street Dental as office help, and /B Training Stables in which she rides and trains your horses. In two weeks she will leave sunny St. George to attend Utah State in Logan. There she intends to obtain a degree in agribusiness.

"I would like to thank my family and friends for all the love and support that has been given to me. They really went the extra mile and it was greatly appreciated. To Jessie-thanks, we didn't kill each other, and I loved reigning over the Round-Up with you. Mom and Dad-the past 18 years, and all the miles traveled have been well worth it. Also, to the Lion's, they are a great organization. Thanks to everyone for the memories."

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Rules to Ensure the Humane Treatment of Rodeo Livestock

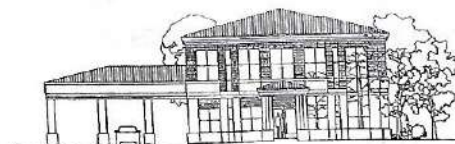
1. No locked rowels, rowels that will lock on spurs or sharpened spurs may be used on bareback horses or saddle broncs.
2. Wooden paddles are not to be used by and PRCA member to beat or intimidate animals.
3. In calf roping, calves may not intentionally be flipped backward. Contestant must adjust rope 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.

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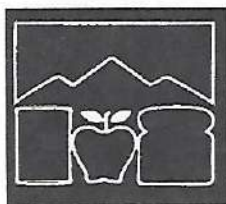
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- Sheepskin-lined flank straps shall be placed on the animal so the sheepskin-cover portion cover both flanks and the belly of the animal.
9. PRCA-approved saddles or rigging must be used in the saddle bronc riding and bareback riding events.
 10.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



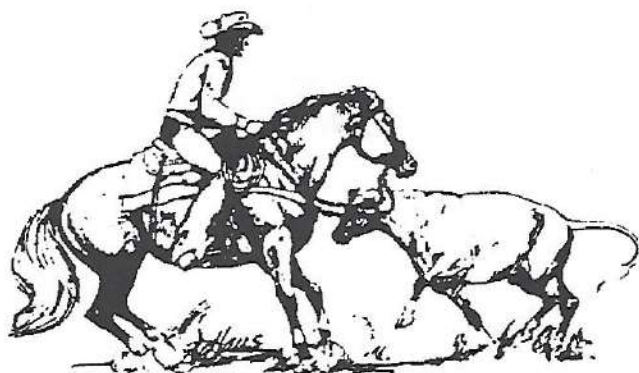
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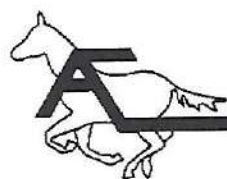
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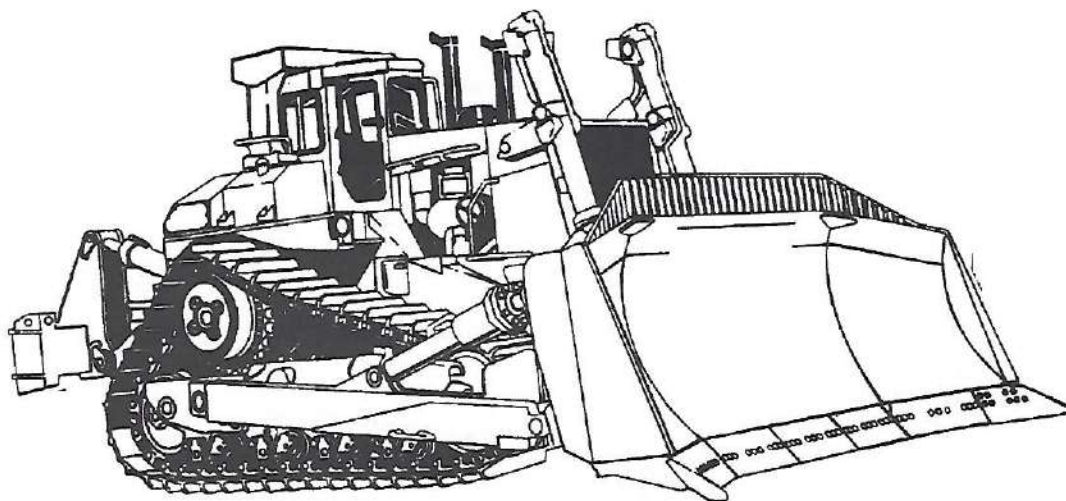
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JESSIE BRANHAM

1996 Dixie Roundup Princess

The 16 year old daughter of Bud and Ellen Branham. Jessie is a junior at Snow Canyon High School, where she is active in High School Rodeo and FFA as the Dixie Chapter Vice President.

Jessie is very involved with rodeo. She competed very heavily in events such as barrels, pole, goat tying, and breakaway, not only in HSR, but in local rodeos as well. She is also involved with the Utah 4-H program as she is a junior leader for a local horse 4-H club.

Aside from her involvements in rodeo, Jessie loves spending time with her friends and family. She is very energetic, and her spunky attitude rubs off on all those who are around her. She is very happy to be a representative of the Lion's Dixie Round-Up!

