

California Rodeo Salinas

2014 MEDIA GUIDE



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MEDIA SERVICES & PROCEDURES

Welcome to the 2013 California Rodeo Salinas.

This 4-day event has many feature attractions, events & services to make your coverage exciting.

Rodeo location: Salinas Sports Complex * 1034 N. Main Street * Salinas, CA 93906

Media Services

Media Booth _____	West side of arena, behind Crown Royal Saloon
Regular Hours _____	9:00 am to 9:00 pm
Telephone _____	Administrative Office: (831) 775-3100
Fax _____	(831) 757-5134
Website _____	www.carodeo.com
Marketing Manager _____	Mandy Linquist
Marketing Manager _____	Office: (831) 775-3102
Marketing Manager _____	Cell: (831) 809-4006
Email _____	mllinquist@carodeo.com
Marketing Assistant _____	Tracy Hinson
Email _____	thinson@carodeo.com
Telephone _____	Office: (831) 775-3107

Media Credentials and Important Access Info

A *Media Credentials* Form must be submitted in advance of Rodeo dates and verification of assignment obtained by Marketing Manager before credentials will be issued. The Media Credentials Request form may be downloaded from carodeo.com under "news & media." The form must be submitted by July 10th.

Media Credentials and parking passes can be picked up on Wednesday, July 16th for the PBR and starting Thursday, July 17th, for the Rodeo at the Rodeo Office from Marketing Assistant, Tracy Hinson, each day of Rodeo with presentation of photo I.D. Rodeo Office is located at the South end of the Complex near the intersection of N. Main and Iris.

Media Parking will be in Lot A (enter off of Maryal Drive) north end of complex. See MAP on pg. 7

Only those bearing **Media Passes** will be permitted access to General Rodeo Grounds. Only those bearing a **Chute Pass** badge will be permitted behind the chutes and in the photography pit on arena floor. All access arrangements must be made with the Marketing Manager. News film crews may enter through Maryal Drive entrance and must have prior consent and proper parking credentials to park in the in-field near Crown Royal Saloon. A camera platform has been erected in front of Crown Royal Saloon for news film crew's use, as well as on the north end of the bucking chutes. The latest news, events, schedule or event changes, etc. will be available in the Media Booth (behind Crown Royal Saloon).

Interviews:

All interviews with Rodeo President and/or Directors, Miss California Rodeo, contestants, and performers must be arranged with Mandy Linquist or Tracy Hinson in advance. Last minute interviews cannot be guaranteed and media are asked to respect the limited time and manpower of the marketing staff and the cowboys before and after competition. A Spanish speaking spokesperson will be available to Hispanic media services for interviews with 48 hours notice.



2014 California Rodeo Salinas, July 17-20

PBR: See www.carodeo.com for link to PBR Request Form.

You must possess a PBR media/photography card to photograph the PBR July 16.

Media Outlet Name: _____

Check one:

Newspaper:_____ Radio:_____ Television:_____ Internet:_____ Photographer:_____

Other: _____

Name of Contact Person: _____

Email Address: _____

Street Address: _____

City/State/Zip: _____

Contact Phone No.:_____ Fax No.:_____

***TV trucks & vehicles need special passes and arrangements for parking live trucks. This must be made at least 1 week prior to rodeo. Space is limited.

Have you covered the California Rodeo in the past: circle one **Yes** **No**

Which year(s):_____

Please list name and title of individuals requesting credentials:

NAME/ TITLE

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

(Additional names can be added upon special request)

CREDENTIAL PICK UP: Badges will need to be picked up at the California Rodeo Salinas Office at 1034 N. Main Street in Salinas. They will not be mailed due to security reasons. Media members will also be required to sign a release form before having access to the rodeo grounds.

PBR Pick Up: July 15 & 16

Rodeo Pick Up: Thursday morning July 17

Please indicate which days you will be covering the rodeo:

All Days or (check individual performances):

Thursday- July 17

Friday- July 18

Saturday- July 19

Sunday- July 20

DRESS CODE: MANDATORY Attire for Chute access or Pit access is cowboy hat or no hat at all, long sleeve shirt, jeans, cowboy boots or other closed toed shoes; Other Areas-long sleeve shirt, pants/ jeans,

close-toed shoes (NO tennis shoes).

NO ARENA access if you are not a PRCA photographer.



**Please note any special needs/requests:
(Electrical or computer hookups, etc.)**

--

MEDIA BOOTH: All media should check in at the media booth daily. There will be refreshments available and this is a great spot to conduct interviews with the athletes. A map of the media booth will be included in your credentials packet.

****Please let us know if you have any specific news coverage needs/location needs/interviews, ideas for stories, etc., that we can help set up for you. We will have a list of entrants by July 8th.**

**Please list name and e-mail address if you want to receive
California Rodeo press releases via e-mail:**

Name	e-mail Address

**REQUEST FORMS FOR PBR & RODEO MUST BE RECEIVED BY
THE CALIFORNIA RODEO BY JULY 10TH**

Fax this form to:

Attn: Mandy Linquist - Press Credentials

Fax (831) 757-5134

Mail it to:

2013 California Rodeo Salinas Press Credentials

Attn: Mandy Linquist

P.O. Box 1648, Salinas, CA 93902

or E-Mail it to: MLINQUIST@CARODEO.COM



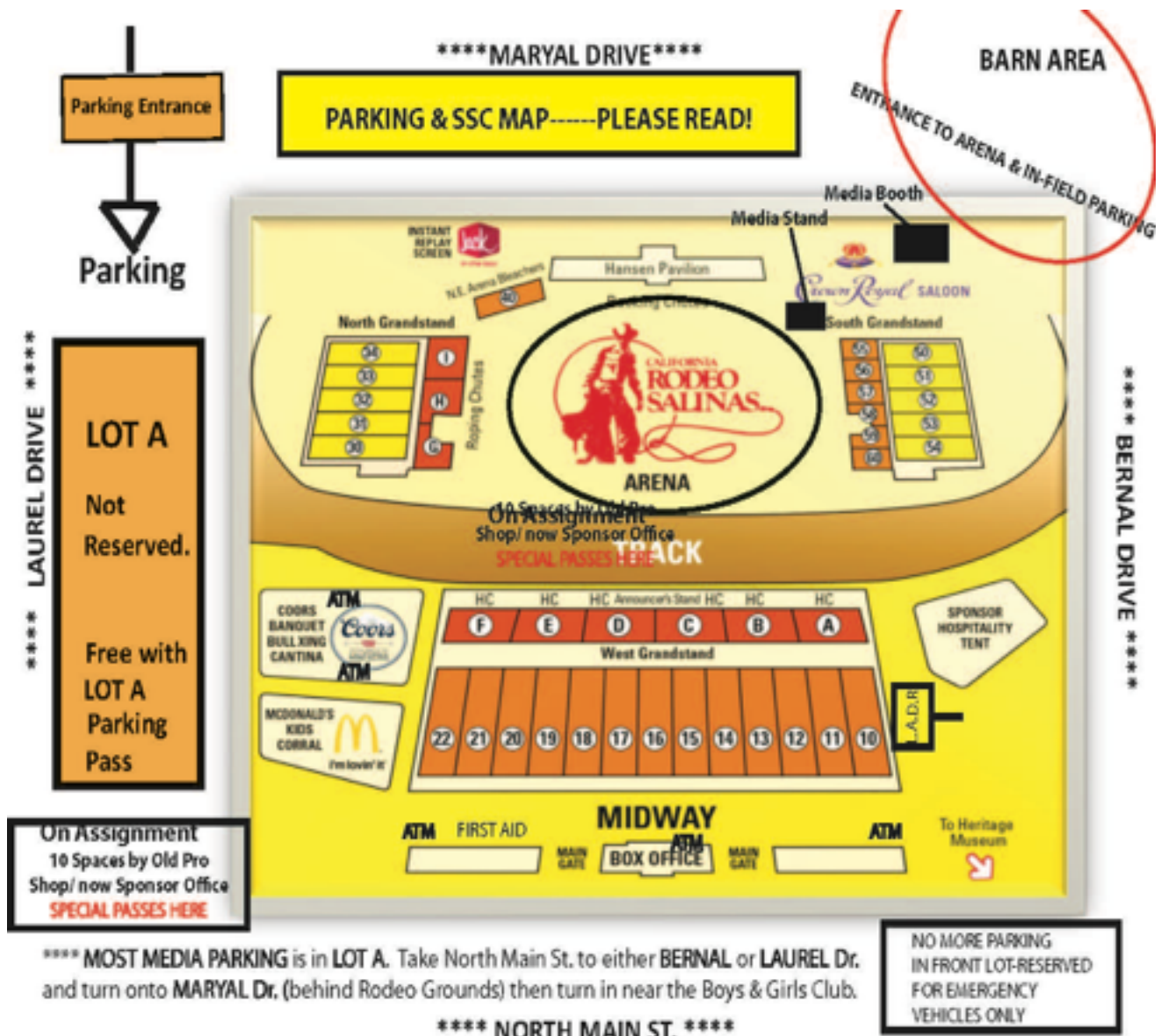
SPECIAL NOTES FOR MEDIA 2014

- ***Please give proper photography credits with the use of any photos in the Media Guide or provided on the thumb drive from the California Rodeo Salinas. Photographers name is included in the title of the photo file. Please call Tracy Hinson at 831-775-3107 or email her at thinson@carodeo.com with any questions.
- ***Dress code will be strictly enforced behind the chutes and in the arena this year; no baseball caps, either a cowboy hat or no hat.
- ***Shots you don't want to miss: Produce mascot race Friday night and the kids stick horse race Thursday during the rodeo performance. Catch Cowboy Kenny's Steel Rodeo Tour on the track during every rodeo performance!

