

66th annual

\$2.00

ROUNDUP

Dixie

SPONSORED BY ST GEORGE LIONS CLUB

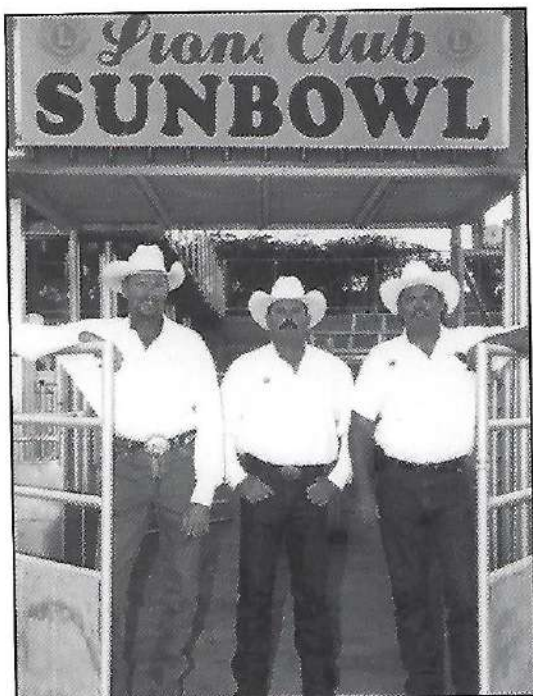
LIONS'
DIXIE
SUNBOWL
ST. GEORGE
UTAH

LINDSEY
REBER

2000
Dixie
Roundup
Queen

PHOTO
COURTESY OF
COLORLAND PHOTO

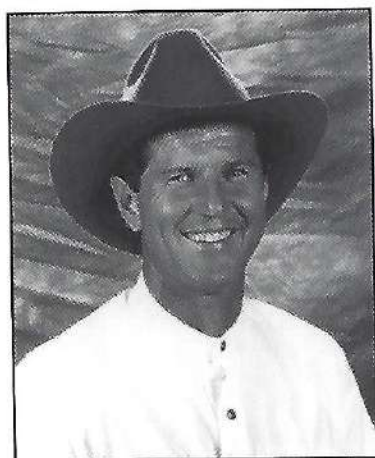




KURT HOLYOAK - Co-Chairman
GARY ALLRED - Chairman
JERRY TICHNER - Co-Chairman
RODEO COMMITTEE FOR 2000



DANIEL D. McARTHUR
Mayor, St. George



Chuck Bentley
Lion President

The 2000 St. George Lions Dixie Round-Up Rodeo Committee welcomes you to the greatest sport of all, PRCA RODEO at its best. We all come to see the outstanding bucking stock of the Bar T and the top performance of the PRCA cowboys, WPRA cowgirls, and the top ranking Bull Fighters and Barrel Man as they perform to the best of their ability.

As the century begins, we would like to thank all of the fans and supporters of the Lions Dixie Round-Up for 66 years of great RODEO. You are the ones that make it possible for the tradition of Rodeo to continue.

So once again set back, enjoy a hot dog and a soda and let's welcome this century with a bang and LET'S RODEO!

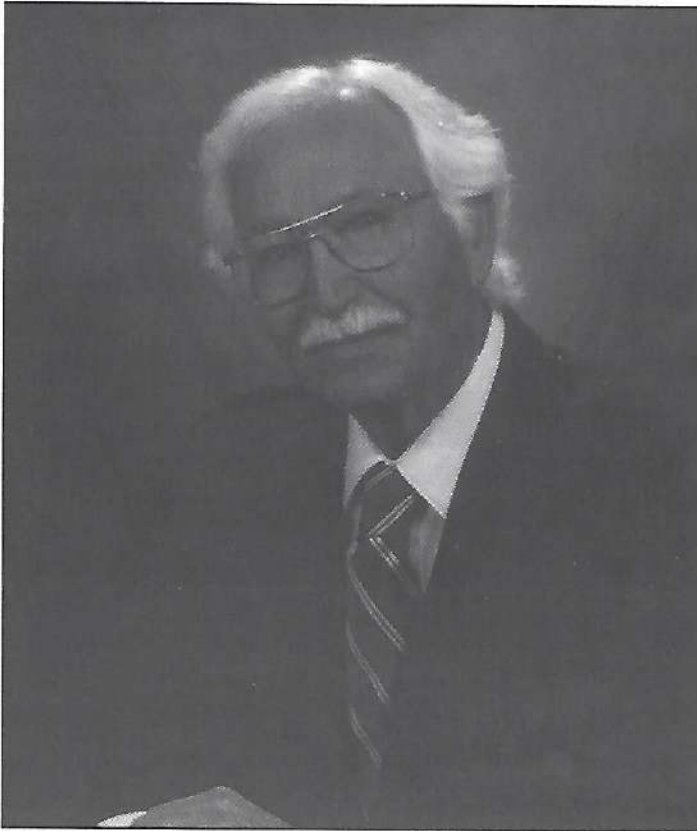
It is indeed a pleasure for me as mayor of the City of St. George to welcome you to the Sunbowl for the St. George Lions' annual Dixie Round-Up! For those of you who are visiting our City for the first time, I hope you will have the opportunity to mingle with our friendly citizens and partake of the 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!

Welcome Rodeo fans, to the 66th Annual Dixie Roundup. The St. George Lions Club has been sponsoring this Round-up since 1934. Many of our local traditions have weathered the tremendous growth we have experienced, and we feel that the Round-up is one of those great Dixie traditions. It has provided a happy time and a community togetherness that is part of the tradition and life of Dixie. Each year, as the time for the Round-up approaches the atmosphere at Lions meeting is charged with enthusiasm and energy. The old Sun Bowl seats can be hard and a little uncomfortable, but who cares, It's Round-up time, the crowds fill the bowl, bring blankets and pillows, and enough dollars for hot dogs, pop and treats for all. It is so gratifying to see all the locales who faithfully show up year after year. It is also exciting to meet and greet new fans each year, from all over Southern Utah, Arizona and Nevada.

The support we get from all of you makes it possible for the Lions to help with numerous youth groups and many local activities. I am excited and enthusiastic about this years Round-up and hope that you will enjoy participating in this great Dixie tradition.



In Memory Of Merv Reber

R.M. (Merv) Reber was the last surviving Charter Member of the St. George Lions Club which he helped found in 1934. He was an active member of the Lions Club for 66 years and served as Lions Club president in 1953. His ongoing commitment to the Lions Club was shown through his accepting the Financial Chairmanship of the Dixie Lions Rodeo for over 50 years.

His entire family is involved in the St. George Lions Club. His wife of 69 years, Mary, served as Lady Lions President and was Chairperson of the ladies portion of the State Convention. She also sold hot dogs at the rodeo for 50 years. R.M.'s son,

John, has served as Rodeo Queen Chairman and Rodeo Ticket Co-Chairman. John's wife, Jonette, as a Lady Lion Member, has chaired almost every committee. R.M.'s daughter, Mary Ann, was Dixie Roundup Queen and Lady Lions President. His son-in-law, Chuck, has served as Lions Club President, Lions Zone Chairman, and Rodeo Ticket Co-Chairman.

The total effort and support that R.M. gave to all projects was commendable. He loved being involved in community activities. He was a Charter Member of the Dixie Elks Lodge and was an avid supporter of Dixie College from the time he attended until the time of his death.

The finance business that R.M. began during the Depression became Reber Investment Corporation in the early 1950's. He rarely missed a day of work and, in fact, was at the office that he so enjoyed, signing checks and playing with the grandchildren the day before he died.

The LDS Church was very important in R.M.'s life. As an active member, he served in many capacities including Superintendent of the Sunday School, Bishop's Counselor, and Bishop. He mirrored the church values in his daily living. This was reflected in his family life as well as his business dealings.

R.M. was an avid traveler and enjoyed taking his family on vacations all over the world. He loved spending time with the family at their cabin in Pine Valley. Of all his accomplishments, Merv was most proud of his family. He was the father of two, grandfather of six, and great-grandfather of six.

1907-2000

DIXIE WESTERN HERITAGE DAYS!

September 28-30

- **Ranch Rodeo** • **Super Horse Competition**
- **Corporate Challenge** • **Purgatory Cup Races**
- **Antique Tractor Pull** • **Family Golf Scramble**

Also Wild Cow Milking, Cow Hide Race, Pony
Express Race, Sunday Go-To-Meeting Dress Relay
Race, Calf & Horse Trailer Loading Race



**Washington
County
Regional
Park**

*Conveniently Located
Multi-Functional
Heated & Air Conditioned*

**Home of the
Washington County Fair, Dixie Downs
Race Meet, Utah High School Rodeo &
College Competitions, XBA Barrel Races,
Livestock Sales, 4-H Events & More**

**Call Us About Your Event!
628-7003, EXTENSION 108**



LINDSEY REBER

2000 Dixie Roundup Queen

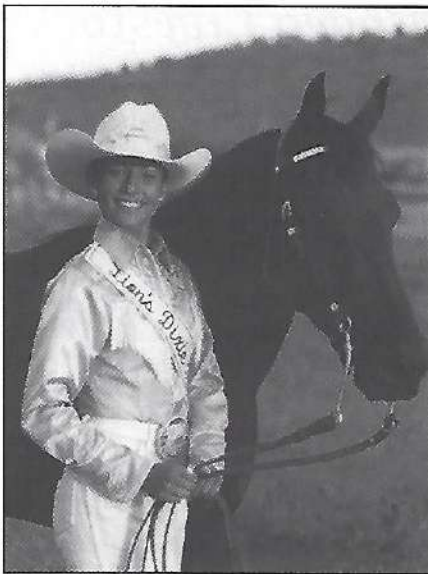
Lindsey Reber is the daughter of Scott and Tara Reber of Dammeron Valley, UT. Lindsey is the oldest of two girls in her family and enjoys being the "older sister". Lindsey graduated from Dixie High School in May of 2000 and is attending Dixie College to pursue a career in fashion design.

Lindsey has been involved in many riding clubs including High School Rodeo which she competed in barrel racing, pole bending, and competed at the state finals in cow cutting. She currently enjoys barrel racing at local rodeos and gymkhanas. Lindsey was especially excited to begin College Rodeo where she is barrel racing.

"Becoming the Dixie Round-up Princess in 1998-1999 was amazing. What's even more amazing is representing the Lions Club as their Queen. I have dreamed of this moment from the very first time I attended the Round-up in 1984. Being Queen gave me the opportunity to promote truly the greatest sport in the world, rodeo."

This dream would never have been possible without the help of many people. First of all, I owe all this to the Lions Club, I am forever grateful to be a part of your rodeo tradition. You guys are great. Mom, thanks for always putting up with me when I'm in a hurry and kind of sassy. Dad, without you we wouldn't have been able to leave the house. Thanks for always providing me with the nicest truck and trailer around. Jess you got off easy this year, I didn't have enough hair for you to curl so bobby pinning my hat was a real bonding experience. Rita you always made me look sharp, without you I would be wrapped in unsewn fabric. Lacey thanks to you I made a new friend and never had a dull moment, you were great."

Thanks to everyone who helped make my dreams possible and remember: When the going gets tough the tough get going. Now lets get on with our rodeo..."



Welcome

"Your Hometown Grocery Store"

To Utah's Dixie and the



Lion's Roundup



CEDAR • ST. GEORGE • HURRICANE • RICHFIELD • OVERTON NEVADA



Qwest



SALES REPRESENTATIVE

RON TAYLOR & JAMES NORMAN

(435) 673-1456

THE ONE THAT GETS USED®

720 South River Road Suite D 1108
St. George, Utah 84790

Rules to Ensure the Humane Treatment of Rodeo Livestock

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

WHAT'S YOUR BANKER'S NAME?

1-800-BIGBANK
or



For 25 years Far West Bank has been providing the personal banking service that you deserve.



FAR WEST BANK

What Your Bank Should Be

308 W. Tabernacle
St. George, UT 84770
Ph. 435-628-8400
F. 435-652-4324

www.farwestbank.com

REDLAND REPAIRS, INC.

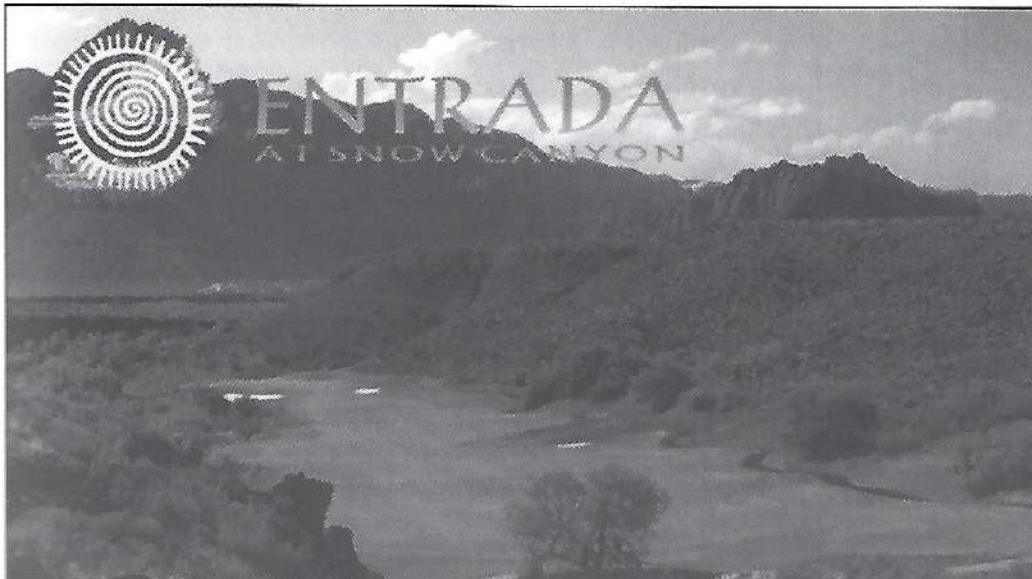
*General and Heavy Equipment Repairs
All Makes and Models --Truck and Cars*

Complete Fleet Service

(435) 673-4287

511 North 1300 East • ST. GEORGE, UTAH 84770

- 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.



COME AND GOLF
ENTRADA
A
'JOHNNY MILLER'
DESIGN

FOR RESERVATIONS
674-7500

AA Callister Corp. ST. George



1469 W. Sunset Boulevard
St. George, Utah 84770

Phone: (435) 674-4560 • Fax (801) 652-3007

Toll Free • 1-800-606-7058

Complete Line of Apparel, Saddles & Tack

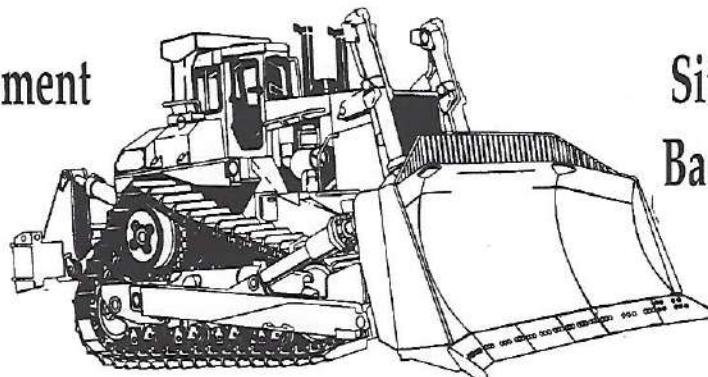
- ENGLISH
- WESTERN
- RACING
- PLEASURE
- RODEO
- ENDURANCE
- PACKING

Livestock Supplies, Horse Trailer Sales,
Galvanized Panels



BRYCE CHRISTENSEN EXCAVATION, INC.

Transport Equipment
Excavation &
Hauling



Site Preparation & Fill
Backfill & Compaction
Fine Grading

Licensed & Insured

ST. GEORGE, UTAH
(435) 628-4198

Sand & Gravel



Welcome to Round-Up Territory!

YOU'RE IN TOYOTA TERRITORY!