"I would like to thank my family and friends for all of their support. Also, thanks to Matt Bullock for allowing me to train and use his horse, Buttermilk. And last but not least, special thanks to the Lion's. This year would not have happened with out you. You guys are the best! Thanks. I hope everyone has a fun time at the Round-Up this year. Let's Rodeo!"



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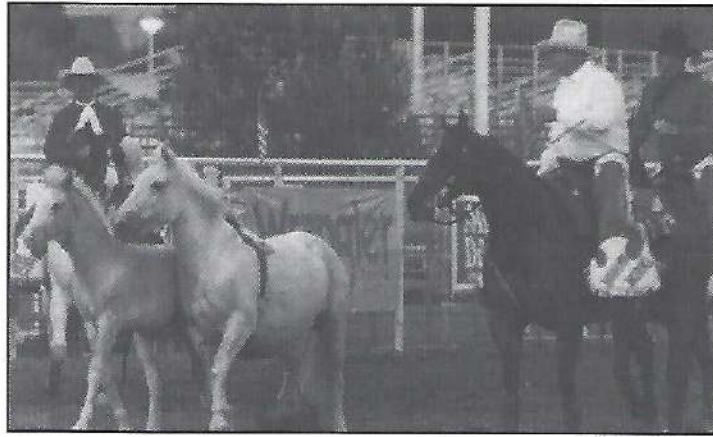


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F-150



The BAR T RODEO INC.

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

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

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Taking this opportunity to thank the Lions Clubs throughout District 28-T for their support of the St. George Lions Dixie Roundup through the past 62 years.
THANK YOU

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JAMES M. PIERCE

Professional Bull Fighter

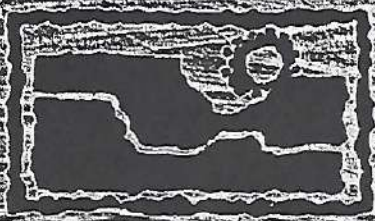
James Pierce hails from Thibodeaux, La. and has many achievements to his credit since choosing bullfighting as a career, including Louisiana high school finals rodeo in 1988, the 1993 First Frontier Circuit Finals Rodeo; and the Wrangler Bullfight Tour in 1993. He attended Nicholls State University in Thibodeaux, La. and has special interest in art, carpentry, fishing, family and friends. He has a special "wild" style of dressing, and has been a member of the PRCA since 1991. He and his wife, Marjorie, have two daughters: Kaycee and Trinity.

MIKE MATT

Professional Bull Fighter

Mike Matt is a resident of Cutbank, Montana. He attended Dickinson State University and Western Montana College in Dillon where he was awarded his B.S. degree in biology and physical education. His PRCA membership dates from 1994 and his achievements include Wrangler Bullfight Tour finals, 1995; Montana Circuit Finals Rodeo BF qualifier; and All Frontier Conference comeback 1992-93.





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KAYCEE ALLRED

Miss Rodeo Utah

Kaycee lives in Garland, Utah and was the Utah State High School Rodeo Queen in 1991. She has competed in Barrel Racing, Pole Bending and Goat Tying, and is a member of Friends of Rodeo. Kaycee has attended Utah State University, Weber State University and Southern Utah University on Scholarships. She was an honor roll student in high school and placed in the top 15% in the nation on the ACT. Last winter Kaycee lived and worked in Western Samoa for the Robert Louis Stevenson Youth Academy as a youth rehabilitation counselor. She enjoys all sports, teaching western dancing, modeling for The Finishing Touch modeling agency and also enjoys auto mechanics.

"Becoming Miss Rodeo Utah is a dream I've always had. I can remember trying on my mothers Miss Rodeo Utah tiara and telling her that someday that I would also be Miss Rodeo Utah. To me rodeo is an example of an all American sport. It is family oriented and represents our unique western heritage. I am honored to be the first second generation Miss Rodeo Utah."

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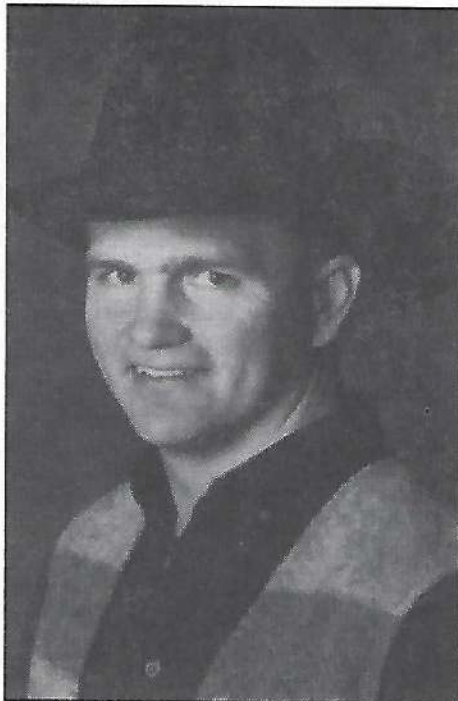


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MARVIN GARRETT

BELLE FOURCHE, S.D.
FOUR-TIME WORLD
CHAMPION BAREBACK RIDER
1995 SEASON EARNINGS: \$156,733

Perhaps it's time to set aside a place in the Pro Rodeo Hall of Fame in Colorado Springs, Colo., for bareback rider Marvin Garrett. There's little doubt that the talented cowboy from Belle Fourche, S.D., will one day find a home there.