**REQUEST FORMS FOR PBR & RODEO MUST BE RECEIVED BY
THE CALIFORNIA RODEO BY JULY 10TH**



MEDIA: GENERAL PARKING MAP





CALIFORNIA RODEO SALINAS

GROUNDS MAP





PRCA MEDIA GUIDELINES

NOTE: The following guidelines govern media covering PRCA events, as well as those co-sponsored and approved by the association. All media must review these guidelines. Failure to adhere to these guidelines may, at the discretion of the PRCA and/or the respective rodeo committee, result in forfeiture of media credentials and an immediate escort from the premises, as well as refusal of accreditation for future events. Unless specified otherwise, journalists and media are general terms for print, electronic, television, Internet and photo journalists.

General Media Guidelines and Regulations

- * Credentials are distributed on an as-available basis to journalists of recognized news outlets who are on assignment to cover the event and/or the PRCA. Journalists must represent recognized daily or weekly newspapers; news services; recognized publications and outlets that regularly cover rodeo; recognized national/regional radio and television networks; local radio and television stations; and/or recognized Internet sites. In each case, this determination is at the sole discretion of the PRCA and the respective rodeo.
- * Accreditation badge must be worn at all times. Freelance journalists and photographers must provide proof of assignment to be considered for accreditation. Freelance photographers must sign a form agreeing that the images they take will only be used for that specific publication and for that specific story - they cannot be sold over the Internet or used in any other way.
- * Credential applications and approved credentials to cover individual PRCA rodeos are available through each individual rodeo. Media credentials should be requested well in advance of the rodeo.
- * Security checkpoints and procedures have been implemented in the interest of safety for everyone. Accredited media are expected to cooperate with the procedures and requirements implemented for access to the media, photographer and broadcast areas. Media access will vary by rodeo, and the media rules of the respective rodeo must be followed.
- * Contestants may be available for interviews after they compete.
- * Many of the individuals staffing media areas are volunteers, and accredited media and broadcasters are expected to treat them with courtesy and respect.



- * Where provided (the Wrangler NFR, Justin Boots Playoffs, Justin Boots Championships and other major rodeos), the media workroom and other media areas are the workplaces for accredited media. To ensure a positive working environment for all, please avoid making excessive noise in working areas; do not leave belongings in the common work area overnight; and dispose of unwanted papers, etc., to assist in keeping the area neat. A media workroom is not a gathering place for staff and volunteers.
- * Each individual is responsible for his/her personal property. The PRCA and/or the local rodeo committee are not responsible for thefts or damage to personal items.
- * Media access to contestant dressing and warm-up areas is regulated by the respective rodeo.

Television, Radio and Internet

- * The PRCA owns the rights to originate live, play-by-play coverage from the rodeo grounds, and in many instances, these rights may have been awarded to a broadcast or cable network and/or an Internet provider. Subject to limitations, local radio, television stations, networks and Internet providers who were not specifically granted those rights are nonetheless encouraged to cover PRCA events with the following limitations.
- * The PRCA retains all rights to the filming, taping, recording in any media now or hereafter known, still footage/ photography, radio or television broadcasting or reproduction in any manner or form thereof of any PRCA-sanctioned event. The only exception is coverage for local, regularly scheduled newscasts. Any nonlocal news outlets must first get approval from the national PRCA office and the local rodeo before they can shoot footage at any PRCA-sanctioned rodeo.
- * Some rodeo rounds are televised, and for those sessions, access may be limited.
- * Any TV/radio broadcaster who does not comply with the above regulations will, without warning, have his/her accreditation withdrawn for the remainder of the rodeo and may be banned by the PRCA from covering future events
- * For local, regional and national TV news coverage, video of PRCA rodeos shall not exceed three minutes in length in the daily aggregate and must be part of a regularly scheduled newscast. Only prerecorded footage may be included in these reports. The outlet may not purport to show live play-by-play coverage from a rodeo unless approved in advance by the local rodeo and the PRCA
- * Local credentialed TV outlets may broadcast live from the rodeo grounds, as long as the broadcast does not include footage from inside the arena (which is covered above).
- * The use of tripods is limited, based on available space.
- * Television cameras are not allowed on the arena floor, with the exception of the TV network covering the event.



- * The PRCA owns the rights to all recorded coverage of its rodeos, whether it airs on a national, regional and/or local network. such television outlets will provide the PRCA with copies of their coverage upon request.
- * Radio and Internet (audio or video) coverage may not purport to be live play-by-play from the rodeo unless this capacity has been approved and arranged in advance with the local committee and the PRCA.

General Photography Guidelines

- * Only PRCA-accredited photographers are allowed to shoot in the arena. The only exception to this is a post-rodeo ceremony shot, if applicable.
- * Freelance photographers will not be accredited without proof of assignment for a specific media outlet and without signing an agreement to limit usage of the images to the specified assignment.
- * Photographers must shoot from designated photo areas. Photographers may not shoot behind the bucking chutes during a roughstock event except with specific committee approval and may shoot from there for timed events only with the appropriate approval.
- * Equipment guidelines: Cameras should be sLR or DsLR, with an appropriate lens to capture action from an appropriate distance to ensure the safety of the photographer and to eliminate the chance of the photographer affecting the conduct of the event. Recommended lenses are 80-200 f2.8, 120-300 f2.8 and 300 f2.8/f4. Photographers shooting in the arena are required to use equipment sufficient to obtaining quality images at a respectable and safe distance from the action. (Norman/Quantam/Lumindyne 400-watt second flash and battery pack systems with high gain reflectors or the equivalent are recommended. The TTL setting is preferred.) Those shooting behind the chutes must use only equipment that can be carried.
- * Commercial photography is prohibited unless it has received prior approval and the proper clearances have been made.
- * Any secondary non-editorial or commercial use of any picture, film or drawing of a competitor is prohibited without prior consent of the PRCA and the contestant.
- * All pictures must be taken at an appreciable distance, as far from the action as possible, and from angles that are not in the direct line of sight for the contestant or the judges. Most rodeos will have designated photo areas. Photographers who do not comply fully with the above regulations may, without warning, have their credentials withdrawn for the remainder of the rodeo and may be banned by the PRCA from attending future events.
- * Photographers who do not comply fully with the above regulations may, without warning, have their credentials withdrawn for the remainder of the rodeo and may be banned by the PRCA from attending future events.



ABOUT THE RODEO

Professional Bull Riding presented by Salinas Valley Ford July 16

You've seen it on television, now you can watch it live as forty-five of the world's best bull riders meet in Salinas to compete for more than \$40,000. The Professional Bull Riders are bucking into Salinas on July 16th for a night filled with rank bulls, high scores and big wrecks. World Champion bucking bull, Bushwacker, will buck during the show. The Professional Bull Riders Touring Pro event will begin at 7pm (gates open at 5pm) at the Salinas Sports Complex.



California Rodeo Salinas July 17-20

The 2014 Wrangler Million Dollar ProRodeo Gold Tour makes a stop in Salinas, bringing some of the best cowboys and cowgirls ProRodeo has to offer. The California Rodeo Salinas is one of the top 20 rodeos in the US and draws over 700 of the best cowboys and cowgirls from across America to compete for almost \$400,000 in prize money and the coveted gold and silver Salinas belt buckle. This annual event also draws over 40,000 fans to the Salinas Sports Complex each year to see action-packed rodeo events such as bull riding, team roping, steer wrestling, saddle bronc riding and more. The track that surrounds the arena is also full of action, specialty performances, barrel racing, mutton busting and several other crowd-pleasing events.

About Rodeo in General

Scoring the Rider: In all roughstock events, contenders must ride for eight seconds.

In saddle bronc riding:

- a rider must mark out his horse with the first jump out of the chute.
- a rider loses points if his toes are not turned out and if spurring is not continuous throughout the ride.
- judges award points primarily based on the rider's spurring action in the bronc riding.
- a rider's rhythm and timing is important in either gaining or losing points with the horse's bucking.

In bull riding:

- points are scored by the rider maintaining body control and position regardless of the bull's actions
- spurring is not required in this event, but can add points to the rider's score.

Scoring the Animal

High kicking action with hind legs extended is optimal; the higher the kick, the better the score. Strength and force of the animal's bucking action are important; how hard the animal tries to throw the rider and every time the animal changes direction or spins increases the animal's score. Rolling and twisting adds points to the score as well.



MISSION STATEMENT

About California Rodeo Salinas

The California Rodeo Salinas will celebrate 104 Years of Rodeo July 17-20, 2013. The California Rodeo Association is a not-for-profit organization that strives to preserve and promote the traditions of the California Rodeo Salinas and the West. We support the community and other non-profit organizations through the staging of the annual California Rodeo Salinas and other year round operations of the Salinas Sports Complex. Through donation of our facility, vending and fundraising opportunities during Rodeo and other events, the California Rodeo Association returns almost \$300,000 annually to local non-profits. For more information about the California Rodeo Salinas, visit www.CARODEO.com or call the California Rodeo Office at 831-775-3100.

California Rodeo Salinas

California Rodeo Salinas Scholarships

Each year the California Rodeo Salinas offers up to ten scholarships for students graduating from Salinas Valley High Schools who are attending Hartnell Junior College or transferring from Hartnell to a University. Students must be 17 years of age or older with older with special consideration given to children and grandchildren of Rodeo Committee Members in good standing. The California Rodeo Committee believes in promoting education and helping the youth in the area to become successful. Applications are available each year at the California Rodeo Office.



