

ABOVE: 2020 Team Roping Average Champions Erich Rogers and Paden Bray place fifth in Round 10 at the Wrangler NFR after posting a 5.6-second run.

COVER: Stetson Wright won the all-around world championship for a second straight year and his first bull riding gold buckle at the 2020 Wrangler National Finals Rodeo in Arlington, Texas.
- PRCA ProRodeo photos

Featured in the PRCA Media Guide

2020 Top Cowboys **53**
PRCA annual statistics **142**
2020 Top 50 Rodeos **144**
ProRodeo world records **151**
Wrangler NFR arena and round records **179**
2020 ProRodeo Awards **271**

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Table of Contents

General Information 3
- Media guidelines 4
- About the PRCA 6
- Tours, series and championships 8
- Terminology 10
- PRCA event descriptions, abbreviations 14
- TV 16
- 2020 ProRodeo Tour 17
- History of rodeo; history of the PRCA 18
- PRCA Board of Directors and leadership 20
- PRCA staff 24
- PRCA and livestock welfare 29
- Justin Cowboy Crisis Fund 31
- ProRodeo Hall of Fame 34
- Related associations and contacts 41
- Miss Rodeo America 42

2020 World Champions 43

ProRodeo Cowboys 53
- Top 2020 cowboys by event 54
- Cowboy biographies 61

ProRodeo Records and Statistics 141
- PRCA annual statistics 142
- Top 50 2020 PRCA rodeos 144
- Approved 2020 PRCA rodeos 146
- ProRodeo earnings records 151
- ProRodeo times and scores records 153
- Past world champions by name, 1929-2020 156
- Past world champions by event, 1929-2020 160
- Final world standings, 2009-2020 161

Wrangler NFR Records, History 173
- About the Wrangler National Finals Rodeo 174
- Prize money and attendance stats 175
- Wrangler NFR qualification stats 178
- Wrangler NFR arena and round records 179
- RAM Top Gun Award 180
- Wrangler NFR average champions by event, 2000-2020 181
- Wrangler NFR average champions by name, 1959-2020 183
- Wrangler NFR personnel 186
- Top Wrangler NFR bucking stock, 1959-2020 190
- 2020 Wrangler NFR livestock roster 192
- 2020 Wrangler NFR results 194
- National Finals Steer Roping 199

2020 Wrangler PRORODEO Tour 203
- Tour champions 204
- Finale results 205

PRCA Xtreme Broncs and Bulls 207
- About the PRCA Xtreme Broncs Tour 208
- About the PRCA Xtreme Bulls Tour 210
- PRCA Xtreme Bulls Tour records, career leaders 212
- PRCA Xtreme Bulls Tour champions, by year 213
- 2020 PRCA Xtreme Bulls Tour standings 216
- PRCA Xtreme Bulls Tour results 217
- PRCA Xtreme Bulls personnel 219

Circuit Information and Records 221
- The RAM Circuits and contacts 222
- 1987-2020 NCFR champions by year 224
- 1987-2020 NCFR champions by name 227
- NCFR records 230
- 2020 NCFR results 232
- NCFSR records 235
- Circuit system year-end title record-holders 236
- Circuit system average title record-holders 238
- Year-end title record-holders by circuit 239
- Average title record-holders by circuit 245
- Circuit year-end title-holders by circuit and year, 2000-2020 251
- Circuit finals rodeo champions by circuit and year, 2000-2020 261

ProRodeo Awards 271
- 2020 Pendleton Whisky Stock of the Year 272
- Stock of the Year, 1956-2020 274
- Remuda Awards 277
- AQHA/PRCA Horses of the Year, 1989-2020 281
- PRCA Media Awards 284
- Justin Committeeperson of the Year Award 285
- Rodeo Committee of the Year Awards 286
- Donita Barnes Lifetime Achievement Award 288
- Contract Personnel awards 289
- Linderman Award 291
- Resistol | Rookie of the Year Award 292

Announcers 297
- 2020 NFR and NFSR announcers 298
- Announcer bios 300

Bullfighters, Clowns, Barrelmen 313
- 2020 Wrangler NFR personnel 314
- Bullfighters, clowns, barrelmen bios 316

Specialty Acts 329
- 2020 Wrangler NFR specialty acts 330
- Specialty act bios 332

Stock Contractors 339

PRCA National Partners 353

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, broadcast, 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.
- 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.
- 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, RAM National Circuit Finals Rodeo 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.
- The media rooms at the PRCA's premier events are nonsmoking areas.
- 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 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/photographer 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 member photographers are granted a worldwide, nonexclusive, royalty-free license to use, reproduce, display and distribute images taken during PRCA-sanctioned events. No other photographer is allowed to shoot a PRCA-sanctioned event without written approval from the PRCA or the rodeo committee.
- Only PRCA-member photographers are permitted to shoot from inside the arena or behind the chutes during PRCA events. An exception may be made for in-arena awards or presentations, if applicable and coordinated with the PRCA photographer and the rodeo committee before the rodeo performance.
- Freelance and media photographers must shoot from designated areas and may not shoot from behind the bucking chutes (on the chute platform).
- Freelance and media photographers will not be approved to photograph a PRCA-sanctioned event without proof of assignment for a specific media outlet and without signing an agreement to limit usage of the images to the specified assignment.
- Freelance and media photographers must not interfere with contestants or judges during the performance. The PRCA license agreement for media and freelance photographers is available through the rodeo committee or by calling PRCA Media at 719.528.4736.
- Commercial photography is prohibited unless prior written approval and the proper clearances have been obtained from the PRCA, rodeo committee, and contestant before the first rodeo performance.
- 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 photographing future events.

Social media policy

To view the most up-to-date version of the Social Media Policy please visit ProRodeo.com/social-media-policy

Membership, contestants, and fans are asked to abide by the following rules:

- The PRCA has a 90-second time limit on competition video content taken either by a contestant or a fan. This is 90 seconds of competition video, total, per rodeo performance or slack performance.
- 90 seconds of competition video may be accomplished through live or recorded means but the competition action may not exceed the allowed number of seconds.
- Any video live or recorded off of a televised or official live-streamed program, broadcast on social media, is strictly prohibited.
- Video clips collected at PRCA rodeos are for personal use only and may not be sold, repurposed or otherwise used for commercial purposes without licensing by the PRCA.
- PRCA marks including logos and tag-lines may not be used in a way that portrays any post or video as an official communication of the Professional Rodeo Cowboys Association.
- Videos found exceeding the 90 seconds of competition video rule on any platform, or utilized for commercial purposes without permission, will be removed without warning.

About the PRCA

The Professional Rodeo Cowboys Association (PRCA), headquartered in Colorado Springs, Colo., is the largest and oldest rodeo-sanctioning body in the world. The recognized leader in professional rodeo, the PRCA is committed to maintaining the highest standards in the industry in every area, from improving working conditions for contestants and monitoring livestock welfare to boosting entertainment value and promoting sponsors. The PRCA also proudly supports youth rodeo with educational camps and financial assistance to young standouts preparing to enter the professional ranks, as well as supporting allied organizations such as Tough Enough to Wear Pink, Miss Rodeo America, the American Quarter Horse Association and the ProRodeo Hall of Fame.

Annually, the PRCA sanctions or co-sanctions roughly 730 multiple-event rodeos on the continent, in nearly all U.S. states and three other countries: Canada, Mexico and Brazil. As a membership-driven organization, the PRCA works to ensure that every event it sanctions is managed with fairness and competence and that the livestock used is healthy and cared for to the highest standards. Here are some key facts about participants in ProRodeo and the PRCA:

Fans. More than 40 million people identify themselves as fans of ProRodeo, and many of them attend PRCA-sanctioned rodeos around the country annually. Fans can follow professional rodeo all year long through the PRCA's television coverage on The Cowboy Channel, RFD-TV, PRCA on The Cowboy Channel+ App, the PRCA's *ProRodeo Sports News* magazine and ProRodeo.com, as well as other rodeo-related media outlets.

Competition. Unlike most other professional sports, where contestants are paid salaries regardless of how well they do at a particular competition, cowboys generally pay to enter each rodeo. If they place high enough to win money, they probably make a profit, but if they don't, they've lost their entry fee and any travel expenses, so every entry is a gamble pitting the chance for loss and physical injury against the chance for financial windfall and athletic glory. Also,unlike most sanctioned professional sports, the hundreds of "playing fields" – rodeo arenas – of PRCA-sanctioned rodeos vary widely. The size, shape, perimeter of an arena, as well as the chute configuration and whether it's indoors or outdoors. The differences are so significant that some timed-event cowboys own different horses for different types of arenas. For that reason, the fairest way to measure cowboys' success in competition across the varied settings is by earnings. The total payout at PRCA rodeos in 2020 was $30,490,632 (The COVID-19 pandemic affected this number).