Last year, Garrett won his fourth world championship - not to mention more money than any other bareback rider has won in a single year. Only four cowboys other than Garrett have won four or more bareback riding world championships, and all four have been inducted into the Hall of Fame.



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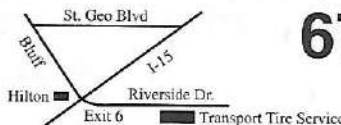
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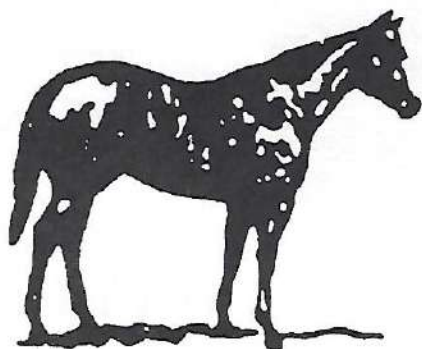


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GUY ALLEN

LOVINGTON, N.M.
TEN-TIME WORLD
CHAMPION STEER ROPER
1995 SEASON EARNINGS: \$67,610

World champion steer roper Guy Allen keeps outdoing himself. And he's just getting started.

Back in 1994, Allen earned \$57,388-a steer roping record - with \$3,360 coming from the season-ending National Finals Steer Roping at the Lazy E Arena in Guthrie, Okla.

Last year he broke that record, hauling in \$60,218 before the Nov. 24-25 NFSR. During the 1995 regular season, Allen earned twice as much as his nearest competitor. He tied down 61 of the 91 steers he ran in '95, then earned \$7,392 at the NFSR by winning two rounds and placing in another.



KIDDIE KAMPUS



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DAN MORTENSEN

MANHATTAN, MONT.
THREE-TIME WORLD
CHAMPION SADDLE BRONC RIDER
1995 SEASON EARNINGS: \$145,325

The saddle bronc riding story has been the same three years running. At the 1995 national Finals Rodeo, the Manhattan, Mont., Cowboy overcame a "no score" in the third round and used a drink of milk to calm some late-night jitters before the 10th round to collect his third gold buckle in as many years.

"Winning the world title is the greatest thing in the sport of rodeo," said Mortensen, 27. "People ask me about the differences in the three titles. I'm just as excited as heck to win this one."



Welcome

To Utah's Dixie and the

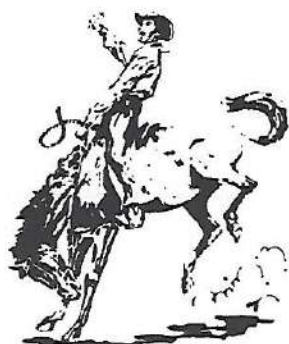
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TWO-TIME WORLD

CHAMPION CALF ROPER

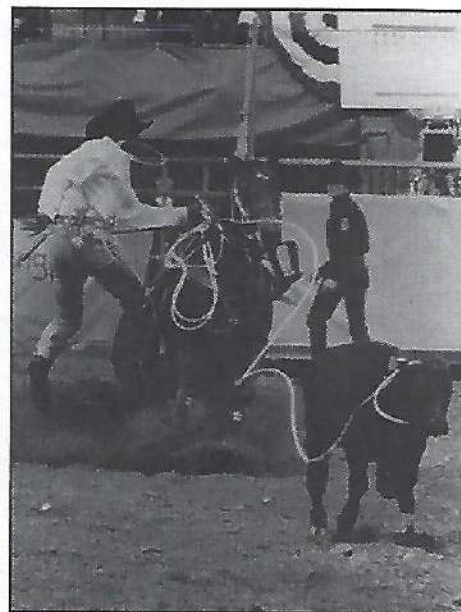
1995 SEASON EARNINGS: \$146,760

Fred Whitfield's mid-season turnaround in 1995 was perhaps equivalent to a 28-point, fourth-quarter comeback in football.

Then, just when he appeared unbeatable Whitfield almost let the title slip away at the national Finals Rodeo.

"I kind of felt out of control for a while," Whitfield said. "I came in with the lead and never lost it, but I let those guys get close to me."

"Those guys: included Joe Beaver, Shawn McMullan, Ricky Canton and Cody Ohl-four of the most talented ropers the sport has seen.