CALIFORNIA RODEO SALINAS 2013 CHAMPIONS

PBR Touring Pro Champion	Mike Lee
All-Around Champion	Bobby Mote
Bareback Riding	Ryan Gray
Team Roping	Derrick Begay/Cesar de la Cruz
Saddle Bronc Riding	Jesse Wright
Tie-Down Roping	Jake Hannum
Steer Wrestling	Blake Knowles
Bull Riding	Trey Benton III
WPRA Barrel Racing	Brittany Pozzi
Gold Card Team Roping	Hank Brown & Gary Ford
Freestyle Bull Fights	Evan Allard
Non-Pro Bridle Class	Shelly Franklin
Open Hackamore Class	Lance Johnston
Open Stockhorse Class	Justin Wright
Industrial Calf Dressing	Bengard Ranch Allen Carter, Otto Kramm, Nick Leighton
Mutton Busting	Abel "Sunny" Villegas
Committee Team Roping	Peaches Mackenzie & Dan Locke
Open Ranch Doctoring	Clint White, Evan Arnold, Clayton Grant, Mike Massey



2014 QUICK FACTS

Dates & Times:	14th Annual Professional Bull Riding 104th California Rodeo Salinas	July 16 - 7pm July 17, 18- 6pm July 19, 20 - 1:15pm
Location:	Salinas Sports Complex, Rodeo Grounds 1034 North Main Street, Salinas, CA 93906	
No. of contestants:	Over 700	
Rodeo President:	Daryl Witcher	
Stock Contractors:	Western Rodeo Livestock LLC., Sub Contractors: Corey & Horst, Corey & Lang, Flying T Cattle Co., Flying U Rodeo, Four Star, Growney Bros., Rafter G, Rick Kieckhefer & Rosser Rodeo	
Arena events:	Bareback Riding, Saddle Bronc Riding, Bull Riding, Tie Down Roping, Steer Wrestling and Team Roping	
Track events:	Women's Professional Barrel Racing, Open Stockhorse, Hackamore, Non-pro Bridle, Open Ranch Doctoring, Freestyle Bullfights, Calf Dressing & Mutton Busting	
Arena Bullfighters:	Eric Layton & Tim O'Conner	
Freestyle Bullfighters:	Ross Hill, Cody Emerson, Nathan Harp Evan Allard, Kyle Lippincott, Cody Webster	
Barrelmen:	Mark Swingler & Andy Burelle	
Specialty Acts:	Riata Ranch Cowboy Girls & Cowboy Kenny's Steel Rodeo Tour	
Announcers:	Wayne Brooks, Lampasas, TX; Will Rasmussen, Choteau, MT	
Miss California Rodeo 2013:	Grace Tobias- Tres Pinos, CA	
Ticket Information:	\$13 to \$20; (800) 549-4989 or www.CARODEO.com	



SCHEDULE OF EVENTS

Friday July 11	4pm 5pm 7:30pm	Carnival opens (Expo Site) Gates Open for Concert Brad Paisley Live in Concert
Saturday July 12	6:30pm 8:00pm	Kiddie Kapers Parade (Old Town Salinas) <i>Presented by Salinas Californian</i> Colmo del Rodeo Parade (Old Town Salinas) <i>Presented by Northridge Mall</i>
Sunday July 13	1pm	Cowboy Music and Poetry Gathering
Wednesday July 16	8am 7pm 7pm	Cowboy Shoot Out Golf Tournament - Salinas Golf & Country Club Professional Bull Riding, Gates open at 5pm Miss CA Rodeo - Personality and Appearance, Sherwood Hall
Thursday July 17	8:30am 11:30am 3pm 4pm 4:30pm 5pm 6pm	Miss California Rodeo Salinas Horsemanship Hall of Fame Induction - Director's Patio Mini-Parade on East Alisal Street Gates Open Heritage Museum Opens Kids Stick Horse Race <i>Presented by Northridge Mall</i> McDonald's & Fresh Express Kids Corral Opens Grand Entry & Rodeo: TOUGH ENOUGH TO WEAR PINK NIGHT
Friday July 18	3pm 4pm 5pm 6pm	Mini-Parade North Main Street Gates Open Heritage Museum Opens McDonald's & Fresh Express Kids Corral Opens Grand Entry & Rodeo : FIGHT HUNGER NIGHT
Saturday July 19	10am 11am 11:30am 12pm 1:15pm	Gates Open Heritage Museum Opens McDonald's & Fresh Express Kids Corral Opens Horse Parade - Old Town Salinas Special Buckaroos Rodeo (Rodeo Track) Grand Entry & Rodeo: SALUTE TO MILITARY DAY
Sunday July 20	10am 10:30am 11am 11:30am 1:15pm	Gates open Heritage Museum Opens Cowboy Church McDonald's & Fresh Express Kids Corral Opens Horse Parade- Old Town Salinas Grand Entry & Rodeo DAY OF CHAMPIONS & Man Up Crusade



Personnel:

Voices of the California Rodeo

Rodeo Announcer, Wayne Brooks

Wayne Brooks is the friendly voice behind the mic at the California Rodeo Salinas. His upbeat personality and unmistakable voice give energy and excitement to rodeo crowds across America and Canada. Wayne's unique insight into the rodeo world comes from his time spent in the arena as a competitor. Wayne has had the privilege of announcing several key ProRodeo events across America, such as the National Finals Steer Roping and Dodge National Finals Rodeo. He has also used his talent for the Wrangler National Finals Rodeo, the Calgary Stampede and several rodeos in California each year. Wayne's biggest accomplishment is undoubtedly being named PRCA Announcer of the Year in 2005 and 2010. In his spare time, Wayne spends time with his wife and three children at his home in Lampasas, Texas. The California Rodeo is proud to have Wayne back again this year.



Rodeo Announcer, Will Rasmussen

A smooth, easy-listening voice, solid knowledge of rodeo and a style that is both entertaining and informative are the mix of elements that makes Will Rasmussen one of the Professional Rodeo Cowboys Association's most popular rodeo announcers. With more than a decade of experience in the industry and now a Wrangler endorsee, Rasmussen is a veteran rodeo announcer. His work across the nation has included dozens of appearances at rodeo and rodeo-related events including: two times at the Dodge National Circuit Finals in Pocatello, Idaho; Montana PRCA Pro Rodeo Finals and Sheridan Wyo Rodeo in Sheridan, Wyoming. The Choteau, Montana resident has a love for rodeo that stems from his experience as the oldest child of the "Rodeoing Rasmussens," a family in which just about everyone is involved in the sport of rodeo. His mother is a timer at rodeos and his father an experienced announcer. One brother is a competitor and his youngest brother, Flint, is the 8 time PRCA Clown of the Year. Will has been announcing the action on the track in Salinas for several years now, and the California Rodeo is pleased to have him back.

Livestock of the California Rodeo

Stock Contractors

Western Rodeo Livestock LLC.

Sub Contractors: Corey & Horst, Corey & Lang, Flying T Cattle Co., Flying U Rodeo, Four Star, Growney Bros., Rafter G, Rick Kieckhefer & Rosser Rodeo



Specialty Acts, Barrelmen & Bull Fighters

SPECIALTY ACTS

Cowboy Kenny's Steel Rodeo Tour presented by Jack in the box

"Cowboy" Kenny Bartram, a Freestyle Motocross champion out of Oklahoma is bringing high flying excitement to the California Rodeo Salinas in 2013 with his Cowboy Kenny's Steel Rodeo Tour which features non-stop, action packed freestyle motocross entertainment. Kenny returns this year with three bikes for more stunts. Kenny stays true to his Stillwater, Oklahoma roots, wearing his signature cowboy hat and playing country music during his runs, making him a true individual in the freestyle industry. Kenny and his team will have you on the edge of your seats while they make high flying-aerial stunt passes on the track during each performance of the 104th California Rodeo Salinas!



Riata Ranch Cowboy Girls/ Trick Riding, Presented by Green Valley Farm Supply

The Riata Ranch Cowboy Girls are known worldwide for their western performing arts including trick riding and trick roping. To date, they have traveled to 18 countries and across the United States representing the Western American lifestyle. Each girl is a product of the training provided by the Riata Ranch Youth Horsemanship Clinics and the philosophy and way of life exemplified in the daily routines at Riata Ranch. Students chosen for the teams go through an extensive program that focuses on combining physical skills that promote positive life skills.

RODEO CLOWN & BARRELMAN, Presented by Willingham WoodWorks



John Harrison was six when he received his first trick riding lesson after watching a trick rider perform at a nearby rodeo. Since then he has trained and performed with many of the best trick riders in the world. John became a member of the Professional Rodeo Cowboys Association (PRCA) in 1999, as a trick and roman rider, and trick roper. He has since diversified and added barrelman to his PRCA card. Today John entertains with his walk & talk comedy that is backed by his quick wit, and with his strongest acts; Miss Rodeo Universe and Comedy Trick Riding. 2010, a new breed of magician hit the rodeo trail

and this is one disappearing feat that would leave Houdini puzzled.

John has been selected to perform 3 times at the prestigious Wrangler National Finals Rodeo in Las Vegas, NV. Seven times he has been nominated for Comedy Act of the Year, four times nominated for Coors Man in the Can, and four times for PRCA's Clown of the Year. 2012 John picked up the coveted award of Comedy Act of the Year, and he hasn't stopped smiling since. Blessings have continued as he was voted to work the 2013 Wrangler National Finals Rodeo as the Barrelman. John Harrison lives in Soper, Oklahoma with wife, Carla, daughters Addison & Billie and son Cazwell. He has a degree in Ag.-business and is a certified Equine Massage Therapist.



FREESTYLE BARRELMAN- Andy Burelle

Andy Burelle was born and raised in Michigan, “The Wolverine State”. He attended college at Eastern Michigan University and began his rodeo career as a bull rider at J Bar J Ranch. Soon after, he learned to fight bulls from the great bullfighter Rex Dunn. He and his wife, Robyn, now make their home in Ardmore, Oklahoma. Andy has worked most prestigious rodeos including the Calgary Stampede, California Rodeo Salinas and the Fort Worth Stock Show and Rodeo. He offers top-notch value in showmanship, inside and outside of the arena. This year we welcome Andy back to the Freestyle Bullfight arena but not as a bullfighter; instead he will be in the barrel helping his buddies stay safe while they maneuver around large angry bulls! Andy’s freestyle bullfighting experience makes him the right guy for the job and we look forward to having him back at the California Rodeo Salinas.