Stanger TOYOTA
1700 SOUTH HILTON DRIVE

1-800-451-8384 • 628-7300



LACY SNOW

2000 Dixie Roundup Princess

Lacy is the 16 year old daughter of Lee and Valorie Snow. She is a junior at Snow Canyon High School where she is on the Exec. Council, Basketball and Softball teams, the Spanish Club, R.A.S.K. and FAA clubs. She enjoys High School Rodeo where she participates in barrel racing, pole bending and breakaway with her all-around horse, Kaycee. When Lacy isn't rodeoing or playing sports, she enjoys playing the piano and hanging out with friends.

Lacy loves to compete and has been barrel racing since she was a little girl. She has competed in many clubs. The W.C. B.R.A, N.B.H.A and many jackpot's around the state. She has won many awards including three saddles in which two were won on her faithful horse "Sis" who is 22 this year

and still going strong.

Lacy is excited for the opportunity she has to be the Dixie Roundup Princess and to continue the tradition in her family. Her mom (Val) was the Queen in 78', and her cousins (Lyndsey and Lane) in 97' and 99'. She someday hopes to be the Dixie Roundup Queen.

"I would like to thank everyone who has helped me fulfill my dream to become the Dixie Roundup Princess. My family who has supported me, my Dad who has always been there for me, getting my horse ready, and of course urging me to do my best and loving me no matter what. My Mom who has always been there getting my clothes ready and making sure I was looking the best that I could, my Grandparent's for always coming to watch and support. Rita, our faithful seamstress, and all of my friends who have helped make this a great experience.

Lindsay, thanks for being a great Queen and becoming one of my good friends. I would also like to thank the rodeo committee for giving me the opportunity to represent their great program. Thank you to everyone for the memories, I will never forget them. Let's giddy-up and get on with the RODEO!!"



Bien Venidos!



PAULA'S CAZUELA

*Conrad and Paula invite you up for
lunch or dinner before the Rodeo!*

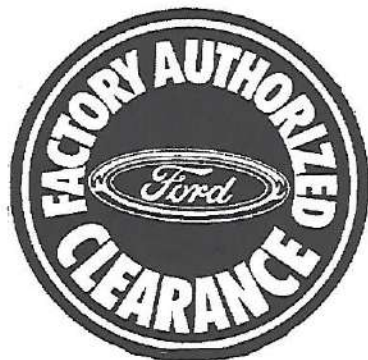
673-6568

*"The Finest in
Mexican Food"*

They work
their tailgates
off.



NEW FORD
SUPER DUTY
F-SERIES



 **ST. GEORGE
FORD**
LINCOLN-MERCURY

145 West Hilton Drive • St. George • (435) 674-3200



PRCA



1999 WILDERNESS PRO RODEO CIRCUIT CHAMPIONS



Brian Winn

**All-around Cowboy,
Team Roping**
Hometown: Annabella, Utah
Born: Nov. 20, 1970
Height: 6 feet, 4 inches
Weight: 190 pounds
'99 Circuit Earnings:
AA \$15,434; TR \$13,793
Circuit Titles: AA 1999
TR 1997-99
Joined PRCA: 1992



Todd Pierce

Bareback Riding
Hometown: Shelley, Idaho
Born: Oct. 30, 1970
Height: 5 feet, 8 inches
Weight: 155 pounds
'99 Circuit Earnings: \$10,085
Circuit Titles: BB 1997, '99
Joined PRCA: 1996



Kevin Small

Saddle Bronc Riding
Hometown: Duboise, Idaho
Born: Jan. 22, 1959
Height: 5 feet, 7 inches
Weight: 150 pounds
'98 Circuit Earnings: \$13,346
Circuit Titles: SB 1983, '98-99
Joined PRCA: 1981



Jeff Rupert

Bull Riding
Hometown: Jerome, Idaho
Born: July 2, 1974
Height: 5 feet, 11 inches
Weight: 170 pounds
'99 Circuit Earnings: \$14,756
Circuit Titles: BR 1999
Joined PRCA: 1995



Rusty Sewalt

Calf Roping
Hometown: Del Rio, Texas
Born: Feb. 6, 1967
Height: 5 feet, 11 inches
Weight: 175 pounds
'99 Circuit Earnings: \$7,748
Circuit Titles: CR 1999
Joined PRCA: 1987



Tommy Cook

Steer Wrestling
Hometown: Heber City Utah
Born: Dec. 25, 1964
Height: 6 feet
Weight: 220 pounds
'99 Circuit Earnings: \$17,772
Circuit Titles: SW, 1999
Joined PRCA: 1994



Brian Roundy

Team Roping
Hometown: Richfield Utah
Born: May 30, 1971
Height: 6 feet
Weight: 225 pounds
'99 Circuit Earnings: \$13,793
Circuit Titles: TR, 1997-99
Joined PRCA: 1992

THE PRCA'S CIRCUIT SYSTEM

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

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

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

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

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

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

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

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

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

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

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



PRCA Circuit Contacts

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

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

California Circuit
Val Jimenez
P.O. Box 991
Rancho Mirage, CA 92270
(760) 345-2345
Includes: California

Columbia River Circuit
Mike Grossmiller
3187 Three Mile Road
The Dalles, OR, 97058
(541) 298-8217
Includes: Oregon, Washington, Idaho north of Salmon River

First Frontier Circuit
Betsy Harris,
25 Sharptown-Auburn Rd.
Woodstown, NJ 08098
(856) 769-3207
Includes: Connecticut,

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

Great Lakes Circuit
Wayne Knutson
RR 1 Box 29B
Clifton Hill, Mo 65244
(660) 261-4337
Includes: Illinois, Indiana, Iowa, Kentucky, Michigan, Minnesota, Missouri, Ohio and Wisconsin.

Mountain Circuit
Jim Croff
Rout 1 Box 54
Geyser, MT 59447
(406) 735-4391
Includes: Montana.

Mountain States Circuit
Leon Vick
P.O. Box 454
Byers, CO 80103
(303) 822-5950
Includes: Colorado and Wyoming.

Prairie Circuit
Bronc Rumpf
19201 W. Blanchard Ave
Abbyville, KS 67510
(316) 286-5319 (home)

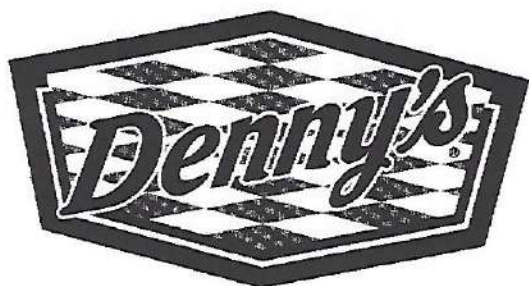
Includes: Kansas, Nebraska and Oklahoma.

Southeastern Circuit
Gary Dymmek
491 Will Barber Road
Kissimmee, FL 34744
(407) 846-0181
Includes: Alabama, Arkansas, Florida, Georgia, Louisiana, Mississippi, North Carolina, South Carolina and Tennessee.

Texas Circuit
Johnny Van Court
P.O. box 467
Christoval, TX 76935
(915) 896-6006
Includes: Texas

Turquoise Circuit
Ron Thomas
13433 North Como Drive
Tucson, AZ 85742
(520) 326-5933
Includes: Arizona and New Mexico

Wilderness Circuit
Ranee Munnis
13370 North 5400 West
Garland, UT 84312
(801) 257-3816
Includes: Nevada, Utah and Idaho south of the Salmon River

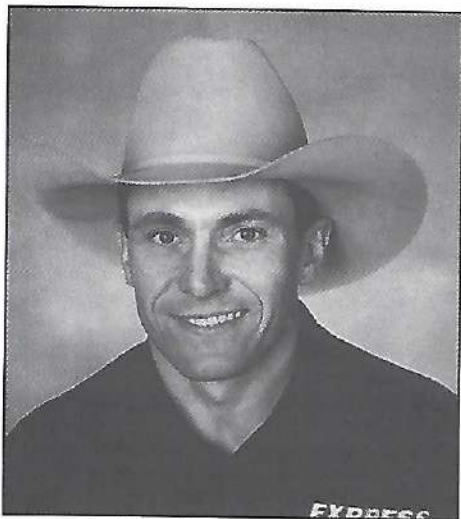


1215 SOUTH MAIN, ST. GEORGE, UT
155 N. 1000 EAST, ST. GEORGE, UT

A good Place to eat during the Rodeo!

OPEN 24 HOURS

TWO LOCATIONS JUST OFF THE I-15 EXITS



Billy Etbauer

REE HEIGHTS, S.D.
1999 PRCA WORLD CHAMPION
SADDLE BRONC RIDER
Previous Titles: 1992, '96 World Saddle Bronc
Riding Champion
1999 Earnings: \$194,840

Billy Etbauer is starting to make the 10th round of the national Finals Rodeo his personal slot machine.

With a strong 10th-round showing, Etbauer cashed in an 87-point ride on Sankey Rodeo Company's Surprise Party in the final round of the 1999 NFR to clinch his third world saddle bronc title in the city of perpetual slot machines, Las Vegas.

It was the seventh time in 11 NFR qualifications that Etbauer has won the final round of the 10-day rodeo. Etbauer of Edmond, Okla., also won world titles in 1992 and 1996.

Before 1999, Etbauer won the 10th round in 1989, 1991, 1992, 1993, 1995 and 1997.

"I don't know," Etbauer said with a laugh, searching for a reason for his 10th-round

success. "I just like pressure.

"I think the better the competition, the better you perform."

And Etbauer performed outstanding during the '99 NFR.

His clutch ride in the final round capped a stirring saddle bronc battle between him, five-time world champion Dan Mortensen of Manhattan, Mont., and Rod Hay of Wildwood, Alberta. Mortensen and Etbauer have won all the saddle bronc riding gold buckles since 1992.

Etbauer, 36, entered the '99 NFR trailing Hay by \$17,816. He put himself into the title chase by sharing third place in the first round and placing fourth in the second. However, Mortensen opened the NFR with victories in the first two rounds to turn up the heat.

Etbauer maintained the pressure with an NFR-record 90-point ride aboard Skoal's Rio Bravo, owned by Beutler Brothers and Cervi Rodeo, in the third Round.



AP-CORREY, ALLEGRA/REUTERS/PHOTO BY SEARCHER, INC.

STRAN SMITH
UNTIED

TWENTY X" BY WRANGLER
www.wrangler.com



Bluff Street Dental Group

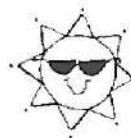
PERSONALIZED & COMFORTABLE

427 West (Bluff Street) 100 South
St. George, UT 84770

(435) 673-9606
Toll Free 1-888-673-9606



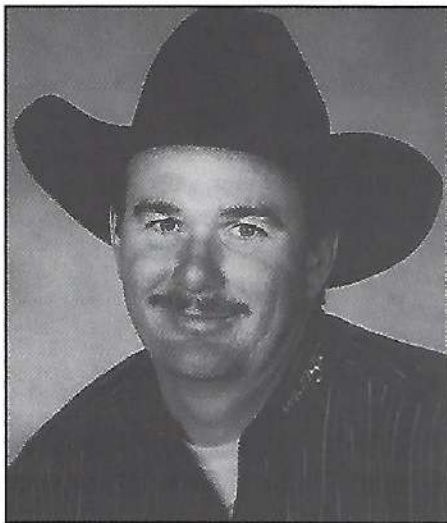
Jon CELL: 632-4000 or CELL: 632-4004
Tyler
St. George, Utah



WE REPLACE GLASS/GIVE US A "BREAK"

SUN CITY GLASS

71 North 300 West/St. George, Utah 84770
Phone (801) 673-5444



SPEED WILLIAMS

JACKSONVILLE, FLA.
1999 PRCA WORLD CHAMPION
TEAM ROPER (HEADER)
Previous Titles: 1997-98 World Team Roping
(Heading) Champion
1999 Earnings: \$172,385

Somewhere down the line, it's perfectly possible they'll name a new-wave National Finals Rodeo strategy after him.

They'll Call it the Speed Williams, and by definition it'll amount to going out of the average race in the first round of the National Finals Rodeo, on purpose.

Oh, there" be variations based on such things as a lost rope, adapted from his 1998 Finals Story, or a hickey horn, which put him and heeler rich Skelton behind the eight ball straight out of the blocks in 1999. But the basic theme will remain the same.

Williams hopes not. Just because he and Skelton three-peated their world titles in '99 doesn't mean he cares to three-peat in the having-to-win-the-hard-way category.

Williams and Skelton went on to win six rounds of the '99 championship rodeo, starting with round two and ending with round 10. The placed in one other round, and even back-doored the pack for a fifth-place check in the average race.

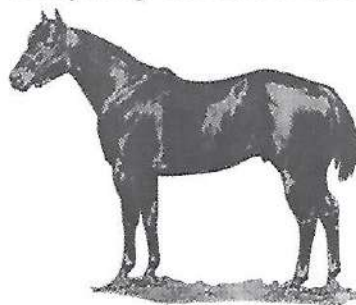
But the average isn't exactly what this gut named Speed - who obviously earned the name - has in mind.

"I'm not saying I don't want to win the average," said the Florida native who now lives in Llano, Texas, to facilitate daily practice sessions with his neighbor Skelton. "But I'd rather get that (3.7-second record) than win (the average)."



Equine Supply

"Everything Your Horse Needs"



Korra Minutear

Fly Masks

Hay Bags

Gear Bags

Montana Silver

Roping Supplies

Racing Supplies

Embroidery
Custom Sewing
Matching Sets

Monograms
Outline
& Full Color

1135 Sunset Blvd.
St. George, Utah 84770

Complete Line of Oral-X Products

435-628-1494
800-921-1494



Guy Allen

LOVINGTON, N.M.
1999 PRCA WORLD CHAMPION
STEER ROPER

Previous Titles: 1977, '80, '82, '84, '89, '91-98
World Steer Roping Champion
1999 Earnings: \$74,566

Guy Allen didn't feel like accepting a gold buckle or posing for pictures.

But, as one of the most well-liked cowboys in professional rodeo, he didn't complain about sticking around for the awards presentation that followed the 1999 National Finals Steer Roping, Oct. 29-30 in Guthrie, Okla., Where PRCA Commissioner Steven J. Hatchell awarded Allen his 14th gold buckle in steer roping.

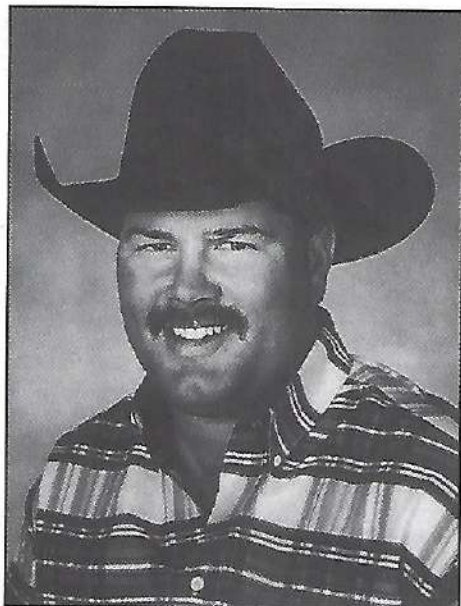
It was a quicker ceremony than usual, and the minute the pictures were done, Allen left the Lazy E Arena. He was headed for Oklahoma city's Mercy Hospital to check on his friend Colby Goodwin, who'd been seriously injured when he and his horse tumbled in the ninth round of the '99 NFSR.

"All I wanted to do after I made that last run was go check on Colby," Allen said. "I Was pleased that I'd won the world title because I always want to do the best that I can. But those last two rounds (after the accident) are just a blur to me."

Goodwin died the next day and Allen headed home.

Because of the accident that took the life of none of his closest friends, fans might imagine that gold buckle no. 14 would be one Allen would rather not keep. But the cowboy from Lovington, N.M., doesn't look at it that way.

"I wouldn't say this year and winning the world title is something I'd rather forget about," Allen said. "This is what you dream about all year long while you're out there rodeoing. This is what we're all trying to win."



MICKEY GEE

WICHITA FALLS, TEXAS
1999 PRCA WORLD CHAMPION
STEER WRESTER
1999 Earnings \$133,527

It was the last round of the 1999 National Finals Rodeo and freshman Mickey Gee knew exactly how the table had been set with the world championship on the line.