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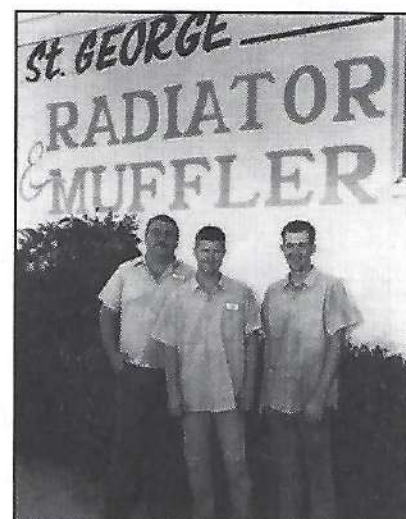
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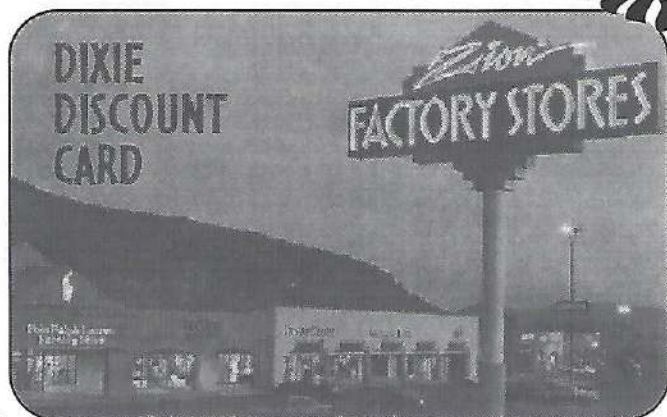
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TANYA MCKINNON

1996 Miss Rodeo America

Before a capacity crowd at the Flamingo Hilton Show Room in Las Vegas, Miss Rodeo Utah, Tanya McKinnon, stood momentarily stunned when she heard her name announced as the 1996 miss Rodeo America.

"I couldn't believe it was my name that they called," McKinnon said. I couldn't believe that I was Called for the top five, and then to have this honor. it's indescribable."

From a group of 33 stat title holders McKinnon's dream of becoming Miss Rodeo America became reality when she was crowned at the 40th Anniversary pageant in early December. The women participated in a week-long competition that showcased their beauty, grace, horsemanship and knowledge and the sport of professional rodeo.

The contestants also made public appearances, and rode in the opening ceremony at the National Finals Rodeo, Dec. 1, 1995 in Las Vegas, marking the first time all Miss Rodeo America contestants participated in that ceremony. McKinnon attends Utah State University where she is majoring in bioveterinary medicine with a minor in communications. She hopes to earn her Doctor of Veterinary medicine degree from the Colorado State University School of Veterinary Medicine and Biomedical Sciences.



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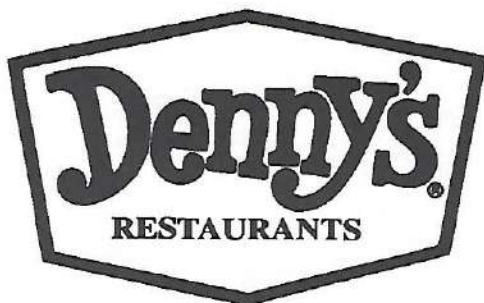
In 1967, all-around champion Larry Mahan rode into professional rodeo history when he became the sport's first contestant to earn more than \$50,000 in a single year. In 1980, Paul Tierney was the first to top the \$100,000 single-season mark. In 1986, a dozen members of the Professional Rodeo Cowboys 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 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.