PROTECTION BULLFIGHTERS

Eric Layton

2014 is Eric’s eighth appearance as a Cowboy Protector at the California Rodeo Salinas. A protégé of the famous bullfighter Joe Baumgartner, Eric joined the PRCA in 2006 and has worked several rodeos throughout California, Nevada and Oregon. Eric lives in Red Bluff, California where he works for Growney Bros. Rodeo Company and spends his free time hunting and fishing.



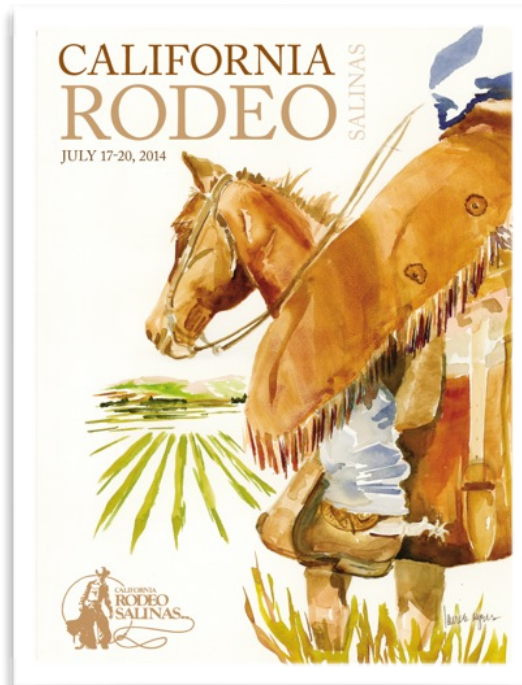
Tim O’Connor

Tim O’Connor is back for his third year as a Cowboy Protector at the California Rodeo Salinas. He developed his skills while watching his uncle, Craig O’Connor, fight bulls throughout his childhood and adolescence. This season marks his 12th year as a member of the PRCA. Tim has been selected five times to protect the bull riders for the California Circuit Finals, in addition to many other major rodeos. His commitment to hard work and excellence pushes him to give his best to the bull riders, stock, and fans.





2014 COMMEMORATIVE POSTER



Laurie Myers, Artist

Laurie Myers has been teaching art to elementary school students for about 20 years. She developed a program to bring art history and technique into the classroom. Although her many projects have yielded satisfying student work, she always stresses it is the process of making art that is the joy.

She has written two books on her program and her ideas on teaching. Laurie has made several TV programs teaching from her books. They are shown in conjunction with the “Life in the Arts” series on KMST. She has taught watercolor workshops for the Artists in the Schools Program. In 2008, she was the recipient of the employee recognition award from the California State Assembly and the Alisal Foundation for the Arts. She currently teaches art full time at John E. Steinbeck School in Salinas, California.

Recently, she retired from the Arts Council for Monterey County where she was the Art and Education Director. Her mission is to bring the joy of art to as many people as possible throughout Monterey County. She attended school in Southern California and Lausanne, Switzerland. As an artist, she is self-taught. Laurie has a special style that incorporates an impressionist approach to a very realistic subject matter. She lives on a ranch and is surrounded by horses, cowboy gear and Skip, a true cowboy. They all inspire her every painting. She has only to look out her window forever changing subjects and light.

“We travel many trails, full of joys and sorrows. When you cross mine I hope I can bring a moment of happiness.” -Laurie Myers

Posters are available in the Rodeo Office for \$15 each, or \$30 for posters signed by Laurie Myers, and online at www.carodeo.com



MISS CALIFORNIA RODEO SALINAS 2013

Grace Tobias



Miss California Rodeo 2013 - Grace Tobias

Grace Tobias is the daughter of Charles and Lisa Tobias of Tres Pinos.

Grace attends UC Davis majoring in Animal Science and minoring in education. Representing UC Davis as a member of the Cal Aggie Livestock Judging Team she traveled to livestock shows across the country. This past year she served as the President of the Young Cattlemen's Association at UC Davis and will continue to be involved with the club in the upcoming year. Growing up on a cattle ranch in San Benito County and learning the necessary skills and techniques of the Vaquero tradition has led Grace to compete in reined cowhorse. Through her many 4-H experiences she reached the high honor of California State Ambassador and now serves as an advisor for the current and upcoming State Ambassador teams. In all of her free time, she enjoys riding her horse, spending time with family, and classic Mustangs.



MISS CALIFORNIA RODEO SALINAS

Contest Information

Each July, several young women converge upon Salinas to participate in the challenge of becoming the next Miss California Rodeo Salinas. Contest Chairman Laurie LaVelle and California Rodeo President Daryl Witcher invite you to join the competition of the Miss California Rodeo Salinas Contest and the celebration of the 104th Anniversary of the California Rodeo Salinas!

The contest winner will receive a \$2,500 cash scholarship to be used at the college of her choice, a gold and silver trophy belt buckle, the use of a two-horse trailer for one year, along with many other lovely gifts and the honor of wearing the Miss California Rodeo Salinas gold and silver tiara.

Our 2013 Miss California Rodeo Salinas, Grace Tobias, has traveled to rodeos, parades and events throughout the state promoting our contest and our rodeo. We hope you have the opportunity to meet her and hear about her exciting year.

Eligibility

Competition is open to young women 18 - 21 years of age. Contestants must be at least 18 years old by July 1, 2014 without having turned 22 by July 31, 2014. Contestants may enter the contest more than once, but may only win once, and may not have been married or pregnant at any time.

In order to be eligible, contestants must be sponsored by either a recognized horsemen's organization or another recognized community organization (not commercial). Please note: Miss California Rodeo 2014 will have numerous and rewarding opportunities and experiences during her reign. Therefore, if any contestant entering the 2014 Miss California Rodeo Salinas Contest currently holds a queen title representing another rodeo or horse organization, her reign must have ended prior to the start of the 2014 Miss California Rodeo Salinas Contest to be eligible to compete.

There is no entry fee for the privilege of competing.

Scoring

Contestants are judged on horsemanship (40%), personality (30%), appearance (20%) and scholarship (10%). Horsemanship will include a short reining pattern and a presentation run on contestant's own horse. Each contestant will also participate in a draw for the exchange of contestants' horses. A short reining pattern will be performed by each contestant on the horse selected in the draw. The scholarship section will include a short examination.



MISS CALIFORNIA RODEO SALINAS 2014 CONTESTANTS

Miss Sacramento Horsemen's Association, Jordenne Burns is the 21 year-old daughter of Manuel Burns and Nancy Stoll of Placerville. Jordenne is continuing her education at Folsom Lake College and plans to transfer to a state college to pursue a degree in business. She hopes to work in the western fashion world. When she is not out with her horses, she enjoys yoga, gardening, cooking, working out and designing her own clothes. In high school Jordenne served as High School Ambassador, a group that tackled diversity and bullying in schools. While an active member of the cheerleading squad and track team, she also competed in High School Rodeo for three years in barrel racing and pole bending. As a member of FFA Jordenne raised market hogs and managed the floral program. She has also competed in AQHA, APHA, PtHA and CSHA horse show circuits. In 2009 Jordenne was honored to receive an Outstanding Achievement Award from CSHA. She hopes to bring rodeo to the forefront of everything she is involved in and create a positive atmosphere for everyone.



Jordenne Burns

Kayli Gobeli is representing her home town as **Miss Clovis Rodeo**. The 20 year-old daughter of David and Lori Gobeli is a graduate of Clovis West High School and currently attends California State University Fresno where she is studying animal science. Kayli's goal is to become a large animal veterinarian. She has interned with a local veterinarian and in the fall will continue her work as a veterinary technician. She enjoys assisting with general animal care and emergencies, and says it only "fuels her desire to continue in the field." While very active in high school activities, she participated in cheerleading, pole vaulting and the athletic leadership committee. Kayli graduated with lifetime honors from the California Scholarship Federation and membership in the National Honors Society. Since riding and competing in horse shows began at a young age, Kayli was a member of 4-H and FFA organizations. While representing Clovis FFA she competed on the Agricultural Debate Team. Kayli loves traveling the state of California representing the sport of rodeo and her agricultural community.



Kayli Gobeli



Jynel Gularte is the 20 year-old daughter of Wayne and Doris Gularte of Salinas and enters as **Miss Monterey National Horse Show**. Jynel currently attends Cal Poly San Luis Obispo where she is working towards a degree in Agricultural Business with a minor in meat science and processing. She has earned a spot on the Cal Poly Dean of Agriculture's Honors List, the President's List and currently has one of the top ten GPAs in the Agribusiness department. Away from the classroom you will find Jynel working on her reining skills, learning more about horses and rodeo, and deeply involved in participating in the many events and clubs of her college major. A graduate of Notre Dame High School, she competed in varsity water polo and swimming and was a member of the National Honor Society, the Buena Vista Grange, the Monterey County Swiss American Club and the Buena Vista 4-H Club, where she developed a passion for raising livestock. Agriculture has always been a part of her life and will continue to be in the future.



Jynel Gularte

From Pacifica, the 21 year-old daughter of Mike and Dorie Montoya, **Emilie Montoya** enters as **Miss Rowell Ranch Rodeo**. She is currently a full time student at the College of San Mateo and Santa Rosa Junior College. Emilie has recently been accepted to Cal Poly in San Luis Obispo for the fall quarter where she plans to earn a degree in Animal Science and continue on to a Master's in Equine and Bovine Nutrition. Her goal is to become a large animal nutritionist. In addition to her passion for horses, Emilie also shares a passion for agriculture. She was an Independent Showman in FFA and was very successful in the beef and swine show rings at the San Mateo County Fair. In her spare time she enjoys hunting, swimming, camping, fishing and welding. Emilie has been riding since she was four years old. She has ridden and showed Quarter Horses, Appaloosas and Arabians in a variety of disciplines on the local and state level. Emilie believes in the western lifestyle and sees rodeo as the core of that lifestyle.