The defending champion, Mike Smith, led the world standings, while Gee was fifth with about \$26,000 to make up.

But the Texan from Wichita Falls controlled the average race, while Smith was out of it with a couple of no times.

"I knew if Mike won the round, I was going to have to place no worse than fourth to win the world," recounted Gee.

He turned to his hazer, the experienced Jimmy Powers, for advice.

"He said 'Mickey, just lay off the barrier a little bit, run him out there, catch him, throw him down and stay in the average.' You know - better safe than sorry.

"That was my game plan. Then, as we started to go into the arena, I told Jimmy 'You stay with this son of a buck, I'm goanna go for it.' I thought 'Shoot, this is my chance to with the world right here.' So I ran at him. I took a run at the barrier."

Gee, riding Powers' horse Scooter, was on the steer in a flash. With his arms around the steers horns, Gee quickly laid him on his side. Time: 3.6 seconds.

Gee jumped up to his feet and pulled his imaginary six guns in celebration. "When that steer hit the ground, I knew exactly what was happening," said Gee. "I knew I had it."





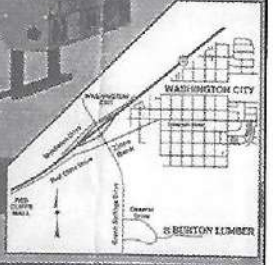
We at Burton Lumber have been serving the construction industry with quality building products since 1911.

Complete building materials inventory list
Professional outside sales representatives
Free estimates and fast delivery



BURTON LUMBER

Since 1911



222 West Industrial Drive • Washington, Utah 84780 • (801) 674-7007
"Helping You Build Southern Utah"




RV RESORT
975-SOUTH MAIN
ST. GEORGE, UTAH 84770
(435) 673-6400
www.templeviewrv.com

Daily • Weekly • Monthly Rates • Rv Boat Storage



J.D. Thompson
General Contractor
Office (435) 673-3117
Cell. (435) 680-1826
Fax (435) 673-2967

**J.D. THOMPSON
CONSTRUCTION, INC.**

545 N. 1300 E. • St. George, Utah 84770



RICH SKELTON

HOMETOWN: LLANO, TEXAS
 1999 PRCA WORLD CHAMPION
 TEAM ROPER (HEALER)
 Previous Titles: 1997-98 World Team Roping
 (Heeling) Champion
 1999 Earnings: \$172,385



A lot of people try to glorify their job descriptions to make their professional lots in life sound more important than they really are.

Not Rich Skelton. The heeling half of today's most dynamic team-roping duo eats humble pie for breakfast every morning.

"The magic of our team is that Speedy's fast, so that lets me just have to catch steers without making a whole lot of mistakes," said the newly crowned 1999 world champion heeler Skelton. "He can reach or run in there close, and my percentages are way up because of him. He gets it on steers fast and slows them down after he catches them, and that gives me a chance to catch quick."

The team practiced doing just that in the weeks leading up to the Finals after modifying their backyard practice pens to the dimension of the Thomas and Mac Center arena.

Skelton, 33, is also quick to credit his horse, Roany, and Williams' first-stringer, Viper. "Roany was unreal here this week," Skelton said of his reigning PRCA/AQHA Heel Horse of the Year, who also three-peated in 1999. "I couldn't have asked for more. He scored good, ran good and stopped good. He let me see steers every time, and gave me a good chance. Both our horses work good inside and out. There's not a weak link there."

There weren't many weak links to their 1999 season, with the exception of a few bobbles like Skelton missing one at Denver and roping a leg at San Antonio, and a short stretch last summer when Williams admitted he became "catching-challenged."

We give struggling students something to believe in. Themselves.

Sylvan gives struggling students the skills and confidence they need to be successful in the classroom and in life.

Sylvan offers:

- A comprehensive skills Assessment to identify your Child's Specific Needs.
- A personalized Program delivered by certified teachers.
- Guaranteed success. Your child will improve on full grade level in reading or math within 36 hours of instruction.*

Don't wait. Call Sylvan today.



Some restrictions apply.

READING • WRITING • MATH • SAT®/ACT • STUDY SKILLS • ALGEBRA • COURSES FOR CREDIT

\$25 off our diagnostic assessment.

Call today to learn how Sylvan® can improve your child's grades.

BOULEVARD MALL WEST

370 W. St. George Blvd.

435-656-1700 • 1-800-EDUCATE



SYLVAN LEARNING CENTER®

Better grades are just beginning.™

Bracken's -AUTO/TECH- and Tires

Quality Bridgestone & Firestone
Domestic & Import Cars
Light Trucks • RV's

- COMPLETE AUTOMOTIVE SERVICE
- 24 HOUR SERVICE & TOWING
- CUSTOM EXHAUST SYSTEMS

673-8828

I-15 N. Exit 8 • 86 North 1000 East • St. George



Bridgestone Firestone Triumph



LANCE BRITTAN

WINDSOR, COLO.
1999 PRCA/WRANGLER WORLD CHAMPION
BULLFIGHTER
1999 Earnings: \$54,573

In only his fourth year as a professional bullfighter, Lance Brittan, 25, fended off four former world champions to win the 1999 world title at one of the toughest Wrangler Bullfight Tour Finals in history.

The Kansas native who make his home in Windsor, Colo., entered his second Wrangler final leading the bullfight world standings with \$22,134 in 1999. He more that doubled that figure at the championships, held Dec. 6-9 in conjunction with the '99 National Finals Rodeo in Las Vegas, by placing in all four rounds. His Finals earnings of \$32,439 earned him his first world championship with \$54,573.

In 1998, during his first Las Vegas appearance, Brittan finished the year fifth with \$26,237. He earned a measly \$7,651 at the finals, and only scored in the 80s once.

At the '99 finals, it was a different story. This year compared to last year, my bullfighting has really come a long way," said Brittan. "I've really grown and learned a

lot. My bullfighting just seems like it's a whole different class of bullfighting this year."

A world class in fact. Brittan started the Finals off right, chalking up a whopping 87-point first -place effort in the first round with Harper and Morgan's to fighting bull of the NFR, Electric. Ironically, the same bull helped 1998 world champ Jerry Norton win the first round in '98.



ST. GEORGE MUFFLER AND RADIATOR

Lifetime Guarantees

Complete Exhaust & Cooling Systems

Dual Exhaust - Radiator Rebuilding,

New and Used

Headers - Shocks

**28 NORTH 700 EAST
ST. GEORGE
673-2948**

State Inspection & Brakes

GOOD LUCK LIONS!



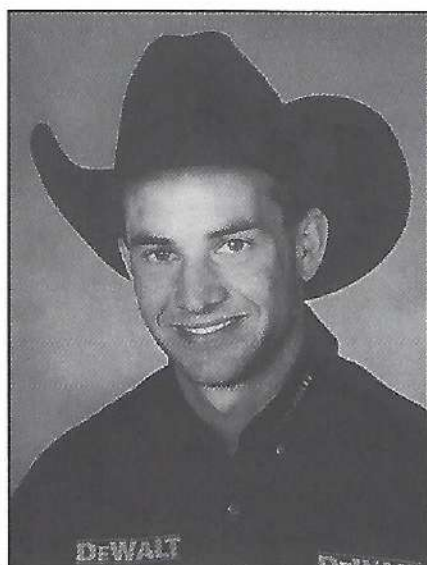


DIXIE LUMBER & HARDWARE

1158 W SUNSET BOULEVARD

673-9675

*We support the Lion's
Dixie Roundup!*



MIKE WHITE

LAKE CHARLES, LA
1999 PRCA WORLD CHAMPION
BULL RIDER
1999 Earnings: \$151,371

In December 1998, White entered his second National Finals Rodeo one spot out of the lead. But an avalanche of misfortune during the 10-day NFR sent the Louisiana cowboy sliding to sixth place in the year-end world standings.

Fast forward one year to the opening night of NFR '99. This time White is staring up that metaphorical mountain, 12 spots below top-ranked Greg Potter, the Australian-turned-Texan who all year dominated the PRCA's regular-season standings.

But, as White proved during the 10 championship rounds that followed, maybe it's not the altitude but the attitude that wins world titles.

"Last year I came here (to Las Vegas) in second place thinking I had a pretty good chance at winning the world," said 23-year-old White. "I got too relaxed, too confident."

"This year was different. I was coming from behind and had to make every round count. I couldn't get too comfortable. By the eighth round I was tickled to death, though. It was on my mind

a lot."

White, the 1997 overall and bull riding rookie of the year, looked plenty comfortable on the backs of the six bulls he rode to win the '99 NFR average title and, subsequently, pass 11 of his competitors in the race for the world title.

In Round Two, the Cajun sensation matched NFR history with a 95-point ride on Flying Five Rodeo's Skoal's Yellow Jacket. Eight-time world champ Don Gay set the 95-point arena record at the 1976 NFR when White was only 3 months old.

"That was definitely exciting," White said of his record-tying ride. "But I didn't come here thinking about Donnie Gay's record. I came here to win a world title and I had to stay focused on that."



STATE BANK OF SOUTHERN UTAH

can make the rodeo of life a little simpler



Try us for all your financial needs.

We are committed to Southern Utah and committed to you.

395 E. St. George Blvd.
674-4164

2287 Santa Clara Drive
673-7360

Small enough to know you.

Big enough to serve you.

www.sbsu.com

1-800-788-8307

24 Hours



State Bank
OF SOUTHERN UTAH

D & S

LAUNDROMATS

• CLEAN • WELL LIT • SAFE • OPEN 7 DAYS
3 LOCATIONS TO SERVE YOU

628-1144

695 N. Bluff • St. George
(ACROSS FROM BLUFF CITY PARK)
24 HOURS PER DAY

628-1144

785 E. ST. George Blvd.
(NEXT TO CHECKER AUTO)
6AM - MIDNIGHT

628-1144

730 E. 700 South
(ACROSS STREET FROM SUBWAY)
24 HOURS PER DAY



MATT LUCKING
Professional Bull Fighter

Glendale, Ariz.

Matt has been a member of the PRCA for 5 years and has a very impressive list of achievements, which speak for themselves. One of his foremost attributes is the confidence it takes to possess the mental and physical control to meet the challenge of rodeos rankest bulls.

He is one of only two Bullfighter's chosen by the top twelve Bullriders to protect the bullriders at the Turquoise Circuit Finals Rodeo.



MIKE MATT

BILLINGS, MONT.

1997 WORLD CHAMPION BULLFIGHTER

Previous titles: 1996 World Bullfighting Champion

1997 SEASON EARNINGS: \$54,955

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

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

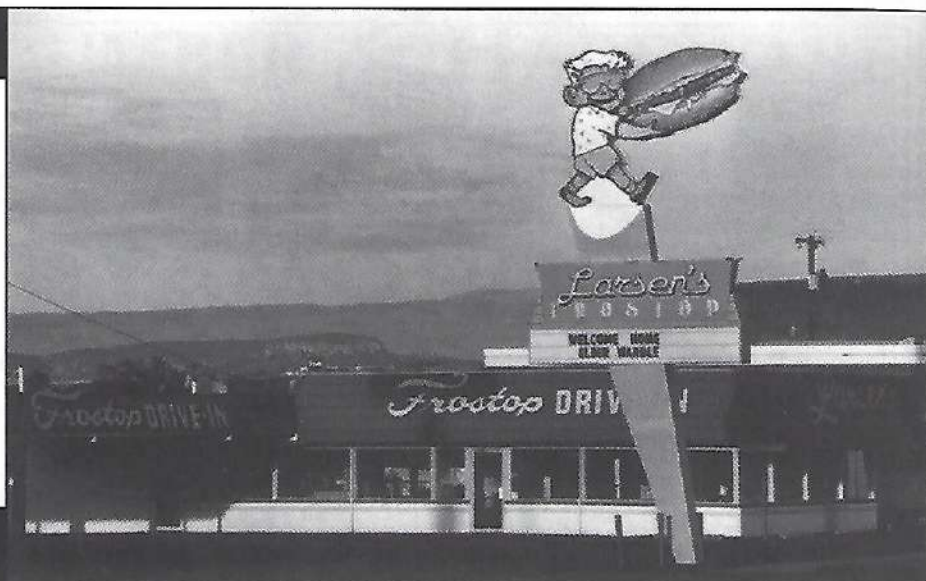
"I Just kind of matched them (the bulls), was able to get around them and score some points," Said Matt of Billings, Mont. "I got the big goal - the gold buckle - so I'm really happy."



FROSTOP

858 East St. George Blvd.
St. George, Utah

673-2216



COME AND GET A \$5 BUCK DISCOUNT!

After a hard day of being bucked
off your bull, save a few bucks
at the Palms Restaurant.

850 South Bluff
St. George, UT 84770
435.628.4235

Holiday Inn



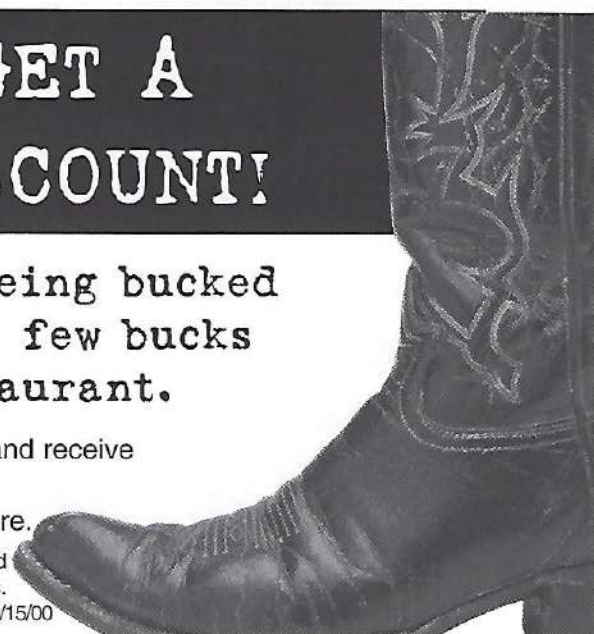
Present this ad to the cashier and receive

\$5.00 off

any order of \$20 or more.

Limit one per party. Not valid
with any other special offers.

Not redeemable for cash. Expires 10/15/00



Our Speciality is
**BBQ BABY
BACK RIBS**

Best Ribs in Nevada!

Video Poker

CAROLLO'S

Supper Club



*Congratulations
to the Lion's
Club for 65 years
of success.*

561 Mesquite Blvd.

702-346-2818

Fine Dining in Mesquite, Nevada



The BAR T RODEO INC., STOCK CONTRACTOR

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

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

THE RODEO COWBOY

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

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

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

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

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

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

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

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





Bite 'em, Cowboy!

\$13.⁵⁰ 

1 Large Single Item Pizza
2 Garlic Bread or 4 Breadtwists
4 Large Drinks

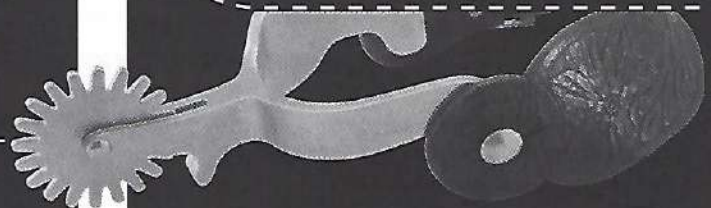
Not valid with any other offers.
Delivery is extra. Exp. 12-31-00

\$14.⁹⁹ 

Any Combo of 1 Pasta,
1 Sauce and 1 Topping for two.
Salads, Breadsticks & Drinks included.

Not valid with any other offers.
Dine-in only. Exp. 12-31-00

(And don't forget your
cowboy pizza cutter!)



The Pizza Factory

Ancestor Square • St. George Blvd & Main

628-1234

The Pizza Factory Express

Next to Blockbuster • St. George Blvd & Bluff St.

634-1234

The Pasta Factory

Ancestor Square • St. George Blvd & Main

674-3753

Congratulations **LIONS On Another Great Roundup. . .**



Cowboy Up And Go With The Best



- Full Service Truck Line
- Dry, Temperature Controlled
- Flatbed Equipment

- Truckload/Less Than Truckload
- Serving Most Major Points In The U.S.
- Since 1950

PARKE COX TRUCKING COMPANY, INC.