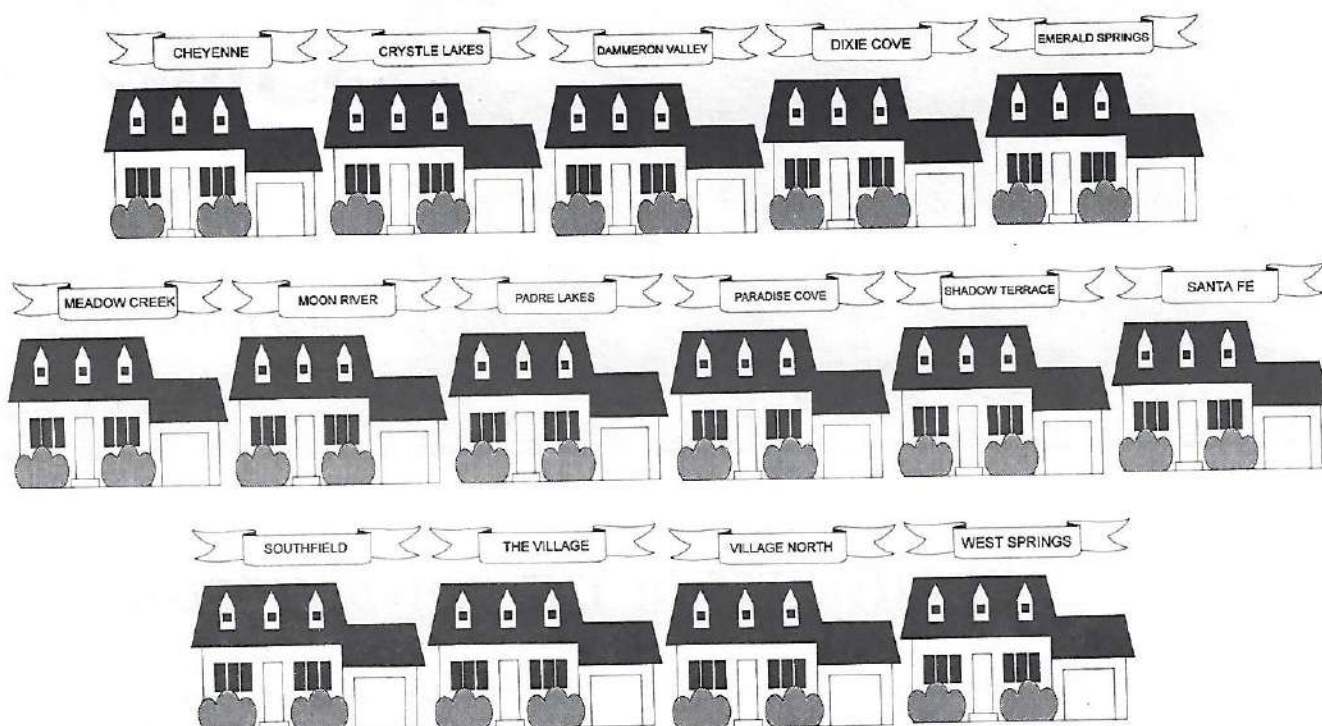


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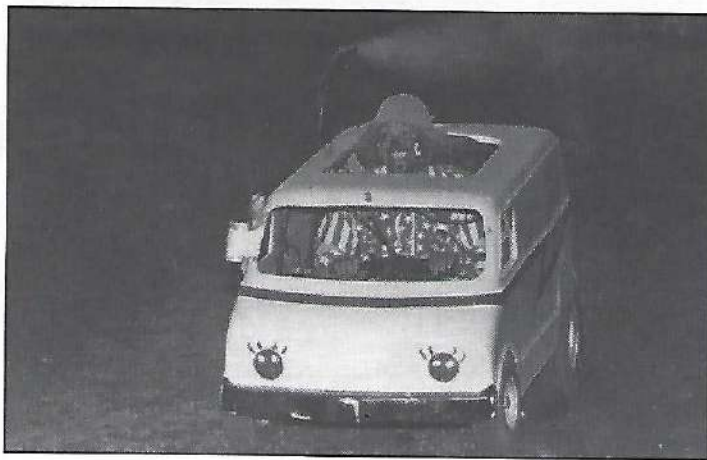
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RANDY MUNNS

RODEO CLOWN • BARRELMAN

Randee Munns has been clowning rodeos for over 20 years throughout the United States. He is from Garland, Utah, where he has a ranch and horse training operation. Randee is also a brand inspector for the State of Utah, as well as a vocational welding instructor for Bridgerland Area Vocational Center in Logan, Utah.

Randee will bring several unique comedy acts, along with his expertise as a bullfighter and barrelman. Assisting Randee in his acts will be his three biggest fans, his sons, Montee, Charlee, and Rylee.

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

There are basically two types of clowns, the bull fighter and the barrelman. They both have serious jobs to do with a little flair of comedy thrown in.

The bullfighter clowns are the track stars. They are out in the arena to distract the unpredictable bull from a downfallen cowboy. Pick-up men on horseback can't be used around the ill-tempered animals.

Sometimes bull riders get "hung-up", their hand becomes caught in the rope, they are dragged helplessly, virtually a prisoner of the bull. The clown moves in to free the cowboy's hand and focus the attention of the bull on himself.

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

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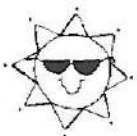
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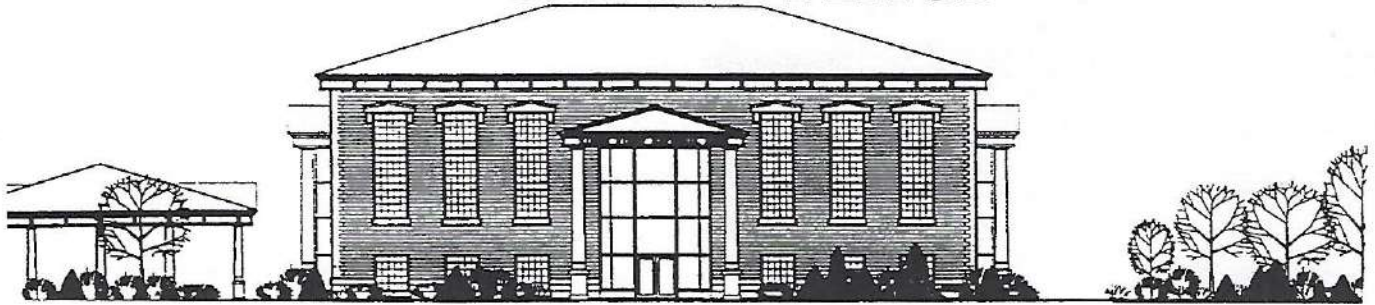
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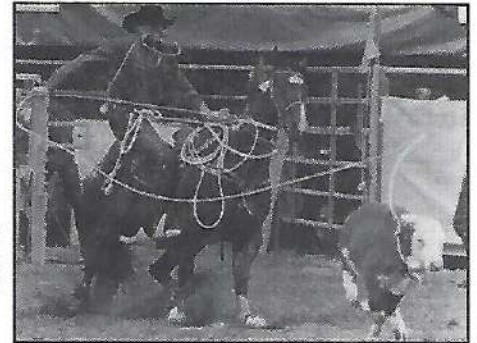
Joe Beaver

1995 WORLD CHAMPION
ALL-AROUND COWBOY
FIVE-TIME WORLD CHAMPION
CALF ROPER
1995 SEASON EARNINGS: \$141,753

Few rodeo cowboys have been as successful as Joe Beaver over the past decade, especially at the timed-event and of the arena.