Emilie Montoya



NEW FACES & CAUSES AT THE RODEO

HENRY DILL TO TAKE COMMAND OF CALIFORNIA RODEO SALINAS TRACK

Salinas native, Henry Dill, is the grandson of H.P. Garin who started farming in the Salinas Valley in 1927. Henry graduated from Palma High School in 1975 and the University of Santa Clara in 1979. He has worked in sales and production for the produce industry for 35 years. Henry began volunteering with the rodeo as the morning slack announcer. He moved on to work with Show Program Production. In 2011, Henry became a Director and served on the Executive Committee. He is deeply involved in community outreach for the Rodeo and Salinas City Schools. Henry says he enjoys all kinds of outdoor activities and reading. He says the best part of being a part of the Rodeo is putting on a great show that the cowboys and cowgirls of the PRCA and the WPRA are excited to participate in. Henry also loves working with all the great people of the California Rodeo. Henry is married to Lisa, who serves on the Banking Committee. Together they have three children; Henry, Natalie and Sam. Henry also has a daughter-in-law Amy, who is mother to their grandchildren Katie Dill, 4 years old, and Hank Dill, 1.5 years old.

CALIFORNIA RODEO SALINAS TEAMS UP WITH NATIONAL NON-PROFIT ORGANIZATION TO BRING AWARENESS ABOUT DOMESTIC VIOLENCE

The California Rodeo Salinas recently teamed up with the Man Up Crusade™ to bring purple to our Day of Champions performance on Sunday, July 20, 2014. The Man Up Crusade is a non-profit organization dedicated to creating public awareness on the issue of domestic violence. The Man Up Crusade chose professional rodeo and the Professional Rodeo Cowboys Association (PRCA) as its vehicle of choice to spread the word about the epidemic of domestic violence and teen dating violence. The organizers of the California Rodeo, a PRCA rodeo, have dedicated Sunday, July 20th, its Crown Royal Day of Champions performance, as Man Up Crusade Purple Day. Across the nation, the color purple and the purple ribbon has been adopted to show support for victims and for advocates to honor those who have lost their lives at the hands of someone they once loved. On Purple Day all rodeo participants, fans and support personnel are encouraged to wear purple to show their support for this great cause.

The Man Up Crusade was founded in 2012 by Sheriff Kieran Donahue, Canyon County, Idaho and his wife Jeanie. Sheriff Donahue and his wife have been involved in the rodeo business for most of their lives in one facet or another and felt that the strength and old west ethics of the American Cowboy and Cowgirl would be appropriate ambassadors to take on this difficult issue. "The cowboy is an iconic image of strength and fortitude that has transcended generations not just in the west but throughout the United States and many other countries," says Donahue. "That is why I felt it was so important to involve this lifestyle from the very beginning. The cowboys and cowgirls can once again lead by example and together with rodeo's enduring fans show that by working together we can make a difference."

Two of professional Rodeo's long time national corporate sponsors, Wrangler™ and Montana Silversmiths™ became supporters of the Man Up Crusade in 2013. "Montana Silversmiths is



proud to be a sponsor of the Man Up Crusade,” says Steve Miller, Vice President of Events, “We are humbled to have the opportunity to help bring awareness to this important issue. This type of engaging program is long overdue in our society and as a company built on strength and character we are thrilled to do our part.”

The Man Up Crusade encourages all rodeos they partner with to identify a Charity of Choice in their community to bring awareness and generate funds to those local organizations in need. “Awareness is the first step in enacting change and it is important that people understand there are programs and help available right here. Secondly, it is just as important to understand that these programs are in need of financial assistance” says, Man Up Crusade™ Executive Director Jeanie Donahue. The California Rodeo Salinas is proud to support the YWCA of Monterey County by helping them raise awareness for what their organization does and by raising funds for their program. The YWCA owns and operates the only confidentially-located battered women's shelter in Monterey County and is the only sole-source provider of domestic violence services in the County, including counseling for adults and children, legal advocacy and court accompaniment, victim advocate training, 24-hour crisis hotlines, and teen dating violence prevention programs. To learn more about the YWCA Monterey County and its programs, visit www.ywcamc.org or call 831-422-8602.

The Man Up Crusade’s 2014 schedule includes multiple PRCA rodeos in six western states.

Domestic Violence is the willful intimidation, physical assault, battery, sexual assault, and/or other abusive behavior by an intimate partner against another. It is an epidemic affecting individuals in every community regardless of age, economic status, race, religion, nationality or educational background. Domestic violence results in physical injury, psychological trauma and sometimes death. The consequences of domestic violence can cross generations and truly last a lifetime. National statistics on domestic violence are staggering:

- 1 in 4 women and 1 in 7 men will experience domestic violence in their lifetime.
- Every 9 seconds in the US a woman is assaulted or beaten.
- Every day in the United States, on average, three women and one man are killed by their intimate partner.
- Domestic violence is the leading cause of injury to women—more than car accidents, muggings, and rapes combined.
- Studies suggest that up to 10 million children witness some form of domestic violence annually.

California Rodeo Salinas hopes you will join them on Sunday, July 20, 2014 and wear purple. The Man Up Crusade welcomes you to contact them through their website at www.manupcrusade.com.



SPECIAL EVENTS

Country Superstar Brad Paisley Live in Concert, presented by Taylor Farms

July 11, 2014 Gates open at 5pm, music starts at 7:30pm

Country Superstar Brad Paisley, presented by Taylor Farms, will rock the arena at the Salinas Sports Complex on Friday July 11th. Paisley is a critically acclaimed singer, songwriter, guitarist and entertainer. He has earned numerous awards including three Grammy's and CMA's Entertainer of the Year in 2010. He has 22 #1 singles to his credit and "River Bank" is his current single; opening acts are country acts Charlie Worsham and Leah Turner.

Tickets are \$25++ for Grandstand seats and \$65++ for Party Zone tickets (standing room only). **Tickets subject to applicable fees. Call 800-549-4989 for tickets or visit the Salinas Sports Complex Box Office open from 10am to 5pm Monday thru Friday.

Kiddie Kapers Parade

July 12, 2014 6:30pm

The annual Kiddie Kapers Parade, in its 84th year, will take place on Saturday July 12th as the lead in to the Colmo del Rodeo Parade in Old Town Salinas. Kids will line up at the Recreation Center starting at 5:30pm and the parade will start at 6:30pm. The theme is 'A Parade for all Children.' This is a FREE community event.

Salinas Recreation Center 320 Lincoln Avenue, Salinas Information at 831-775-3100

Colmo del Rodeo Parade

July 12, 2014 8:00pm

The Colmo Parade will grace the streets of Old Town Salinas on Saturday July 12th! The "Colmo del Rodeo" was once recognized as the largest and greatest night-lighted parade west of the Mississippi. Visit www.carodeo.com for entry forms and more information. This is a FREE community event.

Old Town Salinas, 1 Main Street, Salinas + Information at 831-775-3100

Cowboy Music & Poetry Gathering

Sunday July 13th, 2014 Doors open at 1pm

Western musician Dave Stamey will headline the afternoon of barbecue, music, poetry and more on Sunday July 13th. Dave Stamey has been a cowboy, a mule packer, a dude wrangler, and is now one of the most popular Western entertainers working today. There will be a barbecue meal available for purchase, wine tasting and poetry; a portion of the proceeds will benefit the Foundation for Monterey County Free Libraries. The event will be held at Sherwood Hall, 940 N. Main Street, Salinas.

Barbecue \$10, Wine Tasting \$10, Poetry & Music Gathering \$30



Cowboy Shoot Out

The 24th Annual Cowboy Shoot Out Rodeo Golf Tournament will take place on Wednesday July 16th at the Salinas Golf & Country Club. This popular event amongst contestants, personnel and rodeo fans sells out every year! It's a full day of fun starting with a 7am Cowboy Breakfast and 8am sharp shotgun start! The cost is \$175 per person and includes breakfast, ½ cart, tee, prizes, a steak barbecue following the tournament held at the Director's Patio at the Rodeo Grounds and more.

Forms are available at the Rodeo Office or at www.CARODEO.com. Call 831-775-3100 for more information.

Professional Bull Riding Touring Pro Division Event, presented by Salinas Valley Ford

July 16th, 2014 Gates open at 5pm, show starts at 7pm

The toughest sport on dirt comes to Salinas for the 14th consecutive year on Wednesday July 16th. Join us for non-stop bull riding action as some of the top bull riders in the US climb on the backs of some fierce bulls to try to come out on top. Learn more about the tour at www.pbr.com. Salinas Sports Complex 1034 N. Main Street, Salinas 800-549-4989

5th Annual Hall of Fame Induction Luncheon

July 17th, 2014 11:30am-1:30pm Director's Patio at the Salinas Sports Complex

The California Rodeo Salinas started the Hall of Fame in 2010 to honor those who have contributed to this organization or excelled at their events. The California Rodeo Salinas Hall of Fame will strive to preserve the heritage, history and traditions of the California Rodeo Salinas along with showcasing individuals, organizations and livestock whose distinctive contributions to the California Rodeo Salinas have helped keep the traditions of the West alive. Tickets are \$30. Call (831) 775-3100 to reserve your seat. Full biographies and a list of inductees can be found at www.CARODEO.com under the "History" tab. The luncheon is sponsored by Jim Martins and Clifford & Marguerite Happy.



Theme Days

The California Rodeo Salinas coordinates a specific theme with almost every rodeo performance.

Thursday July 17th is Rabobank's Tough Enough to Wear Pink Night. Wear pink to show your support for breast cancer research. A portion of proceeds from ticket sales will be donated to the Nancy Ausonio Mammography Center.