396 North Industrial Road St. George, Utah

628-0886

Rodeo Livestock

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

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

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

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

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

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

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

SMART

ENTERPRISES

435-628-1843 1-800-658-5368
605 East Tabernacle
St. George, Utah 84770

**MAINTENANCE-FREE
QUALITY EXTERIORS THAT LAST**

- COMMERCIAL • CUSTOM
- RE-COVERS • SEAMLESS GUTTERS
- SOFFIT & FASCIAS • SIDING
- ALUMINUM AWNINGS



*A
New-View
Auto Glass*



Mobile Glass Service Call 628-5300

DAVID EICHELBERGER

P.O. Box 264

St. George, Utah 84771



WITH MORE COUNTRY MUSIC
EVERY HOUR...

BETTER COUNTRY MUSIC
EVERY MINUTE...

AND WITH DIFFERENT COUNTRY MUSIC
EVERYDAY!

Southern Utah's "ONLY" Country Station

99.7 Coyote Country

Studio Line: (435) 628-0600 • Office: (435) 673-3579



JACK DANIEL'S WORLD STANDINGS

UNOFFICIAL STANDINGS FROM THE PRCA AS OF JULY 6, 2000



* Denotes 1999 World Champion

All-Around Cowboys

1.	Scott Johnston, Gustine, Texas	\$112,083
*2.	Fred Whitfield, Hockley, Texas	\$91,243
3.	Cash Myers, Athens, Ga.	\$79,151
4.	Trevor Brazile, Decatur, Texas	\$76,330
5.	Joe Beaver, Huntsville, Texas	\$58,612
6.	Jesse Ball, Camp Crook, S.D.	\$58,465
7.	Curtis Cassidy, Donald, Alberta	\$57,846
8.	Guy Allen, Lovington, N.M.	\$55,340
9.	J.D. Crouse, Canon City, Colo.	\$54,211
10.	Kyle Lockett, Ivanhoe, Calif.	\$52,809
11.	Cody Ohi, Orchard, Texas	\$50,172
12.	Robert Bowers, Brooks, Alberta	\$47,167
13.	Garrett Nokes, McCook, Neb.	\$46,909
14.	Todd Suhm, Laramie, Wyo.	\$41,454
15.	Tee Woolman, Llano, Texas	\$41,314
16.	Herbert Theriot, Poplarville, Miss.	\$40,789
17.	Roy Cooper, Childress, Texas	\$32,983
18.	Kurt Goulding, Duncan, Okla.	\$32,254
19.	Mike Beers, Powell Butte, Ore.	\$30,765
20.	Marty Becker, Manyberries, Alberta	\$30,305

Bareback Riding

1.	James Boudreaux, Cuero, Texas	\$56,634
2.	Darren Clarke, Weatherford, Texas	\$49,607
3.	Mark Gomes, Nickerson, Kan.	\$46,948
4.	Larry Sandvick, Kaycee, Wyo.	\$46,507
5.	Jeffery Collins, Redfield, Kan.	\$46,229
6.	Sean Culver, Grandview, Wash.	\$42,685
7.	Marvin Garrett, Velle Fourche, S.D.	\$39,592
8.	Kelly Wardell, Bellevue, Idaho	\$39,150
9.	William Pitman Jr., Florence, Miss.	\$34,732
10.	Mark Garrett, Nisland, S.D.	\$34,694
*11.	Lan Lajeunesse, Morgan, Utah	\$31,022
12.	Eric Mouton, Weatherford, Okla.	\$30,588
13.	Jan Brockway, Mansfield, Texas	\$28,671
14.	Davey Shields Jr., Hanna, Alberta	\$27,736
15.	Ken Lensear, Kyle, S.D.	\$25,907
16.	Shawn Vant, Billings, Mont.	\$25,615
17.	Clint Corey, Powell Butte, Ore.	\$25,481
18.	Chris Harris, Arlington, Texas	\$25,133
19.	Deb Greenough, Red Lodge, Mont.	\$25,639
20.	Pete Hawkins, Weatherford, Texas	\$24,549

Steer Wrestling

1.	Byron Walker, Ennis, Texas	\$52,659
2.	Cash Myers, Athens, Texas	\$46,734
3.	Rod Lyman, Victor, Mont.	\$44,414
4.	Rope Myers, Van, Texas	\$37,233
5.	Bryan Fieds, Canroe, Texas	\$35,901
6.	Frank Thompson, Cheyenne, Wyo.	\$35,560
7.	Chad Biesemeyer, Stephenville, Texas	\$35,238
8.	Birch Negaard, Buffalo, S.D.	\$34,691
9.	Todd Suhm, Laramie, Wyo.	\$31,985
10.	Garrett Nokes, McCook, Neb.	\$31,270
11.	Teddy Johnson, Checotah, Okla.	\$31,026
12.	Luke Branquinho, Los Alamos, Calif.	\$28,721
*13.	Mickey Gee, Wichita Falls, Texas	\$28,353
14.	Tommy Cook, Heber City, Utah	\$28,803
15.	Marvin Dubase, Lampasas, Texas	\$26,292
16.	Mark Roy, Dalemead, Alberta	\$25,760
17.	T.W. Parker, Wendell, Idaho	\$25,431
18.	Bill pace, Stephenville, Texas	\$25,311
19.	Curtis Cassidy, Donald, Alberta	\$25,300
20.	J.D. Crouse, Canon City, Colo.	\$25,093

Team Roping - Header

*1.	Speed Williams, Jacksonville, Fla.	\$76,382
2.	Daniel Green, Oakdale, Calif.	\$49,901
3.	Wade Wheatley, Stephenville, Texas	\$47,769
4.	Steve Purcella, Hereford, Texas	\$47,400
5.	Kevin Stewart, Glen Rose, Texas	\$45,271
6.	Matt Tyler, Weatherford, Texas	\$42,140
7.	Tee Woolman, Llano, Texas	\$28,747
8.	David Motes, Fresno, Calif.	\$28,733
9.	Bobby Hurley, Ceres, Calif.	\$28,679
10.	Jason Stewart, Royal City, Wash.	\$28,134
11.	Charles Pogue, Ringling, Okla.	\$28,101
12.	Doyle Gellerman, Nampa, Idaho	\$22,728

13.	Chance Kelton, Mayer, Ariz.	\$22,431
14.	David Key, Ledbetter, Texas	\$22,227
15.	Johnnie Philipp, Washington, Texas	\$21,971
16.	Cody Cowden, Merced, Calif.	\$20,779
17.	Joe Beaver, Huntsville, Texas	\$18,822
18.	Turtle Powell, Alpine, Texas	\$18,809
19.	George P. Aros, Picacho, Ariz.	\$17,743
20.	Gary Poythress, Turlock, Calif.	\$16,259

Team Roping - Heeler

*1.	Rich Skelton, Llano, Texas, Texas	\$76,362
2.	Kyle Lockett, Ivanhoe, Calif.	\$47,769
3.	Kory Koontz, Sudan, Texas	\$47,400
4.	Allen Bach, Valley Home, Calif.	\$45,760
5.	Martin Lucero, Stephenville, Texas	\$45,271
6.	Clay O'Brien Cooper, Glen Rose, Texas	\$42,140
7.	Monty Joe Petska, Carlsbad, N.M.	\$28,679
8.	Britt Buckius, Claremore, Okla.	\$28,101
9.	Tyler Magnus, Llano, Texas	\$27,836
10.	John Paul Lucero, Villanueva, N.M.	\$26,615
11.	Mickey Gomez, Holland, Texas	\$26,103
12.	Brent Lockett, Ivanhoe, Calif.	\$23,501
13.	Mike Beers, Powell Butte, Ore.	\$23,188
14.	Nick Rowland, Antlers, Okla.	\$21,971
15.	Bucky Campbell, Stagecoach, Nev.	\$21,534
16.	Matt Zancanella, Rock Springs, Wyo.	\$19,730
17.	Trevor Brazile, Decatur, Texas	\$19,191
18.	Bret Gould, Pollock, Texas	\$18,822
19.	Arlene Pearce, Washington, Texas	\$17,475
20.	Byron Wilkerson, Sonoita, Ariz.	\$16,259

Saddle Bronc Riding

1.	Scott Johnston, Gustine, Texas	\$102,451
2.	Billy Elbauer, Ree Heights, S.D.	\$85,012
3.	Rod Hay, Wildwood, Alberta	\$74,329
4.	Dan Mortensen, Manhattan, Mont.	\$64,181
5.	Tom Reeves, Eagle Butte, S.D.	\$49,958
6.	T.C. Holloway, Eagle Butte, S.D.	\$40,283
7.	Cliff Norris, Glazier, Texas	\$40,261
8.	Bret Franks, Goodwell, Okla.	\$36,871
9.	Glen O'Neill, Water Valley, Alberta	\$36,018
10.	Ryan Mapston, Geyse, Mont.	\$35,984
11.	Robert Elbauer, Goodwell, Okla.	\$34,969
12.	Steve Dollard, Wickenburg, Ariz.	\$33,612
13.	Red Lammell, Mud Butte, S.D.	\$32,069
14.	Chance Dixon, Ellensburg, Wash.	\$30,776
15.	Jess Martin, Dillon, Mont.	\$28,816
16.	Rance Bray, Dumas, Texas	\$28,573
17.	Bobby Griswold, Moore, Okla.	\$26,460
18.	Rod Warren, Valley View, Alberta	\$24,419
19.	Justin Washburn, Corona, N.M.	\$22,925
20.	Guy Shapka, Alix, Alberta	\$21,785

Calf Roping

*1.	Fred Whitfield, Hockley, Texas	\$87,804
2.	Blair Burk, Durant, Okla.	\$80,881
3.	Ty Hays, Weatherford, Okla.	\$63,887
4.	Brent Lewis, Picon, N.M.	\$48,093
5.	Justin Meass, Giddings, Texas	\$43,560
6.	Trevor Brazile, Decatur, Texas	\$43,249
7.	Clay Cemy, Eagle Lake, Texas	\$41,122
8.	Joe Beaver, Huntsville, Texas	\$39,789
9.	Cody Ohi, Orchard, Texas	\$37,010
10.	Stran Smith, Tell, Texas	\$35,631
11.	Robert Elbauer, Goodwell, Okla.	\$34,969
12.	Trent Walls, Stephenville, Texas	\$29,046
13.	Ricky Canton, Cleveland, Texas	\$28,467
14.	J.D. Crouse, Canon City, Colo.	\$28,415
15.	Doug Pharr, Resaca, Ga.	\$28,366
16.	Curtis Cassidy, Donald, Alberta	\$28,349
17.	Jim Bob Mayes, Elgin, Texas	\$28,287
18.	Cash Myers, Athens, Texas	\$27,061
19.	Roy Cooper, Childress, Texas	\$27,019
20.	Bill Huber, Albia, Iowa	\$24,789

Steer Roping

*1.	Guy Allen, Lovington, N.M.	\$43,522
2.	Rocky Patterson, Pratt, Kan.	\$25,823
3.	Buster Record Jr., Buffalo, Okla.	\$15,691
4.	Rod Hartness, Pawhuska, Okla.	\$14,501

5.	Trevor Brazile, Decatur, Texas	\$13,889
6.	Dan Fisher, Andrews, Texas	\$12,829
7.	Tee Woolman, Llano, Texas	\$12,567
8.	Cody Ohi, Orchard, Texas	\$12,451
9.	David Felton, Weatherford, Texas	\$10,675
10.	Jay Sellers, Buffalo, Okla.	\$9,842
11.	Jim Davis, Albilene, Texas	\$9,801
12.	Kelly Casebolt, Newkirk, Okla.	\$9,271
13.	J.B. Whitley, Gardendale, Texas	\$8,382
14.	J.D. Yates, Pueblo, Colo.	\$8,219
15.	Bucky Hefer, Chelsea, Okla.	\$7,962
16.	Grady Potter, Winfield, Kan.	\$7,909
17.	Keyon Burns, Lovington, N.M.	\$7,827
18.	Jason Evans, Huntsville, Texas	\$7,808
19.	Harold Bumgardner, Burns, Wyo.	\$7,734
20.	Lawson Plemons, Axtell, Texas	\$7,257

Barrel Racing

1.	Charmayne James, Gustine, Texas	\$47,864
2.	Kristie Peterson, Elbert, Colo.	\$47,217
*3.	Sherry Cervi, Marana, Ariz.	\$45,414
4.	Tana Wright, Mariat, N.M.	\$41,135
5.	Kelly Yates, Pueblo, Colo.	\$37,984
6.	Sherry Lynn Adams, Marshall, Texas	\$32,564
7.	Amy Dale, Graham, Wash.	\$31,933
8.	Janet Stover, Jacksonville, Texas	\$29,781
9.	Tami Fontenot, Ethel, La.	\$29,326
10.	Ruth Haislip, Acampo, Calif.	\$27,773
11.	Gloria Freeman, Calhoun, Ga.	\$26,491
12.	Kay Blandford, Sutherland Springs, Texas	\$23,421
13.	Sharon Kobold, Big Horn, Wyo.	\$21,987
14.	Kappy Allen, Austin, Texas	\$21,530
15.	Jamie Richards, Basrop, Texas	\$20,721
16.	Molly Swanson, Simms, Mont.	\$20,721
17.	Talina Bird, Post, Texas	\$20,061
18.	Mary Allen, Pocatello, Idaho	\$19,927
19.	Rachael Myllmaki-Sproul, Arlee, Mont.	\$18,694
20.	Marlene McRae, Ramah, Colo.	\$17,963

Bull Riding

1.	Tyler Fowler, Theodore, Ala.	\$59,922
2.	Shane Drury, Weatherford, Okla.	\$54,962
3.	Jesse Ball, Camp Crook, S.D.	\$42,109
4.	Danell Tipton, Spencer, Okla.	\$40,553
5.	Kelly Armstrong, Big Valley, Alberta	\$38,542
6.	Dan Wolfe, Redmond, Ore.	\$36,895
7.	Rocky McDonald, El Paso, Texas	\$35,883
8.	Rob Bell, Water Valley, Alberta	\$33,101
9.	Kagan Sirett, Bozeman, Mont.	\$32,506
10.	Lee Akin, Weatherford, Okla.	\$32,419
11.	Fred Boettcher, Rice Lake, Wis.	\$32,094
12.	Cody Hancock, Taylor, Ariz.	\$31,510
13.	Josh O'Byrne, Glen Rose, Texas	\$31,270
14.	Garth Oldfield, Milo, Alberta	\$31,026
15.	Mike Moore, Wellington, Colo.	\$30,774
16.	Brent Vincent, Sulphur, La.	\$30,294
17.	Robert Bowers, Brooks, Alberta	\$29,838
18.	Jason Legler, Loveland, Colo.	\$27,648
19.	Gregory Potter, Whitt, Texas	\$27,385
20.	Karson Legault, Val-mari, Saskatchewan	\$27,146
*	Mike White, DeKalb, Texas	Not Ranked

NFR

Race for the #1 Back Number

1.	Scott Johnston, Gustine, Texas	\$112,083
2.	Fred Whitfield, Hockley, Texas	\$91,243
3.	Billy Elbauer, Ree Heights, S.D.	\$85,012
4.	Blair Burk, Durant, Okla.	\$84,860
5.	Cash Myers, Athens, Texas	\$79,151
6.	Speed Williams, Jacksonville, Fla.	\$76,666
7.	Rich Skelton, Llano, Texas	\$76,635
8.	Trevor Brazile, Decatur, Texas	\$76,330
9.	Rod Hay, Wildwood, Alberta	\$74,329
10.	Dan Mortensen, Manhattan, Mont.	\$66,181

THE EVENTS

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

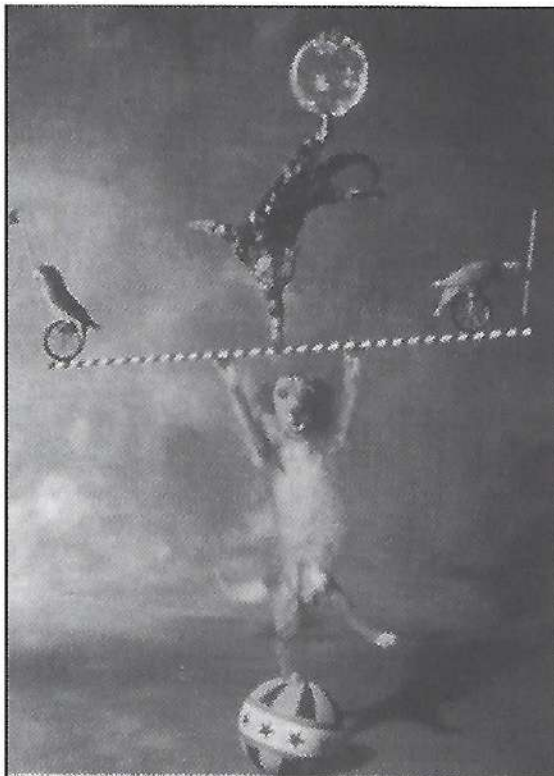
Roughstock events are the scored riding events of professional rodeo - saddle bronc riding, bareback riding and bull riding.