Beaver, 30, who finished second to Murray three times in the past four years, jumped at the opportunity. He started competing as a teamroper - an event he has dabbled in over the years - while maintaining his full-time calf roping pace.

Although Beaver did not clinch the all-around title until the eight round of the NFR, he was favored from the moment Murray dropped out of the Picture.

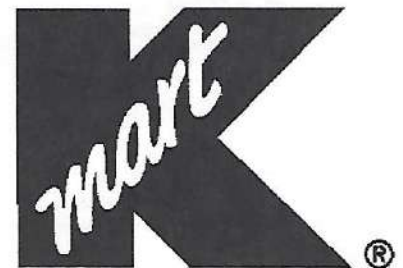


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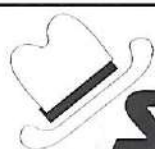
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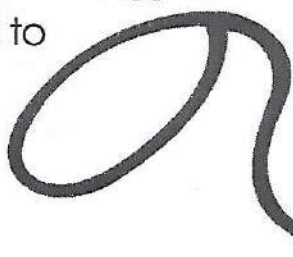
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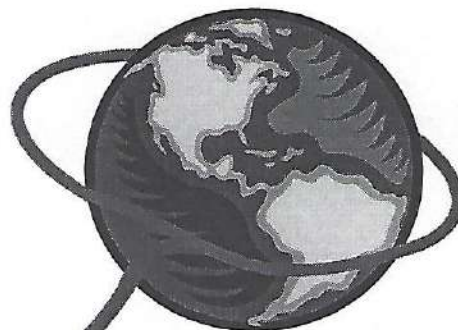
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Ote Berry

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1995 SEASON EARNINGS: \$117,987

Ote Berry is back. Way back.

When Berry, 33, won the 1995 steer wrestling worked championship, he became only the third cowboy in the history of professional rodeo to claim four or more world titles in his event.

After sitting out much of the 1994 season with back injury, Berry returned last year with fire in his eyes. he performed powerfully throughout the '95 season, then tore up the competition at the national Finals Rodeo to win the gold buckle.

Berry, who was born in Rapid City, S.D., but now lives in Checotah, Okla., has competed in 10 NFRs. He won his first world championship in 1985, then earned back-to-back championships in 1990-91.



Perhaps more remarkable than his 10 NFR qualifications is Berry's record of excellence when it comes to crunch time at the Finals. Seven times he has won the 10th round of an NFR. One of those final-round wins helped him earn the world title last year.

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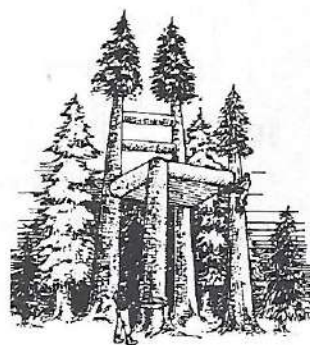
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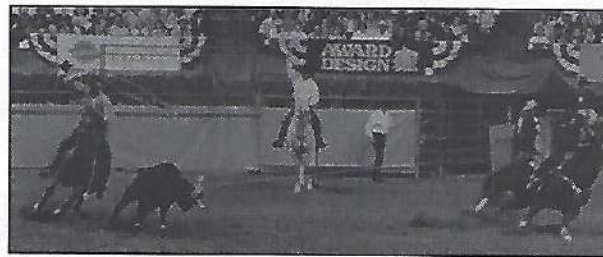
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Bobby Hurley

TWO TIME
WORLD CHAMPION
TEAM ROPER (HEADING)
1995 SEASON EARNINGS:
\$81,658



In the end, the 1995 world Championship was Bobby Hurley's to win or Lose, He won.

Hurley, the California team roper who also won the world title in 1993, team with Allen Bach throughout, the 1995 rodeo season. They performed well enough together to qualify in the top five at the National Finals Rodeo. There, with Hurley throwing the head loop and Bach swooping in as the heeler, the pair ground down the competition and reached the final round in contention for a world title.

Fittingly, Hurley and Bach faced the toughest steer in the pen the 10th round. No one was surprised when they roped their steer with routine ease, wrapping up the world titles in both categories. Last year was the first that world championships

were awarded in both divisions, heading and heeling.

"When I won my first title I had to be five-flat on my last steer to win it," Hurley said. "This year I just had to catch my last one. You practice those two scenarios from the time you're 10 to the time you're 70."

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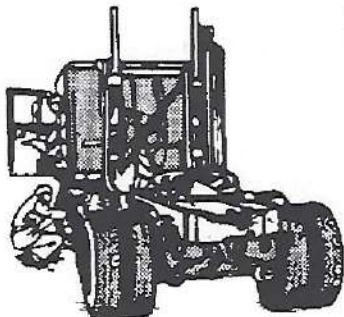
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But for Texarkana, Texas, native Ronny Sparks, darting within inches of a bull's horns, dodging its thrusts and avoiding the bull's charges are all in a day's work. And in 1995 nobody did it better than Sparks, who captured his third Wrangler World Bullfight title in four years, during four days of championship competition in December at the '95 National Finals Rodeo in Las Vegas.