Contestants. The PRCA's membership includes roughly 6,000 cowboys (including permit holders), who comprise the majority of the association's roster, as well as approximately 1,241 contract personnel (performers and workers). The largest membership segment includes a full range of contestants, from cowboys who compete in professional rodeo for a living, crisscrossing the country with their own horses or equipment, as well as to those who work at other jobs during the week and compete in nearby rodeos on the weekends. Read more about individual athletes in the ProRodeo Cowboys chapter of this book.

Permit system. Cowboys who want to apply for membership in the PRCA must first obtain a permit card and then earn at least $1,000 at PRCA-sanctioned rodeos. There is no time limit to "fill" the permit. Money won under a permit card counts toward circuit standings, but not toward world standings or rookie standings. (A rookie is a cowboy in his first year as a PRCA card-holding contestant.)

World champions. "World champion" is the most coveted title in ProRodeo. The sport's world champions are crowned at the conclusion of the Wrangler National Finals Rodeo, based on total season earnings at PRCA rodeos across the continent, including money earned at the NFR (see the next section of this chapter). The PRCA crowns nine world titlists (also breakaway roping as of 2020); each receive a gold buckle and a specially crafted trophy saddle.

Stock contractors. All PRCA rodeo events involve livestock, and the care of those animals falls to the stock contractors who buy or breed them, raise them, feed them, watch over them, provide medical care when necessary, and transport them safely between rodeos and their home pastures. PRCA stock contractors agree to follow more than 70 rules providing for the care and humane treatment of livestock – the toughest standards in the industry – and constantly look for ways to improve their husbandry, knowing that best practices produce top-performing livestock. Read more in the PRCA and Livestock Welfare section of this chapter.

About the PRCA

Judges. There are at least two judges at every PRCA rodeo who have attended judging seminars and are trained to ensure that all results of competition and livestock welfare are followed. During the timed events, each judge has a different role. During the roughstock events, the judges are on opposite sides of the cowboy and animal, watching for the cowboy's control of the ride and how well his timing is synced with the animal's bucking motion, among other scored aspects of a ride that can be different on the two sides.

Contract personnel. The noncontestant personnel working a rodeo include the bullfighters, who help bull riders escape from powerful rodeo bulls; the barrelmen, clowns and specialty acts, who entertain the crowds; pickup men, who help bareback and saddle bronc riders dismount, then prepare and assist bucking stock to leave the arena; announcers, who call the action; arena secretaries, who handle extensive administrative duties; and timers, who operate the clocks for the timed and roughstock events. Read more about some of these types of contract personnel in the Announcers, Clowns/Bullfighters/Barrelmen and Specialty Acts chapters of this book.

Committees. Local rodeo committees organize the PRCA-sanctioned rodeos held across the continent. Most are run by dedicated groups of volunteers who make the rodeos work from behind the scenes, procuring local sponsors for events, awards and programs; setting up safe facilities; staffing various functions and making the contestants and attendees feel at home. Many PRCA rodeos are broadly involved in their communities in both service and fundraising areas. For a list of 2020 PRCA-sanctioned rodeos by state, see the Records and Statistics chapter of this Media Guide.

Charities. PRCA-sanctioned rodeos annually raise more than $16 million for local and national charities, from college scholarships for local students to the Tough Enough to Wear Pink campaign against breast cancer..

FanZone. The ProRodeo FanZone is the official membership program of the ProRodeo Hall of Fame. Depending on your membership level, benefits include: free entry into the HOF; a *PSN* subscription; FanZone member-only belt buckles; exclusive contests and giveaways and a welcome package containing a variety of FanZone merchandise and other exclusive items from PRCA national sponsors. Learn more at ProRodeoFanZone.com.

Sponsors. The PRCA's loyal national sponsors support all aspects of rodeo, from entire events like the Wrangler NFR and RAM National Circuit Finals Rodeo to the Montana Silversmiths gold buckles awarded to world champions each year. Read more in the PRCA National Partners chapter of this book. Sponsors also help defray the costs of producing rodeos and support contestants in their efforts to climb the ranks of ProRodeo.

Demographics. The PRCA's loyal rodeo attendees across the U.S. are about 52% male and 48% female. More than 12.5 million fans earn an income of $75,000 and 18% own their own business. ProRodeo fans come from all walks of life, but as a group, they are demographically similar to NASCAR fans, and are likely to also enjoy hunting, fishing and camping.

ProRodeo.com. The PRCA maintains a website with the latest news stories, world standings, rodeo results, cowboy and livestock bios, and tons of other information. The PRCA also has a presence on YouTube, Facebook, Twitter, TikTok, Instagram and LinkedIn.

Television. RFD-TV and The Cowboy Channel telecasts all 10 performances of the Wrangler NFR live each December. The Wrangler NFR and other top PRCA rodeos are available on the PRCA on The Cowboy Channel+ App subscribers. Visit ProRodeo.com for updated telecast schedules.

PRCA Tours, Series and Championships

Contestants decide which tours and series they want to participate in, then plan their rodeo entries and travel routes accordingly. Earnings at nearly all PRCA rodeos count toward the PRCA World Standings (within certain limits per event) and the 15 top-earning ProRodeo athletes (per event) compete at the ultimate championship, the Wrangler National Finals Rodeo.

Wrangler National Finals Rodeo. The Wrangler NFR, the sport's richest and most prestigious rodeo, showcases the world's best contestants and stock. The 10-day championship, held at the Thomas & Mack Center in Las Vegas every December, has enjoyed a sold-out attendance for 30 years. In 2020, the 62nd Wrangler NFR was held at Globe Life Field in Arlington, Texas, because of COVID-19 restrictions in Vegas; $10 million was paid to contestants who won or placed in rounds or in the average. Contestants earn their slots at the Wrangler NFR based on their season earnings at PRCA rodeos; the Top 15 earners in each event qualify for the Finals. Contestants can count only a limited number of rodeos toward their qualifying earnings (bareback riding, 100; steer wrestling, 85; team roping, 65; saddle bronc riding, 100; tie-down roping, 85; bull riding, no limit), so experienced rodeo cowboys plan their competition seasons to maximize potential winnings and minimize travel expenses. Read more in the Wrangler NFR chapter.

2021 PRORODEO Tour. The PRORODEO Tour standings are based off a points system for contestants at each qualifying Tour rodeo. Points are distributed for placings 1-40; contestants are ranked by highest scores/fastest times at the conclusion of the rodeo. At a Tour rodeo with two or more go-rounds, points are distributed based on the average. The Top 24 contestants in the Tour standings will qualify for the Tour Finale at the California Rodeo Salinas, Sept. 23-26, with a total payout of $500,000. The Tour Finale will play a key role in determining which contestants qualify for the Wrangler NFR.

PRCA Tours, Series and Championships

RAM Circuits. The PRCA divides the United States into 13 geographic areas or circuits. Contestants compete for circuit points throughout the year by winning at rodeos within the circuit they choose at the beginning of a rodeo season. Top earners within each circuit compete at circuit finals, and those winners advance to the prestigious annual RAM National Circuit Finals Rodeo in Kissimmee, Fla. In 2020, the RAM NCFR was held in Greeley, Colo., because of COVID-19 restrictions. Likewise, the top four steer ropers from each of the six PRCA circuits compete at the National Circuit Finals Steer Roping in Torrington, Wyo., each year to determine the national circuit champion. The PRCA's circuit system enables cowboys who are not full time, the chance to advance to those regional and national competitions. Read more in the Circuit Information and Records chapter.

PRCA Xtreme Bulls Tour. Some of the best bull riders in the world fight to stay aboard some of the rankest bulls in the world at every stop of the PRCA Xtreme Bulls Tour. The PRCA's bull-riding-only tour debuted in 2003. In 2020, it included *five Division I events, *28 Division II events and a September championship in Nephi, Utah. Money earned at regular PRCA rodeos and PRCA Xtreme Bulls Tour events counts toward the PRCA | RAM World Standings and qualification for the Wrangler NFR, but only money won at PRCA Xtreme Bulls Tour events can get cowboys into the Xtreme Bulls Tour Finale. Read more in the Xtreme Bulls Tour chapter.

PRCA Xtreme Broncs Tour. The tour is a series of events that features only saddle bronc riding competition. These stand-alone events were first approved by the PRCA in 2016. There were 13 U.S. stops in 2020, pitting top bronc riders against the PRCA's toughest stock. The tour concluded with a finale in Rapid City, S.D.; the total tour payout for the season was $392,210. All money earned on the tour counts toward qualification for the Wrangler National Finals Rodeo.