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.



Think this is impressive?



Because of people like you,
Southern Utah Title
is Celebrating
50 years of
"Doing Good Deeds."
Now that's impressive!
Thank You



Four-Year Degrees Close to Home

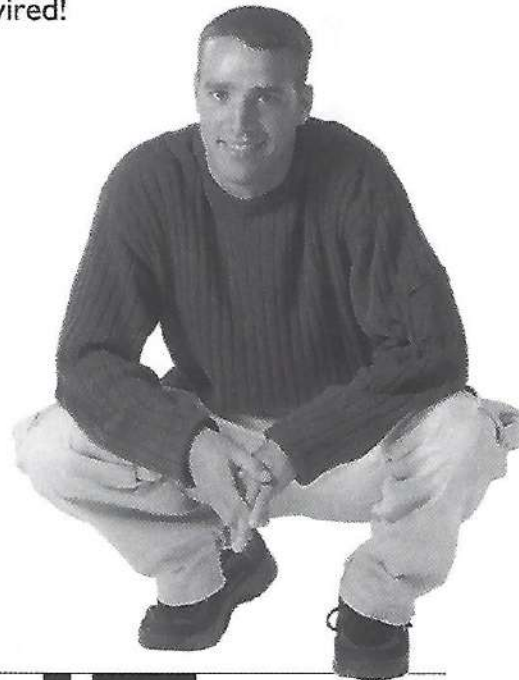
Dixie has added a new word to the name of our college—STATE—and we've also added four-year baccalaureate programs!

WE'RE MAKING A STATEMENT!

... about our college, about our campus, about our students, about YOU. Take a look at our new four-year degrees in **Business Administration** and **Computer Information Technology**. We're proud of both four-year programs and have received rave reviews from independent evaluators. In fact, our Computer Information Technology degree is one of a kind in Utah, combining programming, multimedia and web page design. We're wired!

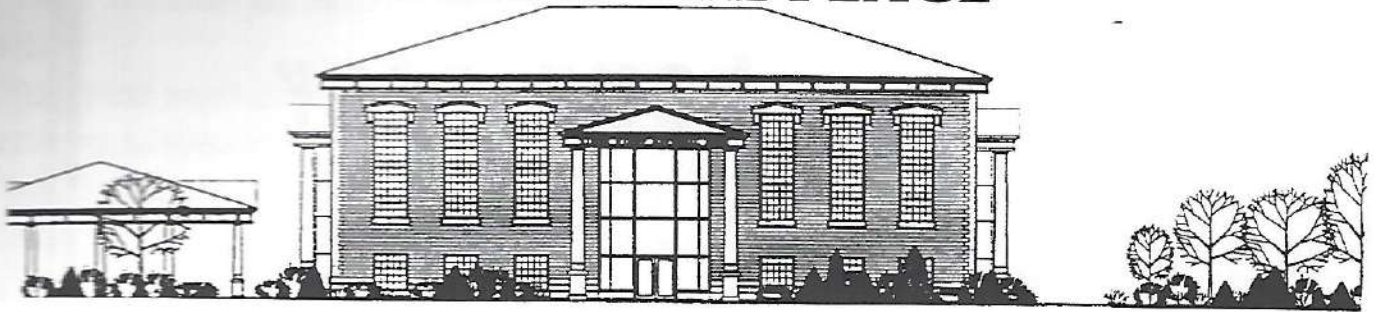
Call us TODAY. Ask about:

- Requirements of the programs
- Pre-program core requirements for acceptance into the programs
- Call Terran Church at **652-7739** for more information



Making a
**STATE
MENT**

THIS IS THE PLACE



FOR ALL YOUR FINANCIAL NEEDS

40 EAST ST. GEORGE BLVD.

(435) 673-4867

ZIONS BANK

Member FDIC

1999 MISS RODEO AMERICA



Amber Webb

As Miss West Point I had the opportunity to complete the University of Oklahoma's Community Team Training program.

In high school I was a cheerleader, a member of the F.F.A. and chosen for the American All-star team to cheer at the Down Under Bowl in Australia. I have been the Utah Quarter Horse Queen, Cowboy Rodeo Commission Queen, Heber Mountain Valley Rodeo Queen, Hooper Tomato Days Queen, 1998 Miss Rodeo Ogden, and an attendant to Miss Rodeo Utah.

I am pursuing a degree in Speech-Language Pathology.

I am a member of the American Quarter Horse Association.

My first love has always been my horses and they take most of my time. I also play the piano and love to dance! I have been a dance instructor for 9 years teaching tap, ballet, jazz, and cheerleading. I love camping and riding horses in the mountains and spending time with friends and family.

My earnest desire in life is to meet and befriend as many people as I can and to always stand for my high personal standards, integrity, and genuine kindness, because friendships and memories last a lifetime.

Mary Ann McDonnell, M.D., P.C.
Cardiovascular Disease

63 South 300 East, Suite 101
St. George, UT 84770

Telephone (435) 628-3636

Fax (435) 634-9216



BIG K



K-Mart #9794
745 S Bluff St.
St. George, UT 84770
(435) 628-1258

JERRY J. PARKER, R. PH.

Quality Service - K mart Price - Visit Our Pharmacy Today



S T E P H E N
WADE

HONDA

MAZDA

Family
Car
Store

CHEVROLET

Cadillac



THE MOTOR TREND TRUCK OF THE YEAR

BIGGER, FASTER, STRONGER, SMARTER

1175 South 150 East • St. George, Utah 84770 • (435) 628-5201 • Fax (435) 628-6100

Schumacher
DISCOUNT CARPETS
 (435) 628-0534

735 INDUSTRIAL RD. ST GEORGE, UTAH 84770
(next to Rocky Mountain Co.)
JOE SCHUMACHER

TAY TRUMAN
ENTERPRISES, INC.

GENERAL CONTRACTOR
 LANDSCAPE INSTALLATION
 & MAINTENANCE

674-0812 • 632-5792

LICENSE 359893

IDEAL
 DISTRIBUTORS

AUTOMOTIVE PAINT / AUTO BODY SUPPLIES

PHONE:
 (435) 673-6005
 (435) 673-9803

PPG

405 N. PARK STREET
 ST. GEORGE, UTAH
 84770

3M • PPG • SWISS • SATA • MEGUIARS • CP • PRO STRIPE
 S.A.S. SAFETY • BAGER

EVERCOAT • NORTON

ASTRO • SHARPE



V.C. Milne & Sons Welding

Custom Welding & Steel Fabrication
 Shearing • Forming • Punching

950 East 700 South
 St. George, 84770

Phone
 673-3084

DESIGNED FOR 1%
WHO DEMAND 110%



GMC.

Do one thing. Do it well.™

© 1999 GM Corp. All rights reserved. GMC, Sierra and GMC logo are registered trademarks of General Motors Corporation

**Round Up A
 Great Deal!**

NEWBY

BUICK OLDSMOBILE PONTIAC GMC TRUCK SUZUKI INC
 1629 South Main • St. George, UT 84770

SIERRA

DIXIE AUTOMOTIVE & TRAILER SALES

958 North 1100 West • St. George, UT 84770
 (435) 673-6346



- RADIATOR SPECIALISTS
- 24-HOUR TOWING SERVICE
- AUTO REPAIR
- TRAILER SALES

LARRY MUSGRAVE
 BONDED DEALER
 #1526



Brent
 OWNER

1110 E. 770 N.
 St. George, UT 84770
 801-673-1800

Duff
 OWNER



CASE-WACKER

IN THE
 INDUSTRIAL PARK

SkyWest

AIRLINES

SkyWest Airlines is the nation's fourth largest regional carrier with a fleet of over 100 aircraft and 3600 employees. The airline operates as Delta Connection and United Express in 64 cities in 13 western states and Canada.

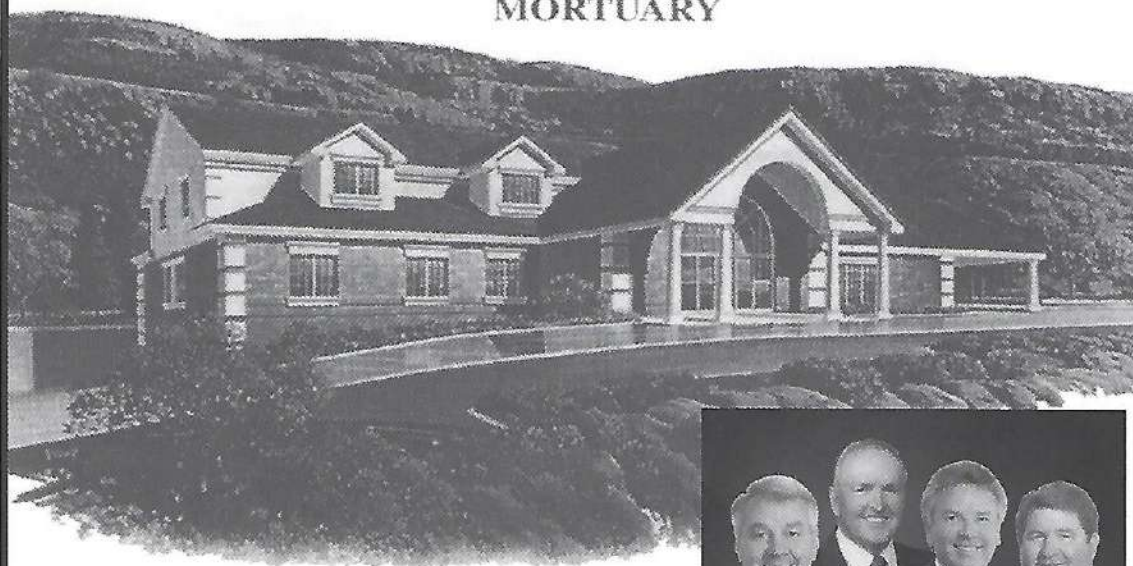
Lasso The World



For reservations and information contact your professional Travel Agent

SPILSBURY & BEARD

MORTUARY



*"Our Families
Serving Your
Family"*



THELL GUBLER TONY WHITNEY
TED SPILSBURY MICHAEL BEARD

ST. GEORGE
673-2454

HURRICANE
635-2454

MESQUITE
Virgin Valley Mortuary
(702) 346-6060

"A Trusted Name in Funeral Service"



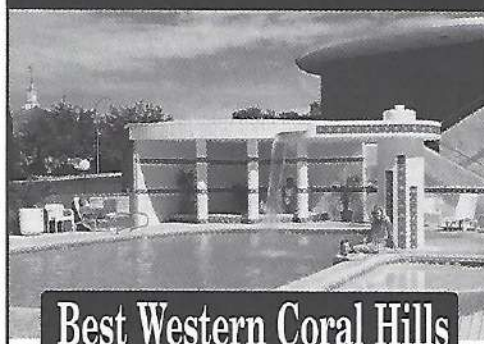
*Southern Utah's
newest and most
exciting way to shop
for home furnishings!*

You are invited to take a trip back to warm memories of friendly service and happy times. You will find the area's largest selection of quality furnishings to help make your home a place to enjoy for many years to come. Visit our showrooms and experience the latest technology in electronics and exciting home theater. From floor to ceiling, wall to wall, the Boulevard offers all the name brands at the best prices, guaranteed.

Boulevard
Home Furnishings
www.blvdhome.com

390 NORTH MALL DRIVE
ST. GEORGE, UTAH 84790 • (435) 986-3100
HOURS: 10AM TO 9PM MON - SAT
CLOSED SUNDAYS

TWO GREAT ST. GEORGE LOCATIONS!



Best Western Coral Hills

98 LUXURIOUS ROOMS AND SUITES
DELUXE CONTINENTAL BREAKFAST BUFFET
HEATED OUTDOOR POOL AND SPA
WITH WATER FOUNTAIN AND KID'S POOL
INDOOR POOL AND SPA / EXERCISE FACILITY

- Elegant Suites w/ Spas and Big Screen TVs
- Golf and Sweetheart Packages
- All Rooms with Refrigerator
- Non-Smoking Rooms • Airport Van
- 8 Restaurants within 2 Blocks
- Located in Historic District of St. George

125 East St. George Blvd. • St. George, Utah 84770
(435) 673-4844

Toll Free Direct
1-800-542-7733
www.coralhills.com



Best Western Abbey Inn

130 ELEGANT NEW ROOMS AND MINI-SUITES
COMPLIMENTARY FULL BREAKFAST
FRIDGE, MICROWAVE AND WETBAR
LARGE INDOOR SPA & HEATED OUTDOOR POOL

- Meeting & Conference Facilities
- Golf Packages • Airport Van
- Luxury Suites with Spas / Big Screen TVs (Honeymoon and Anniversary)
- Pay-Per View Movies / Nintendo Games
- Free Cable TV, HBO, Disney
- 10 Restaurants within 1 Block

1129 South Bluff Street • St. George, Utah 84770
(435) 652-1234

Toll Free Direct
1-888-222-3946
www.bwabbeyinn.com

ST. GEORGE LIONS CLUB MEMBERS 2000

GARY ALLRED • BUD BRANHAM • DONNY RANDALL
(Co Chairman) (Chairman) (Co Chairman)

ADAMS D. KLEIN
ALLRED GARY
ANDERSON A.J.
BATHE LYNN
BENDALL LEE
BENSON SCOTT
BENTLEY CHARLES
BOOTH DORREL
BOWCUTT JOE
BOWLER LEWIS
BOYES WILLIAM
BRACKEN DELWYN
BREINHOLT MARK
BRINGHURST BILL
BUNDY FROSTY
BURGESS KEITH
CHRISTENSEN BRYCE
CONDIE BILL
COUGHLIN DARREN
COX DAVE
COX GERALD
COX JAMES
DOMINGUEZ CONRAD
EMPEY JOE

ENCE AFTON
ENCE BRENT
ENCE JAY
FAWCETT JEFF
FAWCETT LeGRAND
FOREMASTER E.J.
FOREMASTER LAVAR
GONZALES FARREL
GONZALES VINCE
GRAFF GEORGE
GUBLER BRYCE
HAFEN BANARD
HAFEN DARRYL
HAFEN H.VAL
HALL JON
HARRISON ELWOOD
HICKMAN BILL
HOLT ANDREW
HOLT STEVE
HOLYOAK KURT
HOPPAL WAYNE
HORLACHER CHARLES
HOSKINS TRACY
HUNTER CHAD

HUTCHINGS JOE
HUTCHINGS, JR. KARL
IPSON DON
JACOBSON BRUCE
JENKS FRED
JONES DEAN
JOY TOM
LANE MARTY
LARSEN GRANT
LARSEN SCOTT
LARSEN COREY
LIMBACHER DAVID
LUNDBERG JAMES
LUNDIN HARRY
MACDONALD RORY
MARSHALL BRAD
MATHIS WALLACE
McARTHUR JAMES
McNAIR DOUGLAS
MILES DICK
MILNE VERL
MITTLEBERGER DOUG
MORTENSEN VANCE
MOUNTFORD ASA

NEWBY KEN
NORTON HAROLD
PARKER JERRY
PARKER VINTON
PEARSON TROY
PETERSON BRIAN
PINDER THERON
PITCHFORTH SHIRL
RABURN JAMES
RANDALL DONNY
RANDALL DON
REBER JOHN
ROBERTS TIM
ROGERS TOM
ROGERS WILLIAM
SAMPSON BILL
SAMPSON DOYLE
SAMPSON SAM
SEVY STEVE
SHAW MICHAEL
SLEIGHT MARK
SPILSBURY TED
STAPLES LARRY
SULLIVAN WES

THEOBALD BRENT
THOMPSON KENNETH
TISCHNER JERRY
TRUMAN TAVISH
TURNER RUSSELL
VERNON BILL
WAGNER WARD
WARDROP WADE
WARREN BILL
WARREN MICHAEL
WHITEHEAD WAYNE
WILLIAMS HAL
WULFENSTEIN DAVID

LIFE MEMBER

COX LORRAINE
EMPEY CLARK

DIXIE CLINIC VETERINARY



**Small & Large Animal
Medicine & Surgery**

M-F 8:00 am to 5:30 pm
Sat. 8:00 am to 12:00 pm

**Craig R. Brinkerhoff DVM
Craig Prince DVM
628-6532**

- New Climate
Controlled Kennels &
Boarding Facilities



730 N. Dixie Downs Rd. • St. George

BRANDIN' IRON



- Charbroiled Steaks
- Seafood
- Chicken

STEAK HOUSE

And Famous Brandin' Iron Dutchoven Beans

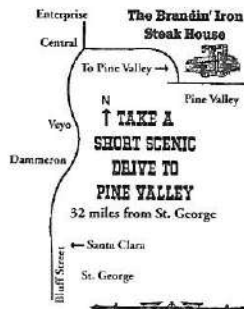
PINE VALLEY
OPEN 5-10 PM

Friday & Saturday only
Year around

DECEMBER CHRISTMAS BANQUETS
BY RESERVATION ONLY

Utah Liquor Licensee

574-2261



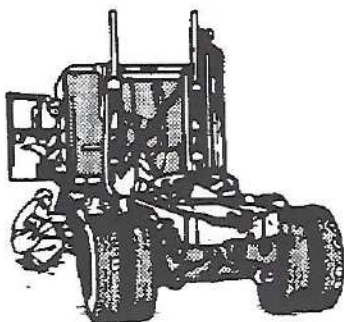
Family Owned & Operated for 29 Years

SOUTHWEST DIESEL SERVICE INC.