In '94 Sparks finished second to veteran bullfighter Rob Smets, who recovered from a broken neck in 1992 to win his fifth bullfighting championship. Smets is the only bullfighter with a bigger collection of bullfighting titles than Sparks.

To insure 1995 wouldn't be a replay of '94 Sparks entered the Wrangler Bullfight Finals in first place. In 28 rounds of regular-season competition, Sparks had earned \$22,200—just \$1,267 more than his closest competitor, Mike Matt or Cut Bank, Mont.

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TEAM ROPING

Team roping, the only true team event in professional rodeo, requires close cooperation between two cowboys and their horses.

Equally important are the talents of the header and the heeler. Most team ropers specialize, although some work alternately as a header or a heeler.

As in all timed events, the steer is given a head start based on the size of the arena. The header waits behind a barrier, which is released after the steer has taken the proper head start. If the header breaks the barrier, the team is assessed a 10-second penalty. The heeler follows after the header has started his pursuit.

The header is the first to rope. He must catch the steer around the horns, around one horn and the head or around the neck. His roping job completed, the header dallies the rope around his saddle horn and rides to the left, turning the steer away from the heeler.

As the header rides away, the heeler ropes the steer's hind feet. Catching only one foot results in a five-second penalty.

The clock is stopped when no slack is in the rope and the ropers are facing each other.

Horses are trained separately for their specialties, heading or heeling. Heading horses usually are taller and heavier than heeling horses because they must be able to keep up with the steer's every move. The horse of choice for either specialty is the American quarter horse.

Team roping originated on ranches when a large steer had to be caught and treated or branded. It still is common on ranches.



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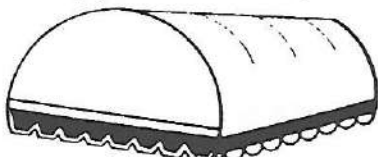
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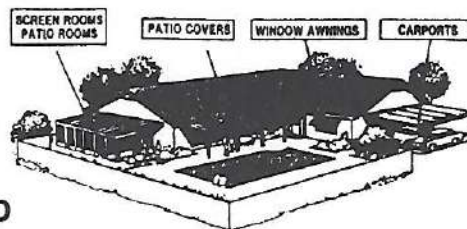
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THE RODEO COWBOY

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

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

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

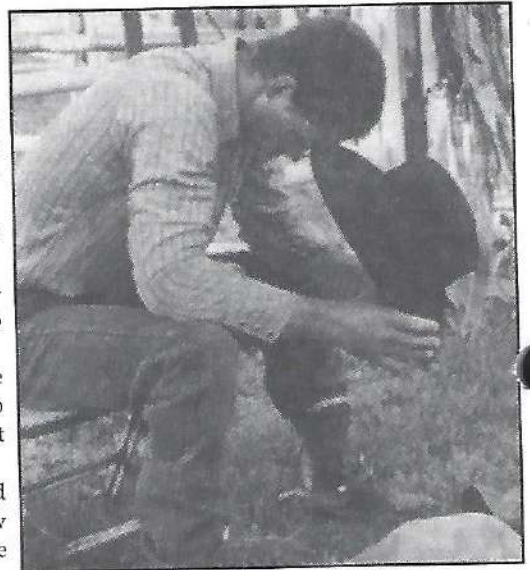
Rodeo is the only sport in the world to have developed from the skills required in a work situation, and even today it retains the fierce independence of the ranch hands of the 1800s who turned work into sport.

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

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

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

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



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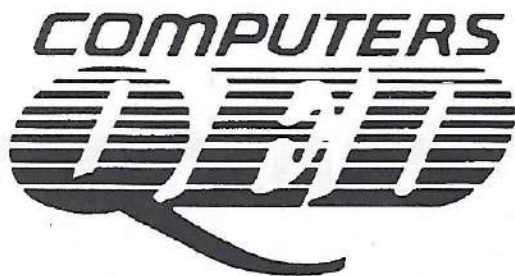
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THE EVENTS

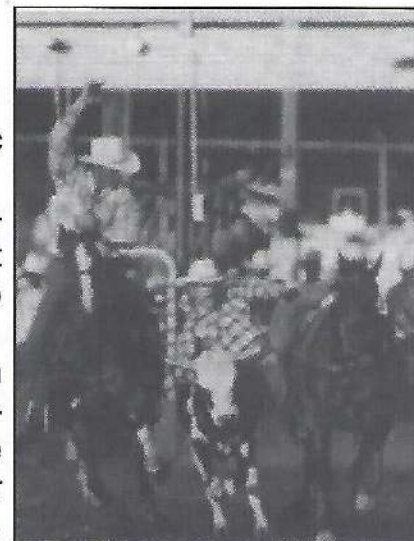
Rodeo competition falls into one of two categories: roughstock events or timed events.

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

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

In regular-season rodeos, two professional officials judge the roughstock action. Each judge awards up to 25 points for the contestant's performance and up to 25 points for the animal's bucking efforts. The scores of the two judges are then added together to determine the contestant's total score. A perfect score is 100. In the timed events - calf roping, steer wrestling, team roping, steer roping and barrel racing - most contestants ride quarter horses.