Clem McSpadden National Finals Steer Roping. The Top 15 steer ropers in the PRCA, based on PRCA | RAM World Standings at the end of the regular season, head to their own national championship in November in Mulvane, Kan. Read more in the NFSR chapter.

**Impacted by the COVID-19 pandemic*

Terminology

A–B

Added money: rodeo is different from most other sports in that it's pay-to-play: at most rodeos, every contestant pays an entry fee, and those entry fees are part of the prize money for that event. Added money (also called the committee purse) is what the local rodeo committee may put in for each event, which in the long run usually comes from sponsors

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"

Barrelman: an entertainer who, after a bull ride, uses a barrel to distract the bull and protect the cowboy

Barrier: in timed events, a line at the front of the box that the contestant and his horse cannot cross until the steer or calf has a head start, usually marked with a rope and a flag so the timers can see it drop and start the clock

Box: in a timed event, the area a horse and rider back into before they make a roping or steer wrestling run

Breaking the barrier: in the timed events, if the roper or steer wrestler leaves the box too soon – failing to give the animal enough of a head start – he or she is assessed a 10-second penalty

Bronc rein: a saddle bronc rider holds onto a bronc rein, a six-foot braided rope, at a specific position that he determines based on the size and bucking habits of the horse he's about to ride. Bronc riders often give each other advice about the best position for that handhold to allow the horse its best performance, e.g., "Give him 3½ fingers"

Bulldogger: a steer wrestler

Bullfighter: an athlete who protects the bull rider after he dismounts or is bucked off by distracting the bull and directing its attention to the exit gate, sometimes stepping between the bull and the bull rider

C–D

Calf roper: a tie-down roper

Chute: a pen that holds an animal safely in position

Covering: in the roughstock events, staying on for at least the minimum time, eight seconds: "He covered all three broncs he rode last weekend."

Crossfire penalty: in team roping, if the header doesn't change the direction of the steer before the heeler catches, the run is disqualified

Dally: in team roping, each roper, after throwing his loop, wraps the loose rope around his saddle horn – dallies – and the two ropers move their horses to face each other, pulling the ropes taut to stop the clock

Terminology

Day money: a portion of the roughstock (usually bull riding) contestants' entry fees that may be used as a separate per-performance payoff for a multi-performance rodeo. All bull riders who make a qualified ride during a paid performance are paid an equal share of the day money. If they also placed, they get prize money in addition to day money. If there are no qualified rides during a performance, the day money is added to the total payout for that event; day money counts toward the world standings

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

Drop: in roughstock events, the way a bucking horse or bull may lower its front end suddenly while kicking out in back, creating a more difficult ride; in timed events, the way a calf or steer may lower its head to avoid a catch

E–F

Equal money: many PRCA rodeos offer equal money in the team roping event, meaning that the committee adds the same amount to the purse for headers and heelers as for other contestants (rather than adding the same amount as the other events, to be shared by the two-person team)

Flags: judges in the arena drop flags to signal the timers to stop the clocks

Flankman: a cowboy or cowgirl who works behind the bucking chutes, adjusting the flank strap around the animal before the ride. The best flankmen and women are familiar with each individual animal and know exactly how much flank to give that animal to encourage optimal bucking

Flank strap: a soft sheepskin- or Neoprene-lined strap placed in the area where a human's belt would go, it encourages the animal to kick out behind itself rather than rear up, providing a safer, showier ride

G–H

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 semifinal, final or progressive round

Gold Card member, life member: a 10-year, dues-paying member of the PRCA who has reached their 50th birthday, or a 20-year dues-paying member of any age

Ground money: if not enough contestants qualify for the number of places to be paid, the money that would have been awarded for the remaining places is divided evenly among those contestants who did qualify (have a score or time). That money is considered ground money; in the bull riding only, it counts toward standings

Hazer: in steer wrestling, the cowboy who rides on the right side of the steer to make sure the steer runs straight

Header/heeler: Two partners in team roping – the header throws the first rope, over the animal's head or horns, and the heeler throws the second rope to catch both the steer's hind legs; roping only one leg results in a five-second penalty

Terminology

Hooey: the knot that a cowboy uses to finish tying the calf's legs together in tie-down roping

Hooking: a generic term for any contact a bull makes with his horns to a person, object or another animal

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

I–M

Judges: as in other sports, trained PRCA judges ensure that all participants follow PRCA rules. They determine times for runs in the timed events and scores for rides in the roughstock events, record penalties for any infractions of the rules, and inspect the arena, chutes and livestock before each competition

Left (or right) delivery: many bucking animals prefer to stand in the chute facing a particular direction, so they can leave the chute in the direction they prefer

Mark out: in the bareback and saddle bronc riding, a cowboy's feet must be above the point of the horse's shoulders when the horse's front feet hit the ground – if so, he "marked the horse out," but if not, he "missed the horse out" and the ride is disqualified

N–R

Nodding: in the roughstock events, a cowboy nods 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

Penalty: in timed events, common penalties include 10 seconds for breaking the barrier and in team roping, five seconds for a one-hind-leg catch

Permit holder: a PRCA contestant who has not yet won their first $1,000 at PRCA rodeos and successfully applied to become a card-holding member of the organization

Pickup men: two mounted cowboys who help riders dismount, release a bucking horse's soft flank strap, and escort bucking horses and bulls to the exit gate after a ride

Piggin' string: in rodeo's tie-down roping and steer roping events, the small rope used to tie the animal's legs together. In the pasture, this technique immobilizes the animal so it can be "doctored"

Pigtail: a piece of string attached to the barrier that breaks if a timed-event contestant's horse exits the box too soon, not giving the calf or steer enough of a head start according to PRCA rules. This is called "breaking the barrier"

Rank: an adjective of praise and respect used to describe especially challenging roughstock

Terminology

Reride: if a cowboy's score is affected by equipment failure or a horse or bull that doesn't buck to performance specifications, the judges may offer the cowboy a clean-slate chance on a different horse or bull

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

Rookie: a cowboy in his first year of card-holding PRCA membership

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

Roughstock: the bucking horses and bulls used in bareback riding, saddle bronc riding and bull riding. They are sually bred and raised for the job

S–Z

Score: in roughstock events, the points awarded for the difficulty of the ride (bucking) and the cowboy's skill in riding. In timed events, the length of the head start given to the calf or steer, which the judges calculate based on PRCA rules. When used to describe a timed-event horse ("That mare scores well"), it refers to the horse's obedience in staying in the box until the cowboy signals it to start the pursuit

Slack: excess entries at some rodeos may be scheduled for preliminary (slack) competition, usually before the rodeo opens to the public

Spurs: the spurs used in PRCA rodeos have several dulled rowels that do not penetrate the animals' skin, which is several times thicker than human skin. See the PRCA and Livestock Welfare chapter for more information

Standings: a professional cowboy's success is measured in earnings. Cowboys may keep track of where they rank in yearly earnings in several sets of standings

Stock contractors: the companies that bring livestock to the arena for rodeos – bucking horses and bulls for the roughstock events and steers and calves for the timed events

Timed events: steer wrestling, team roping, tie-down roping and steer roping – events in which the contestant(s) who make the fastest qualified runs win

Triple Crown winner: a multi-event cowboy who wins three world championships in the same year. The most recent cowboy to do so was Trevor Brazile in 2008 and 2010

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."

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

Event descriptions

Bareback riding

Bareback riding is one of the most physically demanding events in rodeo. A bareback rider sits directly on a bucking horse, with only his own "riggin'" to hang onto. As the horse comes out of the chute, the cowboy's feet must be above the break of the horse's shoulders. He holds his feet up at least through the horse's first move, usually a jump, then spurs the horse on each jump, matching the horse's rhythm and showing control rather than flopping around. He may not touch the horse, his equipment or himself with his free hand. If the ride lasts eight seconds, two judges award up to 25 points each for the cowboy's "exposure" to the strength of the horse and his spurring technique and up to 25 points each for the horse's bucking strength and moves.

Steer wrestling

Steer wrestling demands coordination between two mounted cowboys – the contestant and a hazer who controls the steer's direction – and their horses. The cowboys back their horses into the box on each side of the steer. When the contestant nods, the chute gate opens and the steer gets a head start before the cowboys start to chase him. As the steer wrestler draws even, he dismounts from his horse, which is moving at perhaps 30 miles per hour. He grasps the steer's horns and digs his boot heels into the dirt to slow down the 500- to 600-pound steer. Then he wrestles the steer onto its side; when all four legs point in the same direction, the clock stops. Times vary widely depending on the size of the arena.