IN ST. GEORGE

COMPLETE TRUCK & ENGINE REPAIR

"THE FINEST ENGINE & TRANSMISSION MEN IN THE SOUTHWEST"



- ENGINES
- TRANSMISSIONS - CLUTCHES
- REAR ENDS
- AIR CONDITIONING
- ALTERNATOR - STARTERS

- ANY TYPE OF DIESEL
OR GAS REPAIR

LARGE SELECTION OF PARTS

FACTORY AUTHORIZED PARTS & SERVICE FOR

- CUMMINS DETROIT - MACK RV REPAIR

AVAILABLE REEFER REPAIR

DODGE CUMMINS PICKUPS



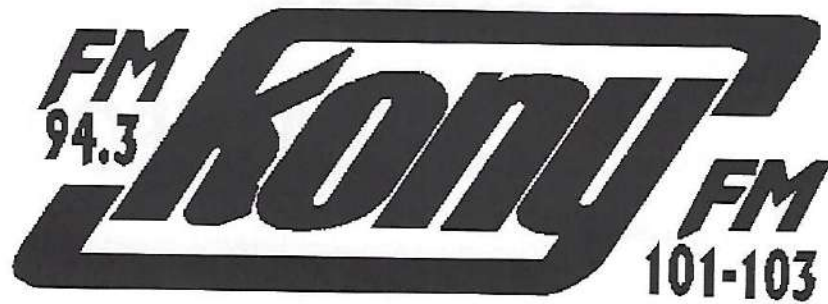
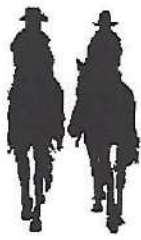
SERVICE DEALER

24 HOUR TOWING &
EMERGENCY SERVICE

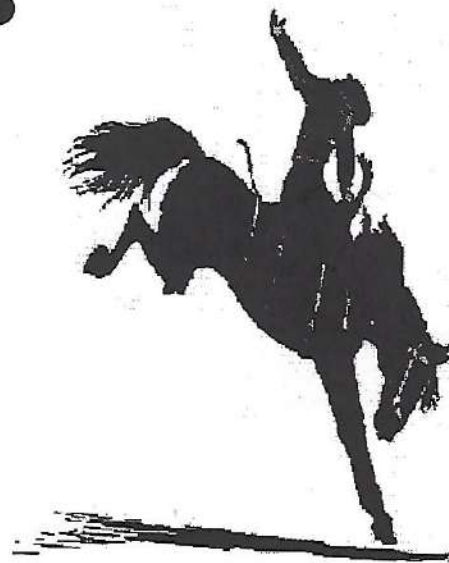
673-6342

AFTER HOURS CALL
673-9179 OR 628-2068

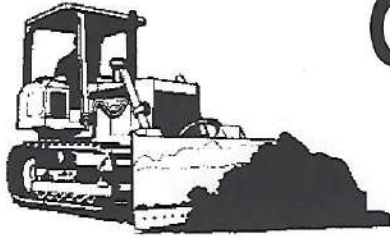
1150 E. 350 N. (exit 8, north exit, I-15) St. George



**Proud Sponsors
of the St.
George Lions
Dixie Roundup
Rodeo**



**Southern Utah's best
Country and fun!**



GONZALES GRADING & TRANSPORT SERVICE

Farrell Gonzales

General Engineering Contractor
Licensed in Utah, Nevada, Arizona & California

Home #: (435) 674-1059

Cell #: (435) 467-1059

Transport #: (435) 467-1061

Fax #: (435) 634-9970

1574 N. Dixie Downs #71 - St. George, Utah 84770

SCOTT WELCH

CUSTOM CONCRETE

PHONE (435) 628-6902 • CELL (435) 632-1935

St. George's Finest - All Amenities



SETTLER'S R.V. PARK

ST. George, Utah 84770
1333 E. 100 S.
Phone (435) 628-1624

Monthly - Weekly - Daily Rates



ST. GEORGE AUTOMOTIVE

AUTO & LIGHT TRUCK TRANSMISSION
REPAIR FOREIGN & DOMESTIC

DAVE & SAM JEPPSON
(435) 628-1669 • 1-800-899-2744



1323 W. SUNSET BLVD.

ST. GEORGE, UTAH 84770

RANDEE 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.

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

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

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

Fri-State Office Supply

"Home Of The Business Team"

36 East Tabernacle • St. George, Utah 84770

(435) 628-1653

UTAH TOLL FREE 1-800-634-2558

**CALL THE
RODEO COMMITTEE
TO PUT YOUR ADD
HERE IN 2001**

ST. GEORGE TOWING & RECOVERY, INC.

24 Hour Towing/Service
Light • Medium • Heavy Duty
1-800-345-4869
(435) 628-1222

UTAH • ARIZONA • NEVADA

643 South 1000 East • St. George, Utah 84770
SE HABLA ESPANOL



Bobcat • Backhoe • Concrete • Foundations
Commercial • Residential

Hoskins Construction

Mailing P.O. Box 1422
Shipping 1135 West 1130 North
St. George, Utah 84771

628-2775

Tracy Hoskins
Lic. #93-2552660-5501

EXCHANGE **PARTS** *Company*



320 West 1300 South
 Salt Lake City, Utah 84115
 (801) 485-2474 • (801) 485-3051
 FAX: (801) 485-3067

Flywheels Resurfaced
 Release Bearings • Balancing
 Custom Clutch Rebuild
 Foreign, Industrial & Tractor
 New Rhino Pac Kits



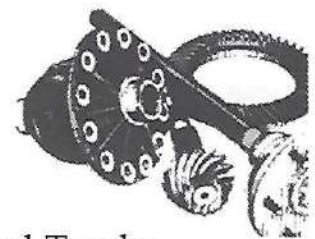
SIX STATES DISTRIBUTORS, INC.

Our Business Is To Support Your Business

- Driveline Repair • Driveline Balance
- Gears, Joints, Clutches & Brakes
- U-Bolts • Parts, Accessories & More

For All Makes And Models Of

4X4's RV's, & Mid-Size Thru Over-The Road Trucks



Store Hours:
 Mon-Fri 8 To 6
 Sat 8 To Noon



1-800-570-9620

673-9620

610 N Industrial Road - St. George

Toll Free

CasaBlanca

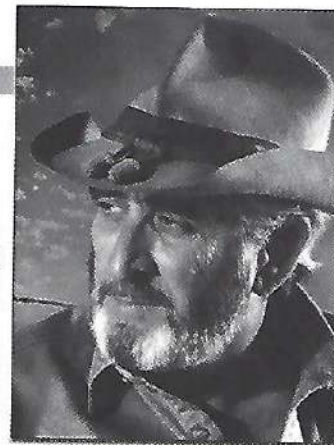
TOP HEADLINER ENTERTAINMENT

The CasaBlanca Showroom
also features
FREE COMEDY

every weekend with Top
Headliner Comedians
featured on MTV,
Comedy Central, Jay Leno
and David Letterman.



Glen Campbell
Nov 4th



Don Williams
Sept 22nd



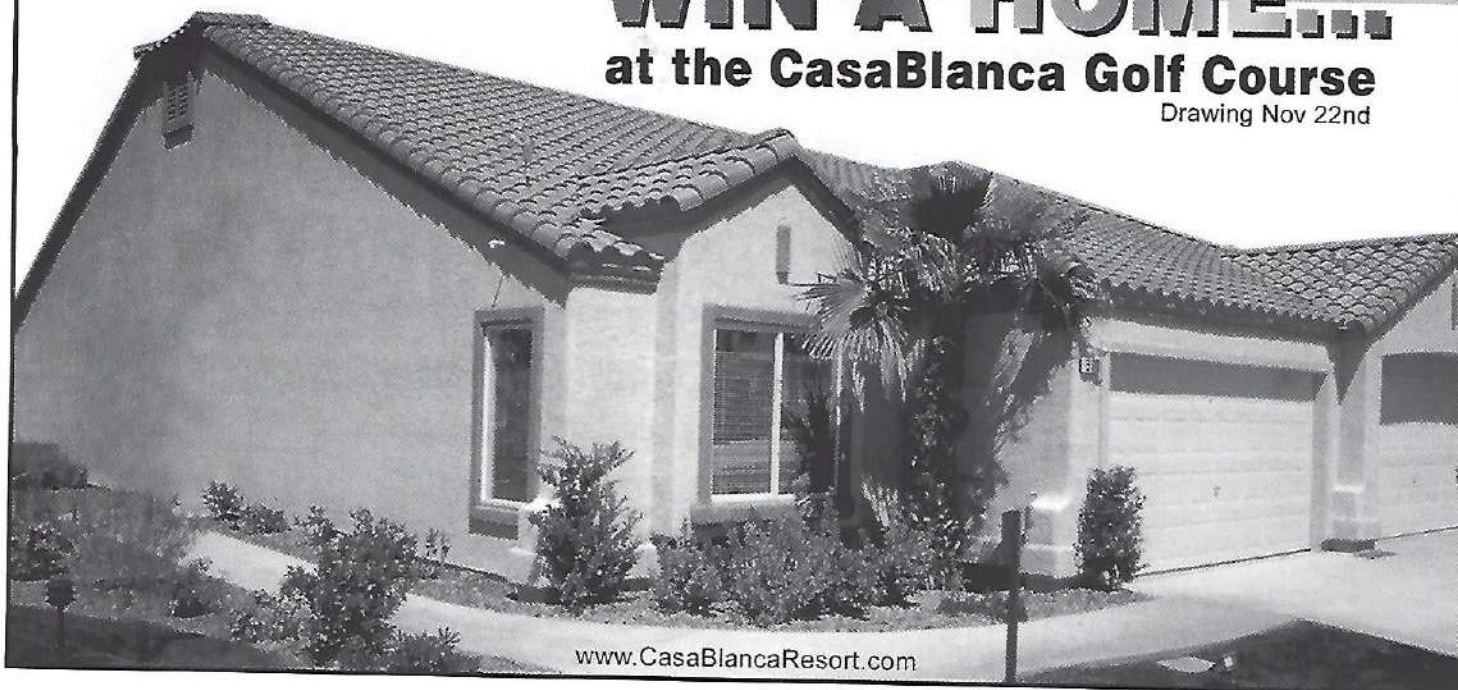
BJ Thomas
Dec 9th

CasaBlanca
HOTEL-CASINO-GOLF-SPA
MESQUITE, NEVADA
800-459-PLAY

WIN A HOME...

at the CasaBlanca Golf Course

Drawing Nov 22nd



www.CasaBlancaResort.com



Austin F. Anderson, CEO
License #98-358879-5501

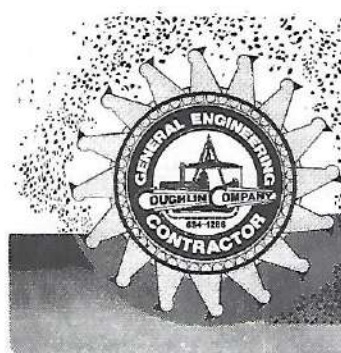
AJ CONSTRUCTION INC.
GENERAL CONTRACTOR
CONCRETE & CARPENTRY SPECIALISTS
"FREE ESTIMATES"

Phone (435) 628-2125

Fax (435) 628-3185

Mobile (435) 703-1034

1111 S. 1900 E. #2
Washington, UT 84780



Asphalt
100% Recyclable

COUGHLIN COMPANY

General Engineering Contractor
Specializing in Asphalt Rotomilling & Pulverizing

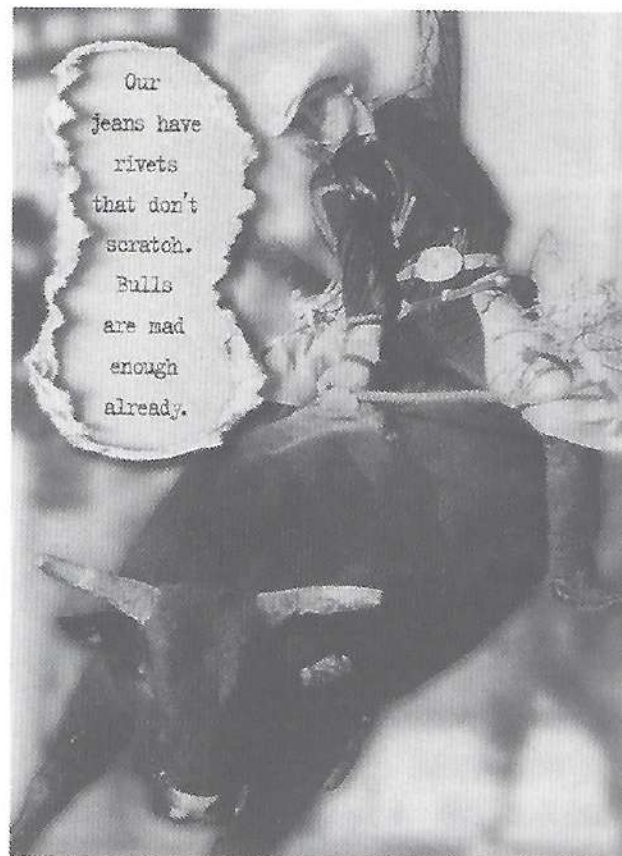
Visit us @ coughlincompany.com

Phone (435) 634-1266

Fax (435) 674-5119

Mobile (435) 703-1268

Licensed to serve you in
Utah, Nevada, Arizona
& California



*[Relaxed
Fit Jeans.]*



Cowboy Cut® Jeans

www.wrangler.com



The National Finals Rodeo

The National Finals Rodeo is a magic time in a magic town.

From its humble beginnings in the Texas dirt to a spectacular event staged before a packed house in Las Vegas and seen on television internationally, the National Finals Rodeo has become one of the biggest sporting events in the world.