Friday July 18th is Wells Fargo's Fight Hunger Night. Come out and watch the Produce Mascot Race. Veggies and fruit will race on the track to raise awareness and funds for the non-profit Ag Against Hunger. Also enjoy live music in the Bull X-ing Cantina or Crown Royal Saloon following the rodeo.

Saturday July 19th is Tanimura & Antle Day and Salute to Military Day. Included in this day is also the Wrangler National Patriot Program Initiative. All active Military Personnel receive free admission with current identification and we will do an elaborate grand opening piece to salute these heroes.

The Special Buckaroos Rodeo is held at 12pm on track.

Sunday July 20th is Crown Royal Day of Champions. The winners from each Rodeo & Track Event will be presented with the coveted California Rodeo Salinas belt buckles. Take a stand and break the cycle of domestic violence by wearing purple for the Man Up Crusade. For more details on the Man Up Crusade visit www.manupcrusade.com.



ATTRACTIONS

Crown Royal Saloon

Thursday, July 17th - Sunday July 20th

• Crown Royal will host the party in the Crown Royal Saloon starting Thursday, July 17th until the end of the rodeo on Sunday July 20th. The Saloon is open during and after the rodeo performances, and will feature live music Thursday, Friday and Saturday nights by the Tommy Moon Band. Reserved for those 21 and over, this complimentary saloon area is right next to the arena; patrons can view rodeo events and sip on cocktails while visiting with their friends. Don't miss the Crown Royal Girls who will be passing out Crown Royal memorabilia each day.



Coors Banquet Bull X-ing Cantina

• Open during and after each performance of the California Rodeo Salinas and the Professional Bull Riding, the Bull X-ing Cantina is the place to be to enjoy the social aspect of these events. The tent features live music from: The Courtney Lynn Band, Cash Prophets a Johnny Cash Tribute Band and the Money Band, dancing each night/day and a mechanical bull. A \$10 cover charge applies Wednesday, Thursday, Saturday, and \$20 cover charge on Friday. Must be 21 or older. There will be no cover charge Sunday.

California Rodeo Heritage Museum

• The California Rodeo Heritage Museum celebrates the history of the California Rodeo from its days of being a semi-annual round-up to its modern day adaptations. Memorabilia on display includes vintage Miss California Rodeo outfits, rodeo clown costumes, and cowboy attire. Saddles, cowboy hats, and tack donated by those families connected to the Rodeo's founding directors and participants can be seen, along with an authentic Wells Fargo stagecoach. The museum is located at 1034 North Main Street in Salinas (California Rodeo Grounds). The Rodeo Museum is open to Rodeo fans all four days of the Rodeo; Thursday and Friday from 4pm into the evening, and Saturday and Sunday at 10am. It is also open by special appointment at other times for research and tours.

Sponsor Hospitality Area

• Located at the South end of the main grandstands, the Sponsor Hospitality Area is a massive tent filled with complimentary food and beverages with space to sit in the shade or out in the sunshine for an up-close view of track action. Entry is granted only with Sponsor Hospitality badges; this privilege is given to Sponsors who support the California Rodeo Salinas and purchase Sponsor Packages. These badges also provide access to special seating in the main grandstands. The California Rodeo Salinas' Sponsor Hospitality Area has been recognized by the Professional Rodeo Cowboys Association on a national level as one of the best in the industry.



McDonald's & Fresh Express Kids Corral

- The Kids Corral is a fun-filled, action-packed area for children and their parents, all of which is FREE of charge. Children will go wild in a bounce house, fly down the 30 foot slide and more. The list goes on and on, and it is all FREE to everyone who attends the California Rodeo. The Kids Corral is open daily from one hour after the gates open until the end of the rodeo performance.

Los Amigos del Rodeo



- Developed by the Rodeo's Board of Directors, Los Amigos del Rodeo is an elite group created as a method of gaining more support for the California Rodeo Salinas. The California Rodeo is a not-for-profit organization that gives back over \$300,000 to the local community each year despite the growing costs of maintaining the Salinas Sports Complex. The Los Amigos del Rodeo membership funds provide a financial vehicle for facility improvements throughout the Complex. All the money from Los

Amigos del Rodeo is kept as a restricted fund and can only be used for projects designated by the members. This is an exclusive group and is limited to the first 85 memberships. Membership cost is \$1500 annually and is good for one couple or two people. Benefits of being a member include a special VIP area before and after the Rodeo Performances, special meals and a high end bar, two seats for each Rodeo Performance and a custom belt buckle, pendant, or other gift. For more information on Los Amigos del Rodeo go to carodeo.com.

General Store on the Mid-Way

- The California Rodeo Salinas General Store is full of everything you can think of with our famous California Rodeo logo on it. Whether you're looking for a festive new sweatshirt for those chilly Salinas evenings or a Tough Enough to Wear Pink hat to show your support, the General Store can fit your every shopping need. And who wouldn't be proud to own a piece of legacy as the California Rodeo Salinas celebrates its 104th Anniversary?

Carnival (off-site)

- The Rodeo Carnival rolls back into town from July 11th-20th at 295 Sun Way in Salinas. Head over to the carnival for rides, cotton candy, games and more from 4pm to 11pm on Weekdays and 11am to 11pm on weekends.

Mid-way Concessions & Mall Shopping Area

- Ordinarily one might not put shopping on their list of things to do at a rodeo, but here at the California Rodeo Salinas there are many vendors that offer unique products and shouldn't be over looked!

Wall of Fame

- The newly built "Wall of Fame" celebrates California Rodeo Salinas Hall of Fame inductees. Visit <http://www.carodeo.com/p/About-Us/History/WallofFame> to learn more.



UNDERSTANDING RODEO

The Rodeo Cowboy

Today's professional rodeo holds a distinct position in the world of modern sports, the cowboy doesn't compete in rodeo as much as he lives it. The best cowboys that are within reach of a top-15 finish and an invitation to the lucrative Wrangler National Finals Rodeo, will travel to as many as 125 rodeos per year, covering over 100,000 miles.

Of course, cowboys still drive pickups, raise cattle on their ranches and wear jeans and boots. Many cowboys today are businessmen as well as athletes, as likely to have developed their skills at rodeo schools as on ranches.

Cowboys pursue glory in the dust and mud of rodeo arenas across North America. Unlike other professional athletes, the rodeo cowboy pays for the privilege to compete. Every rodeo requires an entry fee and promises nothing in return. The cowboy doesn't get paid unless he produces. One missed throw or one lost grip and the cowboy doesn't even recoup his entry fee.

Cowboys often use the Professional Rodeo Cowboys Association's buddy system, which allows up to five cowboys to request to compete during the same performance. By ensuring they will compete on the same day, they can travel together and share expenses. Traveling great distances so often without a guaranteed paycheck would be financially impossible for most cowboys.

The life is demanding, but then again, the life of a cowboy always has been. Rodeo is the only sport in America that evolved from the skills required in a work situation. And today, the sport retains the fierce independence of the ranch hands of the 1900s who turned their work into a sport. Over 700 contestants enter the California Rodeo Salinas each year, vying for more than \$400,000 in prize money and the coveted 'Salinas buckle.'

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. A cowboy can't win with an animal that doesn't perform well. It stands to reason then, the better the livestock is treated, the better it will perform.

Timed-event cowboys and cowgirls 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.

The PRCA honors and awards owners of roughstock animals selected by top PRCA cowboys as the best bucking stock of the year.

The American Quarter Horse Association annually recognizes the top horses in professional rodeo's timed events - tie down roping, steer wrestling, team roping (both heading and heeling), steer roping and barrel racing - and their owners.

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.

- The following link will take you to the Professional Rodeo Cowboy's Association's Livestock Welfare Resources: <http://www.prorodeo.com/livestock>



Behind the Scenes

The cowboys and the animals are the stars, the obvious centers of attention, but the stars of rodeo would never shine if it were not for the work of a large supporting cast. This necessary cast includes announcers, stock contractors, rodeo secretaries, timers, pickup men, chute laborers, specialty act personnel and volunteers.

The **announcers** inform and entertain the audience, provide contestant background and scores and generally lend atmosphere to the event. Behind the scenes at the California Rodeo, you'll find a PRCA Announcer of the Year, Wayne Brooks, calling the action in the arena and Will Rasmussen announcing the action on the track.

Stock contractors supply the highest quality animals; PRCA stock contractor Western Rodeos and their selected sub-contractors buck out their world-class stock in the arena at the California Rodeo Salinas.

Timers keep the official time of the timed events and sound the buzzer after eight seconds in the roughstock events. The rodeo secretary records the times, figures the payoff and pays the winning cowboys and cowgirls.

The **Riata Ranch Cowboy Girls** take to the track to entertain spectators and demonstrate the relationship and respect between humans and animals.

Cowboy Kenny's Steel Rodeo Tour will excite the crowd with high flying arial passes on the track with their freestyle motocross tricks.

John Harrison, who is a hit with any audience, will be the clown entertaining with his witty humor and hilarious skits.

Pickup Men help the saddle bronc and bareback riders dismount after their rides, and help free cowboys who get hung up in their rigging.

Chute laborers aid the cowboys in mounting and adjusting their equipment, and open the chute gate when the cowboy indicates he is ready to ride.

The Events

Professional rodeo action consists of two types of events: **roughstock events** and **timed events**. In the **roughstock events** - **bareback riding**, **saddle bronc riding** and **bull riding** - a contestant's score is equally dependent upon his performance and the animal's performance. The **California Rodeo Salinas** hosts six of the seven PRCA-sanctioned events in the arena, including the three roughstock events and tie down roping, steer wrestling and team roping. The WPRA Barrel Race is held on the track.