Team roping

Team ropers work as partners: one header and one heeler who move in precise coordination. They and their horses start in the "box." When the header nods, the chute gate opens and the steer gets a head start. The header throws the first loop, which must catch the steer's head or horns, protected by a horn wrap. Then the header dallies – wraps his rope around his saddle horn – and moves his horse to pull the rope taut, changing the direction of the steer. That gives the heeler the opportunity to catch both of the steer's hind legs with his own rope; most heelers try to time their throws to catch the legs when they are in the air. After the catch, the heeler also dallies, to stop the steer. When the ropes are taut and both horses face the steer, the time is recorded. Times vary widely depending on the size of the arena.

Saddle bronc riding

In rodeo's classic event, the saddle bronc rider sits on a specialized saddle – it has no horn, and the stirrups are set forward. In the chute, the cowboy adjusts his grip on the rein and perhaps the horse's position. When the gate opens, his boots must be above the breaks of the horse's shoulders. After the horse's first move, usually a jump, the cowboy begins spurring in long, smooth strokes, in sync with the horse's jumps – legs straight when the bronc comes down, toward the back of the saddle at the top of the jump. His only handhold is a six-foot braided rope; his free hand may not touch his equipment, his body or the horse. If the ride lasts the required eight seconds, it is scored by two judges – one on each side – who assess difficulty and control. Each judge awards up to 25 points for the cowboy's performance and up to 25 points for the animal's performance, for a potential of 100 points.

Tie-down roping

To start this sprinting event, the tie-down roper and his horse back into the box; the cowboy carries a rope in one hand and a "piggin' string" in his mouth. When the cowboy nods, the chute opens and the calf gets a head start. The cowboy throws a loop over its head; his horse stops and pulls the rope taut while the cowboy jumps off, dashes down the rope, lays the calf on the ground and uses the piggin' string to tie any three of its legs together. Then he lifts his hands to show he is finished, and the field flag judge drops a flag to stop the clock. The horse is trained to keep the rope taut until the cowboy remounts and moves the horse toward the calf, giving the rope slack. If the calf's legs stay tied correctly for six seconds, it's a qualified run and the time stands.

Event descriptions

Barrel racing

Barrel racing is just that – a race against time in a cloverleaf pattern around three barrels set up in the arena. A rider can choose to begin the cloverleaf pattern to the right or left. The time begins when the horse and rider cross the predetermined start line and stops when they come back across the same line. Each run is timed to the hundredths of a second, making every fraction of a second count. (Starting in 2012, Canadian rodeos now time to the thousandth of a second.) Each tipped-over barrel adds a five-second penalty to the time. Although barrel racing is one of seven events common to many PRCA-sanctioned rodeos, it is administered by a separate organization, the Women's Professional Rodeo Association, which produces its own online media guide.

Bull riding

Bull riding is rodeo's most dangerous event. In the chute, the bull rider settles on the bull's back, wraps his braided rope around the bull's girth, then loops the rope around his hand and back into his palm so he can grip it tightly. When he nods, the gate is opened and the bull lunges out of the chute. Spurring is optional – the primary goal for the cowboy is to stay on for eight seconds without touching himself, his equipment or the bull with his free hand. The cowboy will be scored highly for staying in the middle of the bull, in full control of the ride. If the ride lasts the required eight seconds, it is scored by two judges who assess difficulty (the bull's spinning, jumping and kicking, lunging, rearing and dropping, and side-to-side motion) as well as the cowboy's degree of control. Each judge awards up to 25 points for the cowboy's performance and up to 25 points for the animal's performance, for a potential of 100 points.

Steer roping

Some PRCA rodeos include steer roping, which resembles tie-down roping but requires the cowboy to catch and control a large steer (about 450-600 lbs.). The mounted cowboy backs into the box and nods when he's ready; the steer gets a head start, just as the calf does in tie-down roping. The cowboy must catch the steer by first roping it around the horns, which are protected by horn wraps and reinforced with rebar. Then he tosses the rope over the steer's right hip and rides to the left, bringing the steer to the ground, a frontier technique modern ranch cowboys still use to bring down full-grown steers that need medical attention. When the steer is lying on its side and the rope is taut, the rider dismounts and runs to the steer, tying any three of its legs. As in tie-down roping, the steer's legs must remain tied for six seconds after the tie is complete and the roper remounts his horse.

All-around

Many cowboys compete in more than one event. Some rodeo committees award a special prize to the top money-earner among all the cowboys who entered more than one event at their rodeos, starting with the cowboy who won the most money in two or more events – the all-around champion, a prestigious title indeed.

Common abbreviations for rodeo events

AA: all-around

BB: bareback riding

SW: steer wrestling

TR: team roping

SB: saddle bronc riding

TD: tie-down roping

BR: bull riding

SR: steer roping

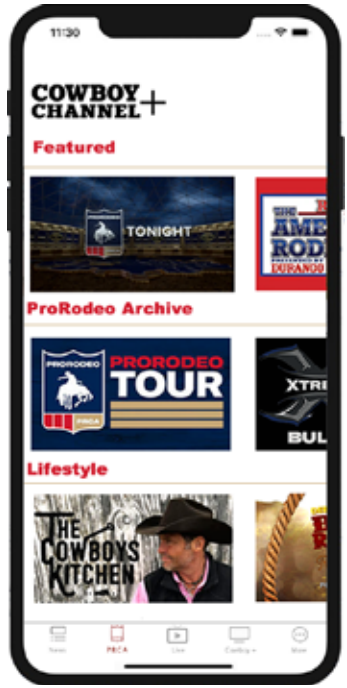
GB, LB: women's barrel racing

DIGITAL STREAMING

PRCA ON COWBOY CHANNEL+

HIGHLIGHTS

- All 10 nights of the Wrangler NFR (annual subscription only)
- Exclusive live PRCA rodeo performances
- Select PRCA rodeo archives on-demand
- 27/7 live stream of The Cowboy Channel in high definition



In 2020, the PRCA and The Cowboy Channel (TCC) launched The Cowboy Channel Plus App, allowing ProRodeo fans access to live streamed and on-demand programming of ProRodeo events and TCC's Western lifestyle content.

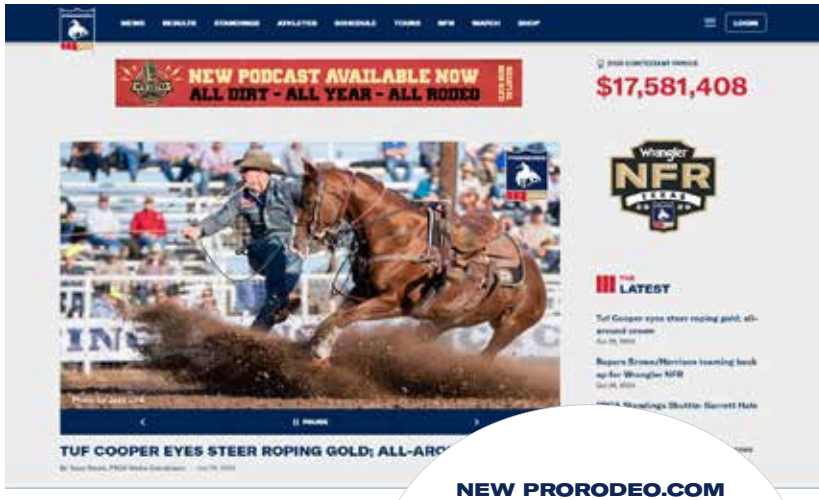
How does it work?

» The content can be accessed via the mobile app (available on Android and iOS), as well as any browser, smart TV or device. Viewers can enjoy free access to updated news, bios, rodeos and highlights. Those with a subscription will unlock premium content such as up to six simultaneous live rodeo feeds, classic PRCA archived rodeos, TCC video-on-demand programming, and the only place viewers can stream the National Finals Rodeo.

How much does it cost?

» Subscribers can sign up for $9.99 a month or $99.99 for an entire year. To sign up for The Cowboy Channel Plus App, visit www.cowboychannelplus.com.

NEW WEBSITE

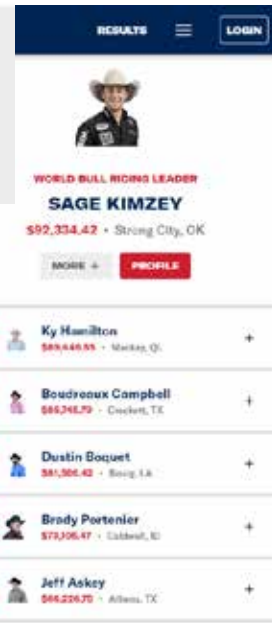


NEW PRORODEO.COM

- Clean look & feel
- Mobile responsive
- Ability to track favorite contestants & stock
- Improved profiles & stats







PHONE & TABLET FRIENDLY

History of rodeo

Some say that rodeo was born in 1869 when two groups of cowboys from neighboring ranches met in Deer Trail, Colo., to settle an argument over who was the best at performing everyday cowboy tasks, including breaking wild horses to ride for ranch work – a common cowboy task that evolved into rodeo's saddle bronc riding event.