Forth-one years ago, the legendary Casey Tibbs and some of his contemporaries had a dream. They wanted to hold a year-ending rodeo, matching the best cowboys against the best stock. The result of this dream is the Nation Finals Rodeo, where the top 15 cowboys in each event square off against rodeo's rankest horses and bulls in a 10-round, 10-day shootout where only the strongest survive.

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

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

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

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

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

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

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

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

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

stakes winner



LIKE A BEDUINO

si 102

1995 Gray Stallion

- Winner of the Dixie Downs Derby
- 3rd California Sires Cup Derby-RG2
- 3 Back to Back Wins
- Brother to 2 Graded Stakes Performers
- Outran such top stakes performers as FIRST WRANGLER si 103, \$95,805 (by 4 1/2 lengths); THE BAND PLAYS ON si 101, \$40,237, (by 1 length); HURRICANE KAREN si 100, Ntr (by 1 length); Chicks Fols Native si 96, G2 Fnl. (twice, once by 3 1/2 lengths); Jetguns si 103, G2 Fnl. (twice, once by 7 1/2 and once by 5 lengths), etc.

By Leading Sire **CHICKS BEDUINO** si 104 (\$412,099), *Champion* and multiple stakes sire with money earners of nearly \$11 Million.

Out of **LOOKIN LIKE THAT** si 101, dam of 100% ROMMoney Earners and 75% Winners/Stakes Performers. Full sister to Grade 1 Stakes Winner *Champion* **HOLD ALL TICKETS** si 101 (\$232,395), etc.

Retired Early Due To Injury

2000 Fee: \$1500 - Special Consideration to Approved Mares

Property of L. Tim Weeks & Sharon Bradshaw

BRADSHAW/WEEKS SUPER AUTO MART

1275 East Highland • St. George, UT 84770 • (435) 656-5551

Toll Free (888) 656-5551 • Fax (435) 656-1919

— *Beduino TB

Chicks Beduino si 104

— A Classy Chick si 89

— Band Of Azure si 98

Lookin Like That si 104

— Gigglin Boss si 96

B/W
Ranch, LLC

SPEEDHORSE

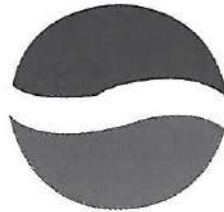
31

(435) 628-1592
Fax: (435) 628-4669

WEST PRESS

132 NORTH 300 EAST • ST. GEORGE, UTAH 84770

EXPERIENCE IT TODAY



**The
Joy of Cola™**

THE PEPSI BOTTLING GROUP OF ST. GEORGE



Wrangler Pro Officials

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

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

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

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

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

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

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

From The Past To The Present The Tradition Goes On

Year	No.	Lions President	Rodeo Chairman	Queen	Princess	Producer
1934		D.Eldon Beck				
1935	1	Marion Snow				
1936	2	Marion Snow				
1937	3	L.A. Porter				
1938	4	Rulon A. Snow		Helen Seegmiller		
1939	5	Dr. L. W. McGregor	Ezra McArthur	Addie Hammer		
1940	6	Wesley Nelson	Howard Cannon	Addie Hammer		
1941	7	Dr. A. W. McGregor	Brown Hail	Noma Andrus		Paul F. Hill
1942	8	Valentine McArthur	Brown Hail	Laura Lytle		Paul F. Hill
1943	9	Howard Judd	Duke Sutton	Maxine Bowler		Paul F. Hill
1944	10	Neil Lundberg	Ezra McArthur	War-No Queen		Slats Jacobs
1945	11	Irvin Milne	Dick Hammer	War-No Queen		Slats Jacobs
1946	12	Bert Milne	Lindau Foremaster	Barbara McMullin		Slats Jacobs
1947	13	Albert J. Webber	Brown Hail	Phyllis Foremaster		Slats Jacobs
1948	14	Ray Whipple	Brown Hail	Romona McMullin		Earl Hutchison
1949	15	Andy Pace	Ezra McArthur	Edna Gubler		Earl Hutchison
1950	16	Karl Hutchings	Anthony Atkin	Betty Jo Burgess		Ray Skinner & Morgan
1951	17	Lester Holcomb	Anthony Atkin	Margie Emmett		Earl Hutchison
1952	18	Marion Bowler	Anthony Atkin	Jean Craig		Andy Jauregui
1953	19	R.M. Reber	Roy Rencuf	Fawn Gubler		Ray Skinner
1954	20	Spencer Snow	Roy Rencuf	Lavell Bundy		Wilford Cline
1955	21	V. Loraine Cox	Bill Barlocker	Mary Ester Gardner		Wilford Cline
1956	22	Anthony Atkin	Bill Barlocker	Anna Laura Heaton		Wilford Cline
1957	23	Wayne B. Nuttal	Clayton Atkin	Caroline Dickerson		Wilford Cline
1958	24	Charles Picket	Clayton Atkin	Penny Hafen		Rosser & Pascoe
1959	25	K. J. Parkinson	Andrew Lytle	Judy McMullin		Rosser & Pascoe
1960	26	Jim Lundberg	Andrew Lytle	Ruth Ann Hafen		Rosser & Pascoe
1961	27	Ray Garner	Bernard Seegmiller	Carma Jean Staheli		Rosser & Pascoe
1962	28	Lindau Foremaster	Marion Bowler	Mary Ann Reber		Ray Kohrs
1963	29	J. Andrew Holt	Marion Bowler	Jeri Lynn Snow	Gai Reber	Cotton Rosser
1964	30	L. Bard Blackham	Dean Gardner	Helen Holt	Carmen Iverson	Cotton Rosser
1965	31	Wayne Whitehead	Dean Gardner	Gai Reber	Marita Hunt	Cotton Rosser
1966	32	Albert M. Stratton	Karl Hutchings	Carmen Iverson	Shirlee Esplin	Cotton Rosser
1967	33	Joe Hutchings	Karl Hutchings	Sandra Staheli	DeAnn Sorenson	D. A. Kerby
1968	34	Clayton Atkin	Bard Blackham	Shirlee Esplin	Sherilynn Riggs	D. A. Kerby
1969	35	Afton Ence	Bard Blackham	Nyla Jean Bundy	Louise Gardner	D. A. Kerby
1970	36	Dick Miles	Harry Lundin	Randy Beatty	Debbie Staheli	D. A. Kerby
1971	37	Doyle Sampson	Harry Lundin	Marita Hunt	JoAnn Hoyt	D. A. Kerby
1972	38	Dwane Esplin	Gerald Holt	Georgette Bracken	Tamara Staheli	D. A. Kerby
1973	39	Andy Lytle	Gerald Holt	Louise Gardner	Michelle Maxfield	D. A. Kerby
1974	40	Joe Empey	Dwane Esplin	Sharlene Squires	Julie Herman	D. A. Kerby
1975	41	Gerald Holt	Dwane Esplin	Valorie Holt	Cindy Welch	D. A. Kerby
1976	42	George M. Jay	LaVar Foremaster	Tamara Staheli	Eva Dawn Larson	D. A. Kerby
1977	43	Chuck Horlacher	LaVar Foremaster	Julie Herman	Tammy Minnear	D. A. Kerby
1978	44	LaVar Foremaster	E.J. Foremaster	Valorie Hunter	Windy Foremaster	D. A. Kerby
1979	45	Nels Fenton	E. J. Foremaster	Muriel Esplin	Francine McLeese	D. A. Kerby
1980	46	Joe Bowcut	Earl Thompson	Shannon Crosby	Kari Anderson	D. A. Kerby
1981	47	Ronald Knell	Earl Thompson	Lisa Wallis	Lisa Lytle	D. A. Kerby
1982	48	Wallace Mathis	Don Randall	Cindy Welch	Natalie Staples	D. A. Kerby
1983	49	Bill Bringham	Don Randall	Tiffany Staples	Laurie Hafen	D. A. Kerby
1984	50	Jerry Parker	Judd Burgess	Lisa Lytle	Liberty Iverson	D. A. Kerby
1985	51	Tom Joy	Judd Burgess	Gia Andrus	Kelle Peterson	D. A. Kerby
1986	52	Hal Norton	Rod Orton	Jennifer Romney	Susette Gubler	D A & Bud Kerby
1987	53	David L. Limbacher	Rod Orton	Ande Andrus	Lynette Iverson	D A & Bud Kerby
1988	54	Gerald Cox	Jerry Parker	Stacy Jo Pate	Emilee Lott	D A & Bud Kerby
1989	55	E. J. Formaster	Jerry Parker	Susette Gubler	Tressa Simpson	D A & Bud Kerby
1990	56	Bill Hickman	Dean Jones	Emilee Lott	Jody Spilsbury	D A & Bud Kerby
1991	57	Lewis Bowler	Dean Jones	Julie Larsen	Natalie Young	D A & Bud Kerby
1992	58	Doug Mittleberger	Ken Thompson	Ginger Andrus	Katie Gardner	D A & Bud Kerby
1993	59	Verl Milne	Ken Thompson	Jessica McArthur	Tina Branham	D A & Bud Kerby
1994	60	Steve Holt	Hal Norton	Natalie Young	Lainee Bowler	Bud Kerby
1995	61	Con Dominguez	Hal Norton	Katie Gardner	Haylee Brown	Bud Kerby
1996	62	Bill Condie	Chuck Bentley	Tina Branham	Jessie Branham	Bud Kerby
1997	63	Bill Warren	Chuck Bentley	Lyndsey Frei	Shaylee Snow	Bud Kerby
1998	64	Dorrel Booth	Bud Branham	Kodi Balen	Lindsey Reber	Bud Kerby
1999	65	Don Randall	Bud Branham	Lainee Bowler	Allene Wright	Bud Kerby
2000	66	Chuck Bently	Gary Allred	Lynsey Reber	Lacy Snow	Bud Kerby

1935 to 1937 Rodeo was held on Armistice Day

1938 First Rodeo was held in September

1940 First night rodeo was held

1945 Rodeo was sanctioned by the Rodeo Cowboy Association

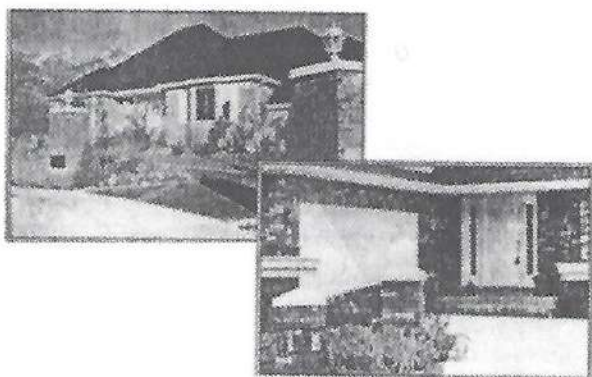
1947 First Rodeo held in the Sunbowl

There have been only 16 girls that have been Princess and then Queen for the Rodeo



PACIFIC SUPPLY

845 North Red Rock Rd.
St. George, Utah 84770
(810) 628-3618



(801) 628-3618

Distributors of ...

- Roofing
- Masonry Products
- Drywall
- Insulation

ROOFERS' CHOICE

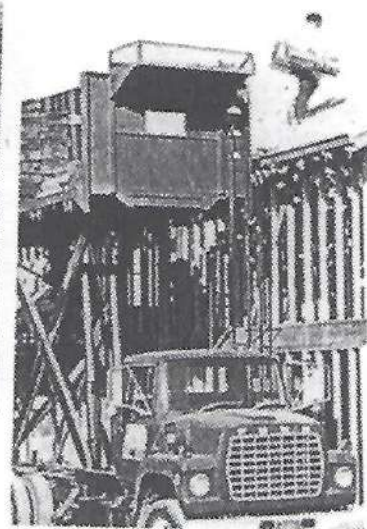


MonierLifetile



FEATURING ROBINSON BRICK

ROBINSON
BRICK
COMPANY



A fleet of trucks and staff to fulfill the masonry, roofing, insulation, wallboard and waterproofing materials needs of Southern Utah.



**PACIFIC
SUPPLY**

845 North Red Rock Rd.
St. George, Utah 84770
(810) 628-3618

We're more
than a newspaper, we are
your media partner.



SPECTRUM 
A Marketing and Communications Company

www.thespectrum.com

275 E. St. George Blvd. • St. George, Utah 84770

(435) 674-6228



PROCOM

The PRCA's Central Entry System

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

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

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

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

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

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

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

Serving Southern Utah Since 1982

Utah Contractors License

94-270732-5501

K.C. ALUMINUM, L.C.

"Where Quality Comes First"

Steel * Aluminum & Vinyl Siding * Custom Doors & Awnings & Shutters
Soffit * Fascia * Raingutter * Specialized Vents

Owner: Kenny Blake

Home (435) 628-6572 Cell (435) 680-1545

1253 East Chokeberry Dr.

St. George, Utah 84770

ZION Orthopaedics



David S. Jesevar, M.D.

- Total Joint Replacement
- Sports Medicine
- Arthroscopy
(Shoulder, Elbow, Wrist, Knee, & Ankle)
- Fractures & Broken Bones
- Carpal Tunnel
- Arthritis (Surgical & Non-Surgical)
- Foot & Ankle Surgery
- Osteoporosis
(Prevention / Diagnosis / Treatment)

David S. Jesevar, M.D.

Diplomat - American Board Of
Orthopaedic Surgery

Fellow - American Academy Of
Orthopaedics Surgeons

K.C. Hafen, PA-C

1-888-81-JOINT

(435) 688-011



**1791 East 280 North Suite 200
St. George • UT 84790**

Appointments Available in Mesquite, Ely & Kanab

STEER WRESTLING

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

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

That sounds simple enough.

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

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

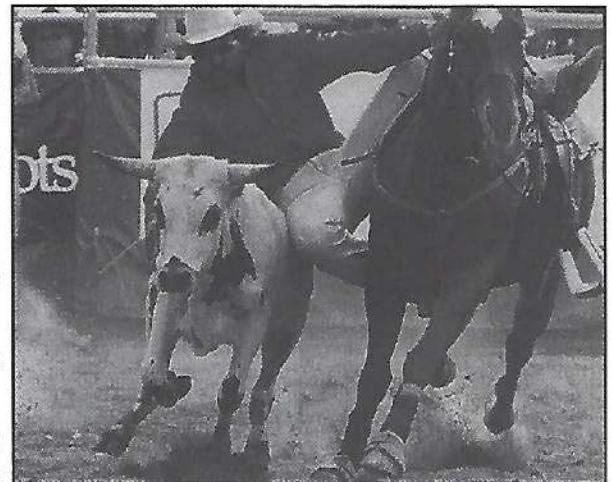
As with calf ropers and team ropers, the bulldogger starts on horseback in a box. A breakaway rope barrier is attached to the steer a head start that is determined by the size of the arena. When the steer reaches the advantage point, the barrier is released and the bulldogger takes off in pursuit. If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

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

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

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

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



SADDLE BRONC RIDING

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

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

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

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

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

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

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

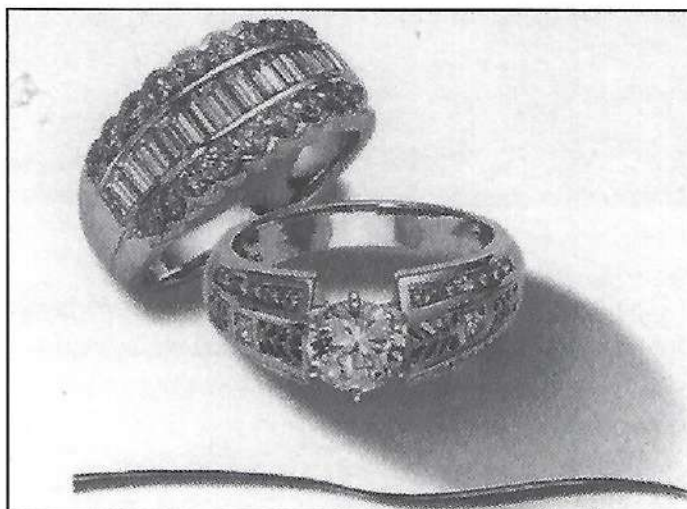
While a bareback rider has a rigging to hold onto, the saddle bronc rider has only a thick rein attached to his horse's halter. Using one hand, the cowboy tries to stay securely seated in his saddle. If he touches any part of the horse or his own body with the free hand, he is disqualified.