The calf or steer is always given a head start determined by the size of the arena. It cannot be changed after the animal has been released. A barrier string stretched across the box where the contestant waits to make his run is released when the calf or steer has gone the predetermined distance. If the contestant brakes the barrier, he is assessed a 10 second penalty.



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SADDLE BRONC RIDING

Saddle Bronc riding requires the balance of a gymnast, the timing of a springboard diver and the grace of a dancer—all aboard a 1,200-pound pitching, twisting bronc.

Considered Rodeo's "classic" event, saddle bronc riding evolved from the ranch work of breaking and training horses. Many cowboys say bronc riding is the most difficult roughstock event to master because of its technical requirements.

Spurring action must be synchronized with the horse's movements. If a rider is able to "keep in time" with the horse, the ride will be fluid and graceful, not wild and uncontrolled.

A saddle bronc rider's feet must touch the horse's shoulders on the first jump out of the chute.

This is called a "mark-out," and a contestant who fails to have his feet in places at the beginning of the ride is said to have "missed his mark" and is disqualified. He will receive a "no score" for the round.

The rider, gripping a thick rein attached to the horse's halter as his only means of securing himself to the animal, attempts to place his feet over the horse's shoulders a split second before the animal's front feet strike the ground. As the horse bucks, the rider bends his knees and finishes his spurring stroke with his spurs near the "candle," the back of the saddle, then snaps his feet back to the horse's shoulders as the animal's front feet hit the ground. The rider strives to keep his toes turned out during the entire ride.

A saddle bronc ride is judged on the cowboy's spurring action, his control of the horse, and the degree to which his toes are turned out. The horse's bucking efforts also contribute to the score. An eight second ride is required.





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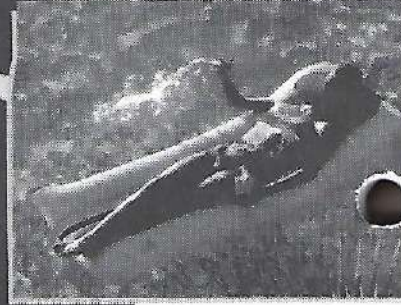
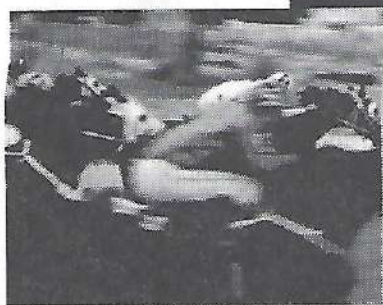
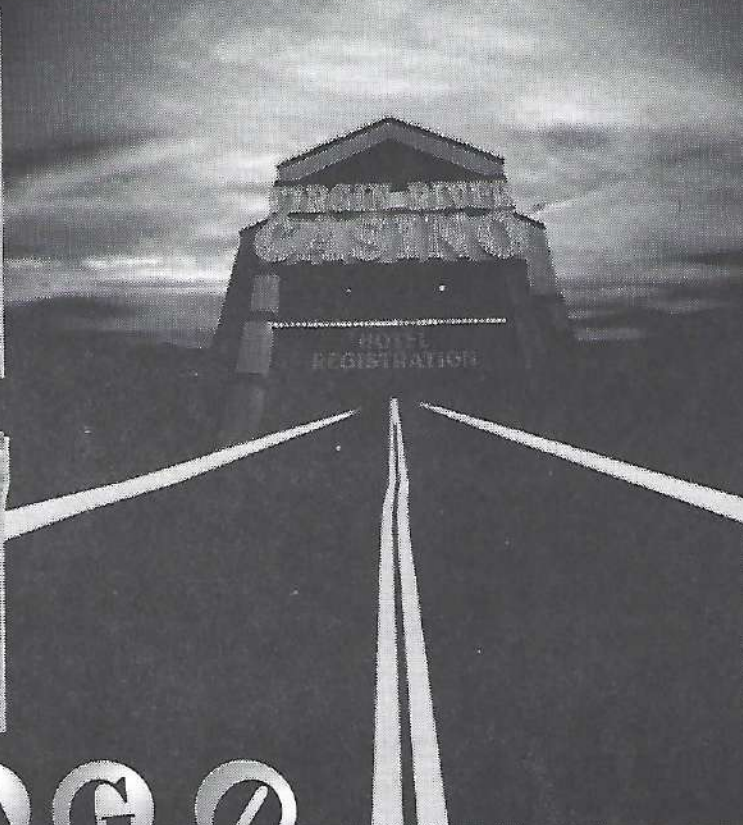
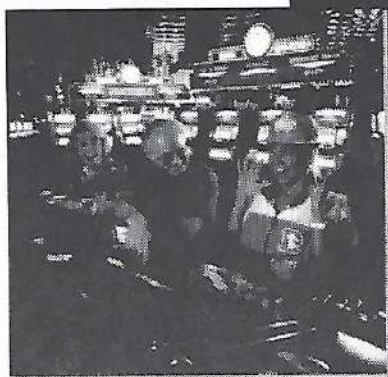
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