That informal gathering is considered by many to be the first rodeo – the beginning of a true American sport, based on the needs and customs of those who settled the great American West. Spanish-speaking cowboys, vaqueros, and the more recently arrived cowboys from the eastern part of the country contributed different skills and techniques to the cowboy toolbox.

Breaking horses for their own use was just one part of a cowboy's job. Capturing calves and full-grown cattle for branding, medical attention and sale required finely honed roping and riding skills on the sprawling, often inhospitable terrain of frontier ranches – skills that were tested and contested in events that led to today's tie-down roping, team roping and steer roping.

Today's professional rodeo cowboy is a bit different from his predecessor from the 1800s, although the traditional ideals of sportsmanship, showmanship and mentorship are still valued by today's competitors.

A cowboy's standing in the sport of rodeo still depends on his skill with a rope or his ability to ride a bucking animal, his toughness in the face of setbacks, and his gratitude and humility about the success he achieves. His standing in the rodeo community still depends on his adherence to the cowboy code, which dictates that a man helps his fellow competitors even when they are competing for the same paycheck and teach what they know to younger cowboys.

Yet some aspects of rodeo have changed since those early days. Many professional cowboys travel in comfortable trucks or custom-made rigs, or they fly from one rodeo to another by commercial airline or charter plane. Marketing and business acumen have become as crucial as roping, wrestling or riding skills as contestants compete for more money than ever before.

Whether a PRCA member spends more than 200 days a year on the road in hopes to qualify for the Wrangler National Finals Rodeo or works another job and only competes in regional rodeos on the weekends – he is likely to take his wife and children along whenever possible, helping to keep the sport close to its family-oriented roots.

History of the PRCA

Until the turn of the century, early rodeos were informal events – exhibition matches of skill, with nothing but pride and perhaps a few dollars at stake. But as audiences grew, promoters began to organize annual contests in specific locations as well as traveling Western shows.

Rodeo organizations remained fragmented until the late 1920s, when the Rodeo Association of America, comprised of rodeo committees and promoters from across the U.S., named its first champions.

The first true national cowboys' organization emerged in 1936, when a group of cowboys and cowgirls left a performance at Madison Square Garden and boycotted the promoter's next rodeo, in Boston Garden. They forced one of the biggest rodeo producers of the times, Col. W.T. Johnson, to listen to their demands for better prize money and judges who understood rodeo. Johnson gave in and the Cowboys' Turtle Association was born – a name they picked because they had been slow to act, but had finally stuck their necks out for their cause.

In 1945, the Turtles became the Rodeo Cowboys Association (RCA), which in 1975 evolved into the Professional Rodeo Cowboys Association. The PRCA has experienced tremendous growth in terms of membership, national exposure, media coverage and sanctioned rodeos. Today, the PRCA boasts nearly 7,000 members (4,692 of whom are currently contestants) and sanctions more than 700 rodeos a year. The PRCA headquarters in Colorado Springs, Colo., which includes the ProRodeo Hall of Fame and Museum of the American Cowboy, opened in 1979.

In 2020, more than *$30 million was paid out in prize money at PRCA rodeos. Fans keep up to date with their favorite athletes by subscribing to the PRCA's *ProRodeo Sports News* magazine, watching livestreamed PRCA events, logging on to www.ProRodeo.com and following the PRCA's social media platforms.

**Impacted by the COVID-19 pandemic*

PRORODEO TIMELINE: 1936-2021

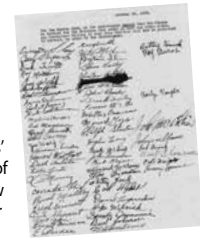
Before ProRodeo, there was...

1869: The first amateur rodeo is held in Deer Trail, Colo.

1880s-1890s: A number of Western towns hold their first professional rodeos with cash prizes, including Prescott, Ariz.; Pecos, Texas; Payson, Ariz.; Denver, Colo.; North Platte, Neb.; and Cheyenne, Wyo.

1920s: The Rodeo Association of America, comprised of rodeo committees and promoters, banded together to create contests that would lead to the sport's first national champions.

1936 By joining ranks to boycott a rodeo in Boston, a group of cowboys and cowgirls forced the promoter to improve judging and increase the prize money. They picked the name Cowboys' Turtle Association in reflection of the fact that they had been slow to act, but had finally stuck their necks out for their cause.



1947 Succeeding the CTA, the Rodeo Cowboys Association begins implementing rules regarding rodeo livestock welfare. Today, the PRCA enforces more than 70 rules that govern the care and treatment of the livestock participating in PRCA-sanctioned events.

1959 The PRCA develops its first true national championship event, the National Finals Rodeo; it's held in Dallas the first three years, then in Los Angeles for three years, then in Oklahoma City from 1965-84.

1975 The RCA changes its name again, to the Professional Rodeo Cowboys Association, with 3,651 members competing for $6,432,580 in prize money that year.



1979 The PRCA opens a new national headquarters in the foothills near Pikes Peak, America's Mountain, in Colorado Springs, Colo. – where it remains today.



1985 The National Finals Rodeo moves to the Thomas & Mack Center on the University of Nevada (Las Vegas) campus, where the prize purse has grown from $1.79 million in 1985 to $10 million in 2015 and the event has been virtually sold out every year.

2003 The PRCA develops the Xtreme Bulls Tour to pit its best bull riders against its rankest bulls.





2020 The Wrangler NFR moves to Globe Life Field in Arlington, Texas, for one year because of COVID-19 restrictions in Las Vegas.

2021 PRCA Board of Directors



Jacobs Crawley
Chairman Contestant Director



Josh Edwards
Contract Personnel Director



Steve Gander
Vice Chairman Rodeo Committee Director



Chet Johnson
Contestant Director



Keith Marrington
Stock Contractor Director



James Miller
Rodeo Committee Director



David Morehead
Stock Contractor Director



Troy Pruitt
Contestant Director



Matt Reeves
Contestant Director

2021 PRCA Leadership

Contestant Directors	Contract Personnel Director	Stock Contractor Directors	Rodeo Committee Directors
Jacobs Crawley	Josh Edwards	Keith Marrington	Steve Gander
Chet Johnson		David Morehead	James Miller
Troy Pruitt			
Matt Reeves			
Four contestant directors – appointed by Contestant Executive Council	One contract personnel director – appointed by Contract Personnel Executive Council	Two stock contractor directors – appointed by Stock Contractor Executive Council	Two rodeo committee directors – appointed by Rodeo Committee Executive Council

Contestant Executive Council	Contract Personnel Executive Council	Stock Contractor Executive Council	Rodeo Committee Executive Council
Caleb Bennett (BB)	Jesse Knudsen Announcer	Steve Sutton	George Combs At Large
Jacobs Crawley (SB)	Robert Blue Jeanes Clown/Bullfighter	Wade Sankey	James Miller Over $50,000
Cody Rostockyi (BR)	Eva Chadwick Secretary/Timer	T.J. Korkow	Larry McConnell $20,000-$50,000
Jerome Schneeberger (TD)	Mike Mathis At Large	Jerry Dorenkamp	David Petty $10,000-$20,000
Matt Reeves (SW)	Josh Edwards Specialty Act/Labor/ Pickup Men	David Morehead	Steve Gander Under $10,000
J.P. Wickett (SR)			
Matt Sherwood (TR)			

PRCA Top Executives

CEO

George Taylor (January 2018 – present)

Commissioners

Karl Stressman (September 2008 – December 2017)
Keith Martin, interim (March 2007 – August 2008)
Troy Ellerman (January 2005 – February 2007)
Steve Hatchell (August 1998 – December 2004)
Lewis Cryer (January 1988 – February 1998)

Acting Commissioners

Eldon Evans and Bob Thain	1987

PRCA Steering Committee

Shawn Davis, Eldon Evans, Bob Thain and Harry Vold	1987

Chairmen of the Board

Jacobs Crawley	2019-present
Keith Martin	2007-2018
Tom Feller	2006
Derek Clark	2005
Troy Ellerman	2000-04
Bennie Beutler	1997-99
Rod Lyman	1993-96
Bob Thain	1990-92
Lee McKenzie	1988-89

Presidents

T.J. Walter	1986
Dan Taylor	1986
Shawn Davis	1982-85
Dale Smith	1976-81
Bob Ragsdale	1973-75
Dale Smith	1971-72
Clem McSpadden	1970
Dale Smith	1962-69
Harley May	1961
Jack Buschbom	1960
Harley May	1958-59
Bill Linderman	1951-57
Toots Mansfield	1945-51
Everett Bowman	1937-45
Rusty McGinty	1936-37

Chief Executive Officer



George Taylor, CEO of the PRCA

CEO George Taylor has a diverse business background, including extensive executive experience with top global companies IBM and Caterpillar. He joined the PRCA in January 2018.