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

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



Experience our Expertise



*The
Milne
Jewelry Co.*

The name you've trusted since 1951

43 East St. George Boulevard 673-7233
807 South Bluff Street 628-7233
www.milnejewelry.com



A WHOLE NEW ERA OF PETS SUE'S PET CASTLE

All Breed Grooming, Pets & Pet Supplies,
Exotic Birds Tropical & Salt Water Fish, Reptiles,
Aquarium Supplies & Living Reef Systems

Where price, Selection & Service Count

695 NO. BLUFF #C
ST. GEORGE, UT. 84770

435-673-6617
FAX 435-674-7678

Earrings & More & Tattoos 4 U

Fashion Jewelry, Body Jewelry, cosmetics, clocks, Candles, & gift items.
Body Piercing, Tattoos & Permanent makeup now available.

695 North Bluff #A • St. George, Utah 84770



DIXIE DIESEL

**SERVING & TOWING
IN BUSINESS SINCE 1955
LARGE INVENTORY OF PARTS**
ENGINES • TRANSMISSIONS
OVERHAULS • REPAIRS
BRAKES • ELECTRICAL



TRUCK WASH & LUBE BAY
24 HOUR TOWING

1131 Highland Dr.
After Hrs. Call 673-6516

673-3566



TEAM ROPING



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

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

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

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

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

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

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

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

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

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

THE FACTS CONCERNING THE CARE AND TREATMENT OF PROFESSIONAL RODEO LIVESTOCK

WHO TAKES CARE OF THE ANIMALS?

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

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

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

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

HOW DOES THE PRCA ENSURE THAT ITS ANIMALS ARE HEALTHY?

Animals used in professional rodeo competition are top athletes.

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

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

HOW OFTEN ARE RODEO ANIMALS INJURED?

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

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

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

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

is virtually unheard of at PRCA rodeos.

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

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



DO RODEO COWBOYS USE SPURS DURING ARENA COMPETITION?

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

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

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



WHAT IS A FLANK STRAP?

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

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

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

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

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

BIG O TIRES®

BRAKES • SHOCKS • STRUTS • WHEELS • ALIGNMENTS • TIRES



BIG O TIRES
GOODYEAR
MICHELIN®
BFGoodrich®
UNIROYAL
DUNLOP

Independently Owned & Operated
Express Lane Service - No Long Waits!



NATIONAL INSTITUTE
 FOR AUTOMOTIVE SERVICE
 EXCELLENCE CERTIFIED
 MECHANICS

NO MONEY - NO PROBLEM
 Instant Financing Available O.A.C.



ST. GEORGE #1
 435
628-4404
 825 E. St. George Blvd.

ST. GEORGE #2
 435
628-6404
 1055 S. Bluff

ST. GEORGE #3
 435
634-1800
 1732 W. Sunset Blvd.

ST. GEORGE #4
 435
586-4200
 721 S. Main

Over 400 Stores in U.S. & Canada

ALL BIG O BRAND TIRES INCLUDE:

- FREE Road Hazard Warranty with FREE Replacement*
- FREE Mounting & Balancing
- FREE Rubber Valve Stems
- FREE Flat Repair Service
- FREE 5,000 Mile Rotations
- FREE Rebalancing
- FREE Air Pressure Checks

See Store for Complete Warranty Details

BAREBACK RIDING

Bareback riding is a tough way to make a living!

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

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

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

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

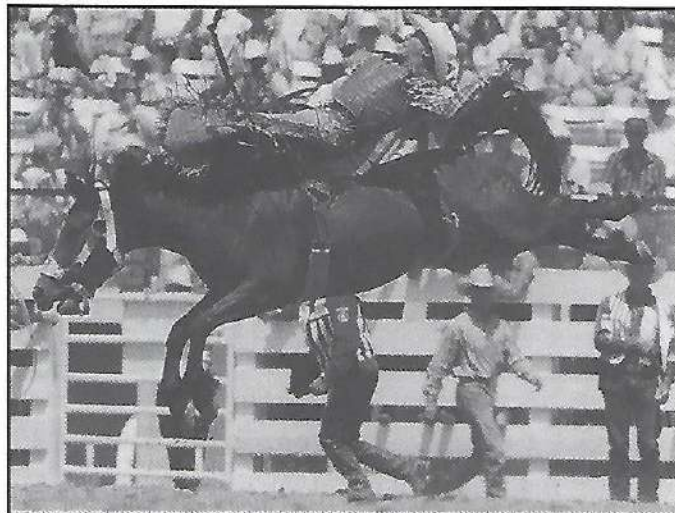
To stay aboard the horse, a bareback rider uses a rigging made of leather and constructed to meet PRCA safety specifications. The rigging, which resembles a suitcase handle on a strap, is placed atop the horse's withers and secured with a cinch.

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

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

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

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



Howdy, Partner.



We reckon you're in this business for one thing - to be the best. We are too, but we succeed only when you do. That's why we've gathered up the best purchase package you'll find. CAT provides the world's most dependable equipment and Wheeler's sales and service team gives you the support, solutions, and strength you'll need to herd in more jobs.

St. George Location: 653 North 3050 East



Contact us at www.wheelermachineryco.com or 1-435-634-9904 to find out how Wheeler Machinery is your Most profitable solution

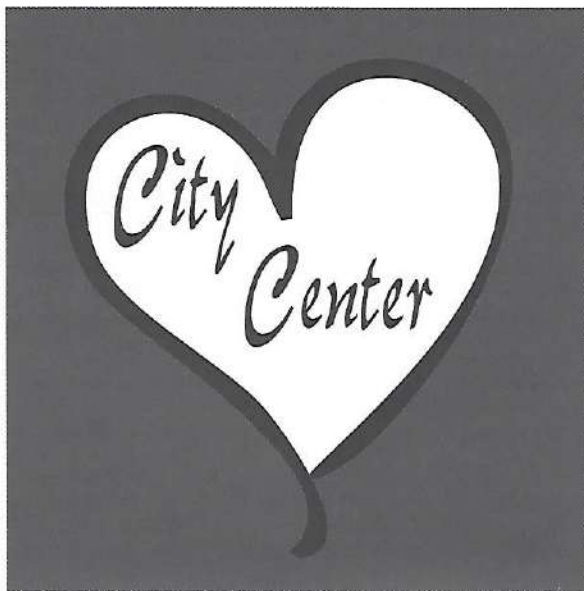


Budweiser

BALD EAGLE BEVERAGE COMPANY

City Center

THE ORIGINAL SHOPPING CENTER IN DOWNTOWN ST. GEORGE



- Bateman Pharmacy
- BARGAIN SHOPPE
- CHECK POINT ONE RENTALS
- REBER INVESTMENT CORP.
- Dixie Bowl & Recreation
- Appliance Specialists
- Dr. John McArthur

Come Visit The Square With A Heart



"Local Stores for Local People"

CALF ROPING

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

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

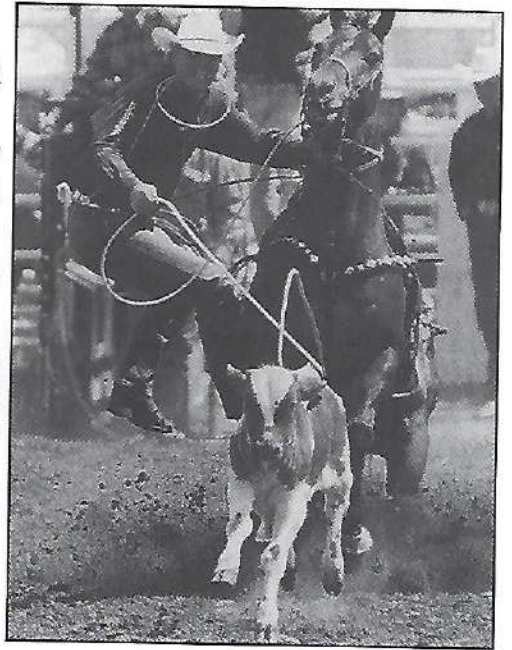
As the sport matured, being a good horseman and a fast sprinter became as important to the competitive calf roper as being quick and accurate with a rope.

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

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

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

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



BEEHIVE RENTAL

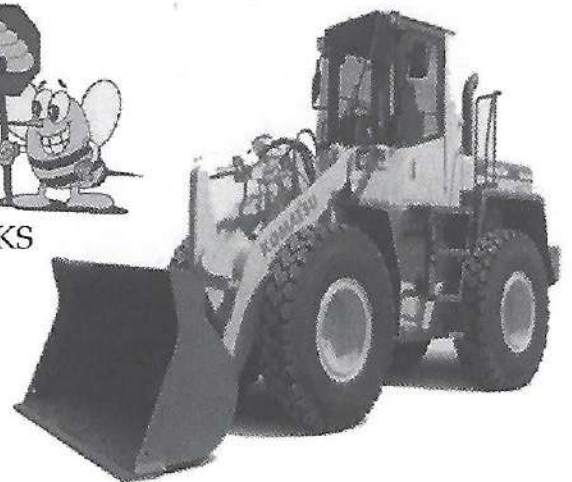
The Smart Way To Get Things Done.



- TRENCHERS
- UNLOADER
- DUMP TRUCK
- WATER TRUCK
- BACKHOES
- LOADERS
- SIGNS & BARRICADES

- HORSE TRAILERS
- WATER STAND TANKS
- MOTOR MIXERS
- WOOD CHIPPER
- GENERATORS
- WATER TRAILERS

WE DELIVER & PICK UP



Komatsu

1-435-628-6663

www.beehiverental.com

Your Local Owned And Operated Rental YARD

**1175 Highland Dr.
St. George, Utah**

Washington County's only locally owned hometown bank.

**Real Estate
Department
Head**



PROFESSIONAL

STACI NAY was born and raised in St. George and received her bachelors degree in Business Administration from Southern Utah University. Since 1990, Staci has put her years of education to work by providing her real estate customers a professional climate. When you are ready to work with a true qualified professional to offer FHA, VA and Conventional loan deals, look no further than Staci Nay.

Professional in all aspects of real estate lending.

Each depositor insured to \$100,000
FDIC
FEDERAL DEPOSIT INSURANCE CORPORATION



**Equal
Housing Lender**



THE VILLAGE BANK

"Small Enough To Care - Large Enough To Serve"

94 East Tabernacle • 674-5200



The World's Best.

KENWORTH SALES CO. INC.
142 WEST INDUSTRIAL DRIVE
WASHINGTON, UTAH 84780
1-888-691-1600
1-435-688-8000

STRIVING TO MEET ALL YOUR PARTS NEEDS FOR CLASS 7 & 8 TRUCKS.

"BUSINESS GOES WHERE IT IS INVITED AND STAYS WHERE IT IS WELCOME"



BULL RIDING

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

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

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

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

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

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

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

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

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

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



Kickin' FM

92.5/102.3

Utah's 10 in-a-row Country



FOX 13
KDLQ ST. GEORGE

NBC 3
ST. GEORGE, UTAH

Kickin' FM
Utah's 10 in-a-row Country

B 94.9
96.7
Today's Hit Music

KBRE-AM
Magic 940

KSUB
TALK Radio 590 AM

628-0484

MR
MEDIA GROUP



WINKEL DISTRIBUTING

225 East 400 South
Richfield Ut. 84701
(435) 896-6368

ITS BEAUTY WILL LAST FOR AGES.

The chance to live here won't.



CORAL CANYON

18-Hole Championship Golf Course Opens September 16th, 2000
integrated Walking & Biking Trail System - Parks - Schools
Wide Open Spaces
Charming Home Designs - Village Square & Marketplace

Models starting in the low 100's Call 435.688.1500 for more information.
Located 8 miles north of St. George
at I-15 & Scenic Byway 9 (Exit to Zion National Park).



St. George

Paul Argyle
Leon Maxwell
Jack Raleigh
Larry Lister

Washington

Kress Staheli

Hurricane

Micah Gubler
Kerry Gubler

Kanab

Barry Judd
Jeff Yates

Cedar City

Zelda DeMille
Roger Olcott
Paul Haider

Richfield

Dan Cranney

Fillmore

Josh Cranney

Gunnison

Carolyn Brock
Steve Olsen

Mt. Pleasant

Tom Dyches

Payson

Doug Judd

Spanish Fork

Randy Tuckett

Provo-Orem

Ralph Benson
Zack Orton
Doug Orton
Tom George

Santa Clara

Dave Pettigrew

District Manager

Jim Lundberg



ST. GEORGE LION'S

WOULD LIKE TO TAKE THIS OPPORTUNITY TO THANK
ALL OF OUR MANY SUPPORTERS AND FRIENDS. ALL OF YOU
MAKE OUR ANNUAL LION'S DIXIE ROUND-UP
A TREMENDOUS SUCCESS!

THANK YOU!

SPECIAL THANKS

- Dr. Max Brinkerhoff • Tammy Holyoak • Connie Bowler • Marv Jones • Stan Jones
- Mc Donalds • Newby Chevron • Gai & Randy Bowler • Dan McArthur • Revella Bean
- Dallas Mangum • AA Callister • City of St. George • St. George Police Dept. • Raymond Schmutz
- St. George Parks & Recreation • St. George Street Dept. • Corral Hills Motel • Kony Radio
- First Security Bank • Jolleys Western Wear • Washington County Search & Rescue • I.F.A. • Colorland Photo • Sherry Lu Shelley • Gold Diamond Ranch • Corry Jones • Bobbie Saige Allred
- Washington Co. Travel & Convention Bureau • Lady Lions • Painters Sun Country Dodge • DeeDee Rahde
- The Spectrum • West Press • PRCA Cowboys • Wrangler Sports Medicine • Lee & Valorie Snow
- Wrangler Jeans • Dodge Truck • VFW • Coyote Country • Joan Randall • Scott & Terra Reber
- M.B. Media • Wheeler Machinery • Utah National Guard

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

SPONSOR:

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

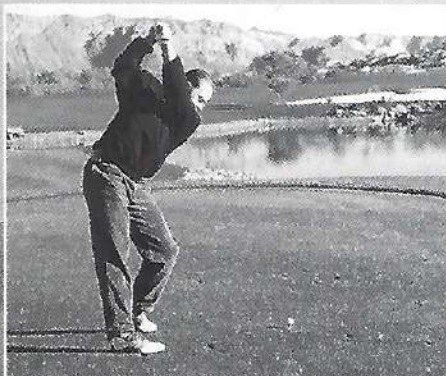
PARTICIPATE IN:

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

DONATIONS TO:

- Lions Eye Bank (Sight First) • Utah Eye Bank • Leader Dogs for the Blind
- Washington County Foundation • Dixie College Scholarships • Dixie High Jetettes
 - Local High Schools Scholarships • Dove Center • Lights for Life • FHA-FFA
 - Dixie Little League • American Legion Team • Boys and Girls State
- High School Rodeo Clubs • Quest Best • Eye Glasses for Kids • Diabetes Program
- Needy Individuals • Leeds Cemetery Project • Lions Clubs International Foundation
 - Washington Co. 4-H • And many other community activities

A Unique Spirit of Community Pride!



St. George

Since it was founded more than 130 years ago, St. George has been built on a distinct tradition of community pride. That spirit of volunteerism, civic-mindedness and concern about the future was evident in the first structures erected here, and is still beautifully illustrated in the building and activities of today. Culture, quality entertainment, and sports activities have been a priority from the beginning.

The City of St. George is actively involved in maintaining and building on this tradition of community pride through such initiatives as the Downtown Historic District, the annual Arts Festival, the St. George Marathon, the sports programs of the Leisure Services Department, and numerous other programs.

As the City continues to grow, we are committed to help maintain that unique spirit of community pride that has always been a part of St. George.

CALL FOR MORE INFORMATION:

(435) 634-5800

www.ci.st-george.ut.us

MAYOR, DANIEL D. MCARTHUR • CITY MANAGER, GARY S. ESPLIN

CITY COUNCIL: ROD ORTON, BOB WHATCOTT, SHARON ISOM, SUZANNE ALLEN, LARRY GARDNER