In order to earn a qualified score, the cowboy, while using only one hand, must stay aboard a bucking horse or bull for eight seconds. If the rider touches the animal with his free hand, he is disqualified. In saddle bronc and bareback riding, cowboys must mark out their horses; that is, they must exit the chute with their heels set above the horse's shoulders and hold them there until the horse's front feet hit the ground after its first jump. Failing to do so results in disqualification. During the regular season, two judges each score a cowboy's qualified ride by awarding 0 to 25 points for the animal's performance and 0 to 25 points for the rider's performance. The judges' scores are combined to determine the contestant's score. A perfect score is 100 points.

In the **timed events** - **tie down roping**, **steer wrestling** and **team roping** - a contestant's goal is to post the fastest time in his event. In these events, calves and steers are allowed a head start. The competitor, on horseback, starts in a three-sided fenced area called a box. The fourth side of the box opens into the arena. A rope barrier is stretched across that opening and tied to the calf or steer. Once the animal reaches the head start point- predetermined by the size of the arena - the barrier is automatically released. If a cowboy breaks that barrier before it is released, he is assessed a 10-second penalty.

Barrel Racing is the women's event of rodeo, and is a timed event as well. There are three barrels set in a clover leaf pattern and three turns must be made on the course. Either one to the



right and two to the left, or vice versa. There is a five second penalty added to the rider's time when a barrel is knocked over.

Bull Riding

In a time when **action-packed, adrenalin-filled** extreme sports are the latest craze, it only seems natural that bull riding would become **rodeo's most popular event**.

The risks are obvious. Serious injury is always a possibility for those fearless or foolish enough to sit astride an animal that weighs a ton and is usually equipped with dangerous horns. Cowboys do it and fans love it. Bull riding is dangerous and predictably exciting, demanding intense physical prowess and supreme mental toughness. 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 ton of muscle and rage.

Balance, flexibility, coordination, quick reflexes and a good mental attitude are the stuff of which good bull riders are made. To stay aboard the bull, a rider uses a flat braided rope, which is wrapped around the barrel of 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 style. 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. Other bulls add jumps or kicks to their spins, while others might jump and kick in a straight line, or move side to side while bucking.

Saddle Bronc Riding

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

The event requires strength, but it is as much about style as anything: grace and precise timing are mandatory. Saddle Bronc riding evolved from the task of training horses to work the cattle ranches of the old West. Many cowboys claim riding saddle broncs is the toughest rodeo event to learn because of the **technical** skills necessary to master it. Every move the bronc rider makes must be synchronized with the movement of the horse. The cowboy's objective is a fluid ride, as opposed to the wilder and less-controlled ride of bareback riders. Among the similarities shared by saddle bronc riding and bareback riding is the rule that riders 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 on the animal's 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 on to, 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 his free hand, he is disqualified. Judges score the horse's bucking action, the cowboy's control of the horse and the cowboy's "spurring," or feet placement, action. While striving to keep his toes turned outward, the rider moves his feet 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 one.



Bareback Riding

Bareback riding offers a sensation about as enjoyable as riding a jackhammer, pogo stick-style, using only one hand. And that's the easy part. The bareback rider's real challenge is to look good while he's being punished. Bareback riding is the **most physically demanding event** in rodeo, its toll on the body is immense. Muscles are stretched to the limit, joints are pulled and pounded mercilessly, and ligaments are strained and frequently rearranged. The strength of the broncs is exceptional and challenging them is often costly. Bareback riders endure more punishment, 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 feet above 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 heels up the horse's shoulders. As the horse descends, the cowboy straightens his legs, returning his heels over the point of the horse's shoulders in anticipation of the next jump. But it takes more than sheer strength to make a qualifying ride and earn a money-winning score. A bareback rider is judged on his feet placement, or "spurring" technique, the degree to which his toes remain turned out while he is "spurring" and his exposure or willingness to lean far back and take whatever might come during his ride.

Steer Wrestling

Speed is the name of the game in steer wrestling. With its modern world record sitting at 2.4 seconds, steer wrestling is the **quickest event in rodeo**.

The cowboy's objective is to use strength and technique to wrestle a steer to the ground as quickly as possible. That sounds simple enough. But anything that sounds that easy has to have a catch to it, and the catch here is the steer generally weighs more than twice as much as the cowboy trying to throw it. The need for speed and precision make steer wrestling, or **bulldogging** as it is commonly known, one of rodeo's most challenging events.

As with tie down ropers and team ropers, the bulldogger starts on horseback in a box. A breakaway rope barrier is attached to the steer, then stretched across the open end of the box. The steer gets 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 its head start, a 10-second penalty is assessed.

In addition to strength, timing and balance are skills cultivated by the successful steer wrestler.

When the cowboy reaches the steer, he slides down the right side of his galloping horse, hooks his right arm around the steer's right horn, grasps the left horn with his left hand and, using strength and leverage, wrestles the animal to the ground. His work isn't complete until all four of the animal's feet face upward.

In order to catch up to the running steer, the cowboy uses a **hazer**, another mounted cowboy who gallops his horse along the right side of the steer, keeping the steer from veering away from the bulldogger. The hazer can make or break a steer wrestler's run, so his role is as important as the skills the bulldogger hones. For that reason, and the fact a hazer sometimes supplies the bulldogger a horse, the hazer usually receives a fourth of the payoff if the steer wrestler places.



Tie Down Roping

More than any other event in professional rodeo, tie down roping has **roots dating 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 how quickly 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 tie down roper as being quick and accurate with a lasso.

In today's 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 gets a head start determined by the length of the arena. One end of a breakaway 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. When the cowboy throws his loop and catches the calf, the horse is trained to come to a stop. After roping the calf, the cowboy 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 carries 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 complete. 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.

Team Roping

The only **team event** in professional rodeo, team roping 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 proved too difficult for one man.

As in other timed events, the team ropers start from boxes on 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.

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 dallies the rope around the horn on his saddle, 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 slack in their ropes and their horses face one another.

Another aspect vital to the event is the type of horse used by the ropers. The American Quarter Horse is the most popular among all rodeo competitors, particularly team ropers. Head and heel horses are trained separately for their specialties. Head horses generally are taller and heavier because they need the power to turn the steer after it is roped. Heel horses are quick and agile, enabling them to better follow the steer and react to its moves.

Unlike most PRCA-sanctioned rodeos, the **California Rodeo Salinas** uniquely has a long scoreline, giving the calves and steers the longest head start of any arena in the nation. As well, in



Salinas, both team roping contestants are required to leave from the same box, rather than having the standard box on each side of the steer's chute.

Barrel Racing

Barrel racing is one of professional rodeo's most colorful and exciting events. The fast-paced contest teaming horse and rider is similar to a horse race, easy to understand and ranks just behind bull riding in crowd popularity.

Barrel racing began as a friendly challenge of horsemanship skills between **cowgirls** and has developed into a multi-million dollar professional sport. In 1999, the world champion barrel racer took home the highest season earnings check of any professional rodeo athlete. Once considered a sideline event of traditional rodeos, barrel racing is now an integral part of most PRCA rodeos. The lure and the thrill of barrel racing lies in the excitement of seeing equine athletes and their skilled trainers perform at their best. From the grandstands, the event seems simple. Horse and rider cross the start line at a run, follow a cloverleaf pattern around three barrels, then dash across the finish line. What is not seen are the years of practice required to train that horse to run barrels. The times of top riders are so close that electronic timing devices accurate to the hundredth of a second must be used. Professional women's barrel races are run under the direction of the **Women's Professional Rodeo Association**. Formed in 1948 by a group of Texas women led by Blanch Altizer-Smith, sister of 1959 PRCA calf roping champion Jim Bob Altizer, the Girls Rodeo Association began as an effort to involve women in professional rodeo. There were 74 charter members and 60 approved events with a total payoff of \$29,000 the first year. The GRA was renamed in 1982, and since, the WPRA has expanded its goals to include larger purses, bigger and better rodeos and greater public recognition of women's rodeo.

Protection Bullfighting

They were **clowns** in the beginning, almost literally. Their job was to entertain and to provide comic relief. Protecting cowboys was almost secondary for the clowns. Today, most still dress like clowns, but they are bullfighters first and most importantly. And they are often the difference between life and death.

Bullfighters are the first line of defense for the bull rider. The bullfighter is responsible for distracting the bull while the cowboy regains his sense of direction and escapes to safety after a fall or dismount. Today's bullfighter, far from being a clown, is so serious about his job, he routinely places his own life in danger in an effort to protect the cowboy. The modern bullfighter is also an accomplished athlete, a master of timing and agility.

Freestyle Bullfighting

In a freestyle bullfight, the bullfighter goes one-on-one against a bull for 70 seconds. The bullfighter is judged on his willingness to expose himself to risk and on his aggressiveness. His objective is to stay as close as he can to the bull throughout the fight. Bullfighters have elevated the sport by employing spectacular maneuvers, such as jumping over a charging bull. Like the riders, the bullfighters score higher when the bull is more aggressive.

Bullfight bulls are bred to be smaller, quicker and more agile than those used in bull riding. They can compete for years and, like their human counterparts, learn from their mistakes and improve with experience. The **California Rodeo Salinas** boasts one of the nation's largest freestyle bullfight with six nationally ranked bullfighters and \$20,000 in prize money. A fan-favorite and our finale event, the freestyle bullfights are an exciting part of the show here in Salinas!



FREESTYLE BULLFIGHTERS

Evan Allard

2009 Ultimate Bullfighters Association Champion
2009 & 2010 Spring Champion Rex Dunn's World Championship Bullfights
2010 & 2013 California Rodeo Salinas Freestyle Bullfighting Champion



Evan Allard is a 23 year old from Vinita, Oklahoma. He graduated with his associates degree from Oklahoma State University and works as a substation tech for KAMO Power. Evan was the 2009 Ultimate Bullfighters Association champion and the 2009-2010 spring champion at Rex Dunns World Championship Bull fights. He also won Rex Dunns Bullfight in Ft. Smith, Arkansas and the Kentucky Derby Festival Extreme Bullfight in Louisville, Ky. Evan has been raising his own fighting bulls for about one year, which takes up most of his very limited time. He also plays ping pong about three times each week.