The Vision: We Are PRORODEO! The best cowboys; the best rodeos; delivering the best fan experience while positively impacting our communities and embracing the Spirit of the West.

The Mission: To unify membership in providing an innovative fan experience to grow the sport and provide opportunities for our membership and sponsors**.**

Strategic Areas of Improvement:

- We must be known by our growing base fans as the undisputed best.
- We must improve and expand digital experiences for our fans and membership.
- We must drive revenue growth within the sport of ProRodeo to benefit member opportunities.
- We must have the best team, culture, and personnel practices aligned to deliver our compelling vision.

The Professional Rodeo Cowboys Association, its members, sponsors, and charities thank you for your continued support of this great sport.

Senior Staff



Steve Rempelos

Chief Marketing Officer

Chief Marketing Officer Steve Rempelos joined the PRCA in 2016. He has a bachelor's degree from North Texas State University and more than 35 years of experience working with PRCA TV and sponsors.



Kirk LaPoure

Chief Financial Officer

Chief Financial Officer Kirk LaPoure joined the PRCA in 2019. He has a master's degree in business administration from Regis University and more than 25 years of experience in the not-for-profit and commercial sectors.



Tom Glause

Chief Operating Officer

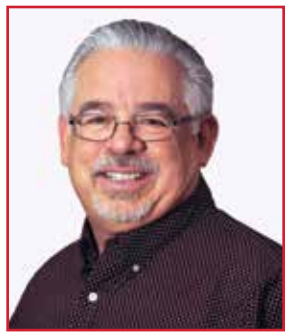
Chief Operating Officer Tom Glause has 30 years of experience in both the public and private sectors as an executive leader and attorney. He attended Casper College and the University of Wyoming on a rodeo scholarship as a saddle bronc rider. He holds an associate's degree in business administration and recieved a bachelor's degree in accounting before going on to earn a Juris Doctorate from University of Wyoming.



Kent Sturman

ProRodeo Hall of Fame

Joining the ProRodeo Hall of Fame in September 2012, director Kent Sturman brings more than 25 years of rodeo administration, not-for-profit management and media experience to the Hall.



Daniel Martinez

Information Technology

Vice President of Technology Daniel Martinez joined the PRCA in 2009, bringing more than 15 years of information technology leadership experience after serving 10 years in the U.S. Air Force.



Anthony Bartkowski

Industry Outreach

Director of Athlete Development and Welfare Anthony Bartkowski joined the PRCA in 2019 and has an extensive background in marketing and sports development. He graduated from Edinboro University with a bachelor's degree in communication and media studies.

PRCA Staff



Patty Addis
Accounting



Teresa Pearson
Accounting



Ryan Perich
Accounting



Shelly Kennedy
Administration



Scott Dorenkamp
Animal Welfare



Pat Sisneros
Facilities



Janet Martin
Hall of Fame



Sara Tadken
Hall of Fame



Megan Winterfeldt
Hall of Fame



Ellen Cart
Industry Outreach



Bev Brooks
Information Technology



Dan Davenport
Information Technology



Michael McEwen
Information Technology



Georgine Panfil
Information Technology



Melodie Spah
Information Technology



George Gibbs
Judging

PRCA Staff



Chris Horton
Judging



Allan Jordan
Judging



Butch Kirby
Judging



Steve Knowles
Judging



Joe Bob Locke
Judging



Cliff Overstreet
Judging



Harry Rose
Judging



Aimee Rutan
Judging



Mike Todd
Judging



Amber Baillie
Media



Scott Kaniewski
Media



Carol Lawrence
Media



Matt Naber
Media



Stephen Olver
Media



Julia Plungy
Media



Tracy Renck
Media

PRCA Staff



Matt Casteneda
PROCOM



Derek Ellis
PROCOM



Michaela Garcia
PROCOM



Carol Hightshoe
PROCOM



Sadie Leyva
PROCOM



Caitlyn Rudolph
PROCOM



Daidra Sims
PROCOM



Sydni Villa
PROCOM



Maddie Bender
Properties



Amy Fast
Properties



Maureen Weekes
Properties



Ivy Weirather
Properties



Paul Woody
Properties



Therese Cobb
Rodeo Administration



Dorothy Kauhaahaa
Rodeo Administration



Val Lopez
Rodeo Administration

PRCA Staff



Bri Malloy
Rodeo Administration



Tina Morin
Rodeo Administration



Breanna Sammons
Rodeo Administration



Zachary Robbins
Rodeo Administration



Amanda Shanks
Rodeo Administration



Desire Montgomery
PROCOM



Nathan Vodehnal
Rodeo Administration

Not pictured

Matthew Castaneda
Media

Sarah Grant
PROCOM

Kirsten Pyhtila
PROCOM

Kim Krueger
Properties

Jr. Rodeo

The PRCA continues to support and reach out to the younger generation who are interested in participating in professional rodeo, whether as contestants, bullfighters or contract acts. Those outreach efforts take several forms:

JR. RODEO MEMBERSHIP

The new program, launched in 2020, offers four levels of membership to contestants between the ages of 8-19. Memberships include a membership card, entry to Jr. Rodeo camps, sponsor promotions, a Jr. Rodeo school discount, a ProRodeo Hall of Fame student membership and Jr. Rodeo swag. Prices range from $50-300; contact Ellen Cart at jrrodeo@prorodeo.com or call 719.528.4723 for more information.

JR. NATIONAL FINALS RODEO

At the 2019 Wrangler National Finals Rodeo, the PRCA announced the inaugural Cowboy Channel Jr. NFR that occurred March 3-7, 2020 at the Will Rogers Coliseum in Fort Worth and AT&T Stadium in Arlington, Texas. The Jr. NFR was televised live on The Cowboy Channel March 7 and guaranteed at least a $10,000 payout to each of the nine event winners who were between the ages of 14-19.

THE COWBOY CHANNEL JR. RODEO CAMPS

MISSION: To provide a fun, positive rodeo experience. Camp curriculum includes an introduction to roughstock events with an emphasis on safety, fundamentals, chute procedures, livestock safety, overview of riding equipment, injury prevention and management, fitness and nutrition, introduction to PRCA business and goal setting. Instructors deliver encouragement to participants as they pursue both their rodeo careers and scholastic endeavors.

Camps are geared at providing learning opportunities for cowboys and cowgirls who have been competing or have had little or no direction in rodeo and want to further learn about the fundamentals from PRCA champions.

The program has been made possible through generous contributions of PRCA members and rodeo committees who have donated their time, talents and resources. Donations have included arenas, livestock, meals, and travel costs.

PERMIT PROGRAM

The PRCA subsidizes the dues portion of PRCA permit certificates for College National Finals Rodeo champions, High School National Finals Rodeo champions, National High School Rodeo Association state champions and Little Britches National Finals Rodeo champions (permit holders must still pay for insurance and the event rep fee). Permit standings are printed in the *ProRodeo Sports News* and available on ProRodeo.com.

SPONSORSHIP

The PRCA is a sponsor of the National Collegiate, National High School and National Little Britches rodeo associations. Through those organizations, the PRCA has offered educational sessions to their members, aimed at smoothing the transition to ProRodeo and developing successful PRCA athletes.

PRCA and Livestock Welfare

The Professional Rodeo Cowboys Association (PRCA) is deeply committed to the proper care and treatment of the livestock used in rodeo. As an association, the PRCA:

- Has established rules and regulations governing livestock welfare.
- Created an animal welfare committee to assist in the association's efforts to ensure proper care of livestock.
- Educates its membership regarding best practices for livestock handling.
- Monitors compliance with its livestock welfare rules and regulations.
- Educates the public and elected officials about the care provided to rodeo livestock.
- Networks with other organizations about best livestock practices and policies.
- Works proactively with rodeo committees, stock contractors, contestants and veterinarians to ensure all livestock at PRCA rodeos are being handled properly.

PRCA Rules

The PRCA first began implementing rules to ensure proper care and treatment of rodeo livestock in 1947. Today, the PRCA enforces more than 70 rules that govern the care and treatment of the livestock participating in PRCA-sanctioned events. The PRCA continuously encourages all rodeo associations to adopt similar rules. The rules are enforced by professional judges who attend each PRCA-sanctioned rodeo performance. Punishments range from fines to disqualification.

Specific rules protecting the animals govern use of the cattle prod, require a conveyance to transport injured animals, require the facilities to be free of hazards to the animals and require the animals to be inspected before each performance; any animals not in top condition will not perform.

Livestock Welfare Surveys

Among the most valuable tools used by the PRCA Livestock Welfare department are the periodic surveys it receives from independent veterinarians who are on site at PRCA rodeos, assisting the local rodeo committees with all livestock-related issues while serving as the rodeo veterinarians. Many of these veterinarians also assist the PRCA by participating in the survey, reporting to the PRCA the condition of the rodeo livestock and facilities.

Outreach

The PRCA has successfully built up its livestock welfare program to serve as a model to all rodeo associations. All PRCA-sanctioned rodeos have rules governing the care and handling of the livestock, and the PRCA regularly meets with other associations to network about rules, handling policies and other livestock welfare initiatives. Reaching beyond the rodeo world to other agricultural and animal use organizations is another important component of the PRCA livestock welfare program.

Education

The PRCA livestock welfare education program works with not only the PRCA membership, but also the public, media, fans and elected officials. The internal education program focuses on informing members about animal health issues and advances in livestock welfare practices. Externally, the program distributes factual information regarding the care and handling of rodeo livestock and answers inquiries from any interested people or organizations.

Justin Cowboy Crisis Fund



PRCA ProRodeo photo by Billie-Jean Duff

Now in its 32nd year, the Justin Cowboy Crisis Fund remains dedicated to giving a helping hand to injured rodeo competitors and their families. Any rodeo athlete (contestant, pickup man, clown or bullfighter) who is injured while participating in or traveling to or from a rodeo can apply for assistance.

The JCCF helps injured rodeo athletes pay everyday living expenses, such as rent or mortgage, car insurance and grocery bills – costs that aren't covered by medical or accident insurance. The assistance is aimed at helping injured cowboys avoid hardship until they are able to return to competition or earn a living.

In 1989, John Justin, head of the Justin Boot Company at the time, 16-time world champion cowboy Jim Shoulders and then-Justin Boot Company executive Frank Scivetti were talking with friends about the plight of the injured rodeo cowboy. The businessmen decided they had to do something to help, and that's when the idea of the Justin Cowboy Crisis Fund was conceived. With Justin leading the way, the concept of a cowboy "safety net" was proposed to the PRCA. In 1990, the JCCF was incorporated.

Since it's inception, the JCCF has awarded nearly $9 million in need-based financial assistance to almost 1,250 injured rodeo athletes and their families.

A 501(c)(3) charitable organization, the JCCF operates entirely through contributions from the rodeo community, as well as from private and corporate donors.

Funding comes from rodeo committees and other groups and individuals who organize fundraisers such as barbecues, auctions, golf tournaments and trail rides; many contestants who receive help from the JCCF later hold fundraisers to support it. The largest fundraiser each year is the Pro Rodeo League of Women Luncheon and Style Show, which has raised $2 million for the fund – $80,000 in 2020.

Additionally, many contributions come in as honorary or memorial donations. The fund remains highly unusual among charitable organizations in that 100% of the donations received go to eligible applicants. This is made possible in large part by the Justin Boot Company and PRCA teaming up to cover 100% of administrative costs like postage and printing, leaving all money received through donations to serve their intended purpose of helping injured rodeo athletes.

Contributions are tax-deductible and may be made online at www.justincowboycrisisfund.org or mailed to JCCF at 101 Pro Rodeo Drive, Colorado Springs, CO 80919. For additional information, call 719.528.4792 or e-mail jccfinfo@prorodeo.com.

The JCCF Board

Greg Crouchley,
Executive Vice President/ General Manager of Justin Brands

George Taylor,
PRCA Chief Executive Officer

Don Andrew,
Mobile Sports Medicine Systems

Mike Rich,
Justin Sports Medicine Team

Tom Feller,
Event Marketing Director of Justin Brands

Bryan McDonald,
contestant representative, PRCA

Nolan Ryan,
Baseball Hall of Famer

Larry Stacy,
Reno Rodeo

Kirk LaPoure,
PRCA Chief Financial Officer

Doreen Wintermute,
Women's Professional Rodeo Association President

Walt Garrison,
board member emeritus

Dale Woodard,
contestant representative, PRCA

ProRodeo Hall of Fame

The colorful history and equally colorful legends of professional rodeo live on at the ProRodeo Hall of Fame and Museum of the American Cowboy in Colorado Springs, Colo.

Since the Hall's opening in 1979, 285 people, 36 animals and 31 rodeo committees have been inducted. More than 100 individuals are nominated each year, but only a few are selected. The 2020 induction ceremony and related events were postponed through 2021 due to COVID-19 restrictions in Colorado.

New accessions at the museum in 2020 included more than 150 items of Miss Rodeo America artifacts, photographs, posters, programs, memorabilia, awards and historical documents; a collection of Wrangler NFR wine, bottles and wine glasses; Swede Henson clown sculptures; over 200 rodeo photographs from Bob Kisken and a collection of past Wrangler NFR jackets.

Each year thousands of visitors tour the Hall, which offers exhibits that detail the changes in saddles, chaps, hats and other rodeo equipment over the decades as well as separate exhibits for many of ProRodeo's luminaries.

Hall of Fame guests start their tour in the Hall of Champions, which features exhibits on notable cowboys in each event, current world champions, famous stock contractors, rodeo queens, clowns, bullfighters and other rodeo personnel. They often finish their tour in the Hall's beautiful gardens, featuring bronze sculptures depicting rodeo events and champions. Guests touring the Hall during the summer can also visit retired rodeo roughstock who make their homes in the Zoetis Barn across from the Hall's sculpture gardens and adjacent to the Priefert-Ed Honen Arena.

Located on a 13-acre site tucked against the foothills of Pikes Peak in Colorado Springs, the Hall of Fame is easily identifiable from Interstate 25 by a landmark bronze statue of former saddle bronc rider and Hall of Famer Casey Tibbs on the famous horse Necktie.

To reach the ProRodeo Hall of Fame from northbound I-25: take exit 148; turn left on Rockrimmon Boulevard; turn left at the second light, Pro Rodeo Drive, then follow the Hall of Fame sign and turn into the first driveway on the left. From southbound I-25: exit 148 and continue south through the first light (Corporate Drive); at the second light, turn right onto Rockrimmon Blvd.; turn left at the second light, which is Pro Rodeo Drive, then follow the Hall of Fame sign and turn into the first driveway on the left. For the Hall's seasonal hours of operation and additional information about special events, log on to www.ProRodeoHallofFame.com.

Legends of ProRodeo

These Legends of ProRodeo have been honored at ProRodeo Hall of Fame Galas held each December in conjunction with the Wrangler National Finals Rodeo:

2006: Jake Barnes
2007: Jim Shoulders
2008: Clem McSpadden
2009: Harry Vold
2010: Larry Mahan
2011: Shawn Davis
2012: Dean Oliver
2013: Donnie Gay
2014: Benny Binion
2015: Mel Potter
2016: Neal Gay
2017: Michael Gaughan
2018: Keith Martin
2019: Cotton Rosser
2020: Bob Tallman

ProRodeo Hall of Fame Inductees, by category

** Deceased*

Note: The Notables and Lifetime Achievement categories were merged in 2010.; Womens Professional Rodeo Association barrel racers and barrel racing horses were added to the Hall in 2017.