Ross Hill

2005 Risky Business Bullfights Champion
2006 NFR Bucking Sale Bullfight Winner
2007 & 2008 California Rodeo Salinas Freestyle Bullfighting Champion



Ross Hill was raised around Harper Morgan Rodeo Company, the greatest show on dirt according to him, and developed his love for rodeo at an early age. Ross also grew up playing football, baseball and running track. Now he enjoys testing his agility and skills in front of an angry bull. When he isn't fighting bulls he enjoys outdoor activities like hunting and fishing, but only when the fish are biting. Ross also raises Mexican fighting bulls.

Cody Emerson

2012 World Champion Freestyle Bullfighter
2012 Benny Binion WNFR Bucking Stock Sale Bullfighting Champion



Cody Emerson, 25, is from Jonesboro, AR. He was the 2012 World Champion Freestyle Bullfighter and also won the 2012 Benny Binion WNFR Bucking Stock Sale bullfighting competition in Las Vegas, Nev. He started fighting bulls when he was 18 years old when he enrolled in a bullfighting school offered by Frank Newsom and later with Rob Smets and Miles Hare to learn the basic essentials of the trade. "They not only gave me a strong fundamental base, but helped to build my bull sense," he said of his mentors. Cody also competed at the 2013 Salinas California Rodeo and is a 2014 PRCA and PBR

member.



Cody Webster

2009 Rex Dunn World Champion Freestyle Bullfighter.
2009, 10 T.C R.A Finals Bullfighter
2010 N.F.R. Champion Bullfighter
2011-12 California Rodeo Salinas Freestyle Bullfighting Champion



Professional bullfighter Cody Webster is from Purcell, Oklahoma. He truly loves fighting bulls and it is a sport that he craves and enjoys doing. Cody is a PRCA card holder. He is thankful for the blessings and talent the good Lord has blessed him with. Some goals of Cody's are to fight bulls at the N.F.R and the P.B.R finals and to be one of the best bullfighters in business. Cody has taken home two consecutive wins from the California Rodeo Salinas in 2011 and 2012, let's see if he can do it again in 2013!

Kyle Lippincott

2010 Midwest Bullfighters Association Year End Champion and Rookie of the Year
2010 Badland's Circuit Finals Bullfight Champion
2011 Ram PBR Challenge Freestyle Champion
2012 RNCF Freestyle Bullfights



Professional bullfighter Kyle Lippincott comes to the California Rodeo from his hometown of Fort Scott, KS. Kyle grew up wanting to be a bull rider like his childhood idol Lane Frost, which the movie 8 Seconds was made about and Kyle watched almost every day. He started fighting bulls as a protection bullfighter at a local practice pen at age 15, then soon realized he liked the thrill of freestyle bullfighting. Kyle was here in 2011 and 2012 and left the crowds on the edge of their seats during the Freestyle Bullfights on the track, and he returns this year for the 2013 California Rodeo. He enjoys staying in shape and having fun, and recently acquired his personal training certification.

Nathan Harp

2011 Rex Dunn's World Championship Rodeo Bullfights, World Champion
2012 National Western Champion Freestyle Bullfighter



Nathan Harp's hometown is Tuttle, Oklahoma where he lived until he was 21 before moving to Stillwater, OK where he now resides. Nathan wasn't brought up in a rodeo family, but since he can remember he has always had a love for rodeo. At the age of 16 he started to pursue his love for rodeo through bullfighting. After high school he put all of his effort into his career and before long found success in the freestyle bullfights. In 2011 he won the Rex Dunn World Championship Freestyle Bullfights. Not long after that he was acknowledged for his cowboy protection and joined the PRCA.



Rodeo event descriptions and terminology

1. **Average:** usually used to describe the aggregate score for a contestant who competed in more than one round, e.g., “He had times of 9.3 and 9.8 seconds in the two rounds and placed third in the average with 19.1 seconds on two head.”
2. **Bronc rein:** is attached to a halter; a saddle bronc rider holds onto a bronc rein at a specific position that he determines based on the size and bucking habits of the horse he’s about to ride.
3. **Bulldogger:** a steer wrestler.
4. **Covering:** in the roughstock events, staying on for at least the minimum time of eight seconds: “He covered all three broncs he rode last weekend.”
5. **Draw:** each roughstock competitor who enters a PRCA rodeo is assigned a specific bucking horse or bull in a random draw conducted at PRCA headquarters three days before the rodeo; each timed-event contestant is assigned a calf or steer in a random draw on site, shortly before each performance of a rodeo begins.
6. **Go-round:** Many rodeos have more than one round of competition; each is called a go-round, and all cowboys entered in that rodeo compete in each go-round unless there is a semi-final, final or progressive round.
7. **Hooey:** the knot that a cowboy uses to finish tying the calf’s legs together in tie-down roping.
8. **Hung up:** when a bull rider or bareback rider cannot remove his hand from the rope or handle before he dismounts or is thrown off the bull’s or horse’s back, his hand is “hung up” - a dangerous situation - and the pickup men or bullfighters will move in to help dislodge his hand so he can get clear of the animal.
9. **Nodding:** in the roughstock events, a cowboy nods his head when he is ready for the gateman to open the gate and the ride to begin; in the timed events, a cowboy nods when he is ready for the calf or steer to be released from the chute and get its head start.
10. **Piggin’ string:** in tie-down roping, the small rope used to tie a calf’s legs together.
11. **Rank:** an adjective of praise and respect used to describe especially challenging roughstock.
12. **Riggin’:** a suitcase-style handhold customized to a rider’s grip and attached to a molded piece of leather that is cinched, with a pad, around the horse’s girth. A riggin’ is used in the bareback riding.
13. **Ropes:** the correct term is rope, not lasso, lariat or riata; most ropes used in ProRodeo timed events are made of strong yet flexible braided materials such as nylon/poly blends, and a cowboy may change his rope selection depending on the weather and the cattle; bull ropes and bronc reins are often made of sisal or poly blends.
14. **Slack:** excess entries at some rodeos may be scheduled for preliminary (slack) competition, usually before the rodeo opens to the public.
15. **Turn out:** a cowboy may turn out of a rodeo if, for example, he has a scheduling conflict; this is different from “doctor-releasing” due to injury.
16. **Try:** a noun used for both cowboys and livestock, denoting grit, determination, fitness, stamina and resilience: “Give that cowboy a hand - he had a lot of try



Livestock Welfare

In the sport of professional rodeo, cowboys share the limelight with the rodeo livestock. For a cowboy to compete at the highest level, the livestock also must be in peak condition. Both are athletes in their own right. The very nature of rodeo requires a working relationship, and in some events a partnership, between the cowboys and animal athletes.

Professional Rodeo Cowboys Association (PRCA) athletes value their animals, as do the PRCA stock contractors that provide the livestock for the rodeos. Like most people, PRCA members believe animals should be provided proper care and treatment. The PRCA and its members value their animals and staunchly protect them with specifically created rules.

Consistent proper treatment of animals by PRCA members - in and out of the arena - has been well documented by veterinarians who have witnessed the health and condition of the animals first hand. Scottsdale, Arizona equine veterinarian Dr. Jennifer Schleining has this to say about the PRCA, "The PRCA upholds the standard of humane care of rodeo animal athletes, and in my professional opinion rodeo remains a healthy, humane, family oriented sport."



The PRCA has continually called upon on-site, independent rodeo veterinarians at PRCA-sanctioned events to conduct livestock welfare surveys. The purpose of the surveys is to determine the rate of injury to rodeo livestock and the effectiveness of PRCA livestock welfare rules. Over the years, the results have continued to show a rate of injury that is very, very low. The most recent survey was conducted at 148 rodeo performances held during the 2010 PRCA rodeo season. As in the past, the rate of injury is proving to be very low calculating out to .00046.

Like a well-conditioned athlete, an animal can perform well only if it is healthy. Any cowboy will tell you he takes home a paycheck only when the animal is in top form. Stock contractors, the ranchers who raise and provide livestock to rodeos, also have an obvious financial interest in keeping the animals healthy. Simple logic dictates that no sensible businessperson would abuse an animal that is expected to perform in the future.

Many - if not most - of the PRCA's approximately 10,000 members have more than an economic tie to animals. Nearly all have lived and worked around animals for most of their lives, and they possess a high degree of respect and fondness for the livestock.

Hundreds of veterinarians compete in professional rodeo. "I think they participate because they have a deep interest in animals," said Doug Corey, a Pendleton, Ore., veterinarian. "If there was any mistreatment going on, they wouldn't participate."



Anyone who attends a PRCA rodeo can be assured that the greatest care has been taken to prevent injury to animals or contestants.

PRCA members are bound by the not-for-profit corporation's bylaws and rules, which include a section that deals exclusively with the humane treatment of animals. The association's rules and regulations include more than 60 rules dealing with the care and treatment of animals. Anyone who violates these rules may be disqualified and reported to the PRCA, which will levy fines. Professional rodeo judges, who are responsible for the enforcement of all PRCA rules, believe in these humane regulations and do not hesitate to report violations. Becoming a PRCA judge involves extensive training in the skills needed to evaluate livestock and testing of that knowledge and of the rodeo. PRCA rodeo judges undergo constant training and evaluation to ensure their skills are sharp and that they are enforcing PRCA rules, especially those regarding the care and handling of rodeo livestock.

Animal welfare is a major and ongoing initiative of the PRCA. Not only does the association have rules to ensure the proper care and treatment of rodeo livestock, but it also has several veterinary advisory panels and periodically hosts educational seminars for veterinarians and rodeo industry members. To coordinate its animal welfare efforts, the PRCA employs a full-time animal welfare coordinator to oversee internal and public education programs.

For more information on the care and handling of rodeo livestock call (719)593-8840 or visit the PRCA website at <http://www.prorodeo.com/livestock>





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