All-Around Cowboy

Cody Ohl, 2020
* Buck Rutherford, 2017
Dave Appleton, 2016
* Tom Nesmith, 2015
* Pete Grubb, 2014
* John Bowman, 2013
* Leonard Ward, 2009
Paul Tierney, 2008
Chris Lybbert, 2006
Jimmie Cooper, 2005
Dee Pickett, 2003
* Todd Whatley, 2003
Joe Beaver, 2002
* Paul Carney, 2001
Ty Murray, 2000
* Chuck Sheppard, 2000
Tom Ferguson, 1999
* Fritz Truan, 1995
* Benny Reynolds, 1993
* Lewis Feild, 1992
* Louis Brooks,1991
* Gerald Roberts, 1990
* Gene Rambo, 1989
* Everett Bowman, 1979
* Clay Carr, 1979
* Bill Linderman, 1979
Phil Lyne, 1979
Larry Mahan, 1979
* Jim Shoulders, 1979
* Casey Tibbs, 1979

Bareback Riding

Larry Peabody, 2019
Deb Greenough, 2018
* Bud Linderman, 2016
Mark Garrett, 2015
Wayne Herman, 2014
Chuck Logue, 2013
Lan LaJeunesse, 2011
Paul Mayo, 2010
* Chris LeDoux, 2005
Clint Corey, 2004
* Clyde Vamvoras, 2002
Marvin Garrett, 1998
Jack Ward, 1995
J.C. Trujillo, 1994
Bruce Ford, 1993
Jim Houston, 1979
* Eddy Akridge, 1979
Joe Alexander, 1979
* Jack Buschbom, 1979
* John Hawkins, 1979
* Sonny Tureman, 1979

Steer Wrestling

Dean Gorsuch, 2019
Tommy Puryear, 2017
* Harry Charters, 2015
Byron Walker, 2014
* Bob A. Robinson, 2006
Steve Duhon, 2003
C.R. Boucher, 2001
Ote Berry, 1998
John W. Jones Jr., 1996
* Gene Ross, 1994
* Bill Pickett, 1989
* Hugh Bennett, 1979
* James Bynum, 1979
Roy Duvall, 1979
* John W. Jones Sr., 1979
* Harley May, 1979
* Homer Pettigrew, 1979
Jack Roddy, 1979

Team Roping

Allen Bach, 2019
Speed Williams, 2018
Rich Skelton, 2018
Mike Beers, 2017
Jerold Camarillo, 2016
Bobby Hurley, 2008
* Joe Glenn, 2007
* Charles Maggini, 2005
Tee Woolman, 2004
* Asbury Schell, 2004
* Les Hirdes, 2001
Jake Barnes, 1997
Clay O'Brien Cooper, 1997
Leo Camarillo, 1979
* Ben Johnson, 1979
John Miller, 1979
Jim Rodriguez Jr., 1979
* Dale Smith, 1979

Saddle Bronc Riding

* Enoch Walker, 2017
Glen O'Neill, 2014
* Kenny McLean, 2013
Billy Etbauer, 2012
Robert Etbauer, 2012
* Burel Mulkey, 2011
John McBeth, 2010
Dan Mortensen, 2009
Tom Reeves, 2008
Bud Munroe, 2007
Joe Marvel, 2005
* Alvin Nelson, 2004
* Dennis Reiners, 2003
* Guy Weeks, 2001
Mel Hyland, 1999
Brad Gjermundson, 1995
Monty Henson, 1994
* Deb Copenhaver, 1992
Clint Johnson, 1992
* Marty Wood, 1991
Bobby Berger, 1990
* Winston Bruce, 1989
Shawn Davis, 1979
* Sharkey Irwin, 1979
* Pete Knight, 1979
* Gene Pruett, 1979
Bill Smith, 1979
* Mike Stuart, 1979
* Earl Thode, 1979

ProRodeo Hall of Fame Inductees, by category

** Deceased*

Note: The Notables and Lifetime Achievement categories were merged in 2010.; Womens Professional Rodeo Association barrel racers and barrel racing horses were added to the Hall in 2017.

Tie-down Roping

Fred Whitfield, 2004
* Jake McClure, 2002
Barry Burk, 1994
* Clyde Burk, 1979
Roy Cooper, 1979
* Troy Fort, 1979
Glen Franklin, 1979
* Toots Mansfield, 1979
* Don McLaughlin, 1979
Dean Oliver, 1979

Barrel Racing

Martha Josey, 2020
Sammy Thurman Brackenbury, 2019
Jimmie Gibbs Munroe, 2019
Kristie Peterson, 2018
* Billie McBride, 2018
Charmayne James, 2017
* Wanda Harper Bush, 2017

Bull Riding

Butch Kirby, 2020
Doug "Droopy" Brown, 2019
Cody Custer, 2017
* John Quintana, 2016
* Bob Wegner, 2015
* Frank Schneider, 2012
Ted Nuce, 2009
* Ronnie Rossen, 2007
Jim Sharp, 2006
Gary Leffew, 2002
Richard "Tuff" Hedeman, 1997
Charles Sampson, 1996
* Johnie Schneider, 1992
* Lane Frost, 1990
* Dick Griffith, 1989
* Freckles Brown, 1979
Don Gay, 1979
* George Paul, 1979
* Ken Roberts, 1979
* Smoky Snyder, 1979
* Harry Tompkins, 1979

Steer Roping

Arnold Felts, 2016
Walt Arnold, 2009
* Shaun Burchett, 2008
Jim Davis, 2007
Guy Allen, 1996
* Jim Bob Altizer, 1979
* Sonny Davis, 1979
* Clark McEntire, 1979
* Ike Rude, 1979
* Everett Shaw, 1979
* Shoat Webster, 1979
Olin Young, 1979

Contract Personnel

Sunni Deb Backstrom, 2020
* Tommy Lucia, 2019
Leon Coffee, 2018
Randy Corley, 2017
* Phil Gardenhire, 2016
Hendricks Brothers (*Byron and *Lee), 2015
Miles Hare, 2014
Joe Baumgartner, 2013
Jon Taylor, 2012
J.W. Stoker, 2011
* Rex Dunn, 2010
* Leon and Vicki Adams, 2008
* Dorothy Apodaca, 2007
* Lecile Harris, 2007
Rob Smets, 2006
* Slim Pickens, 2005
Bob Tallman, 2004
* June Ivory, 2004
Nancy Sheppard, 2003
* Cecil Cornish, 2003
* Quail Dobbs, 2002
* Edith Happy Connelly, 2002
* Jay Sisler, 2002
* Jo Decker, 2001
* Tom Hadley, 2001
* Jerry Olson, 2001
George Doak, 2000
* Junior Meek, 2000
* Hadley Barrett, 1999
* Andy Womack, 1998
* Gene Clark, 1997
Bobby Clark, 1997
* Pete Logan, 1996
* Ellen Backstrom, 1995
* Chuck Henson, 1995
* Montie Montana, 1994
* Glenn Randall, 1993
* Mel Lambert, 1990
* Wilbur Plaugher, 1990
* Chuck Parkison, 1989
* Jasbo Fulkerson, 1979
* Dudley J. Gaudin, 1979
* Homer Holcomb, 1979
* George Mills, 1979
* Wick Peth, 1979
* Jimmy Schumacher, 1979

Notables/Lifetime Achievement

Randy Witte, 2020
Florence (Price) Youree, 2019
Jerome Robinson, 2019
Walt Garrison, 2018
Bob Ragsdale, 2017
Myrtis Dightman, 2016
* Jack Hannum, 2015
Hal Littrell, 2012
Keith Martin, 2011
Denny Flynn, 2010
Ace Berry, 2009
* Duane Howard, 2008
* Buddy Lytle, 2008
Michael Gaughan, 2007
Doug Corey, DVM, 2007
John and * Mildred Farris, 2006
* Chris LeDoux, 2005
* Dr. J. Pat Evans, 2004
* Myron "Doc" Etienne, 2001
* Cecil Jones, 2000
Bob Thain, 1999
* Charles "Lefty" Wilken, 1999
* John Justin, 1998
* Sonny Linger, 1998
* Eldon Evans, 1997
* Bill Hervey, 1997
* John Burke, 1996
* Buster Ivory, 1991
* W.R. Watt Sr., 1991
* Clem McSpadden, 1990
* Malcolm Baldrige, 1988

ProRodeo Hall of Fame Inductees, by category

* Benny Binion, 1988
* Lex Connelly, 1985
* Bob Crosby, 1983
* Josie Bennett, 1979
* Harry Knight, 1979
* Tad Lucas, 1979
* Dave Stout, 1979
* Cy Taillon, 1979

Stock Contractors

Jim Sutton Jr., 2020
* Elra & Jiggs Beutler, 2019
Billy Minick, 2018
* Bud Kerby, 2013
Bennie Beutler, 2010
* Erv Korkow, 2009
* Feek Tooke, 2008
* Doc Sorensen, 2006
* Marvin Brookman, 2005
Mike Cervi, 2003
* Joe Kelsey, 2000
* Swanny Kerby, 1997
* Tommy Steiner, 1996
Cotton Rosser, 1995
* Bob Barnes, 1994
* Harry Vold, 1994
Neal Gay, 1993
* Reg Kesler, 1992
* Walt Alsbaugh, 1990
* Verne Elliott, 1990
* Henry & Bobby Christensen, 1989
* James H. Sutton, 1982
* Gene Autry, 1979
* Lynn Beutler, 1979
* Everett Colburn, 1979
* Leo J. Cremer, 1979
* C.B. Irwin, 1979
* Andy Jauregui, 1979
* Harry Rowell, 1979

Media

Dave Smith, 2004

Livestock

Bareback horses

Grated Coconut, 2020
* Commotion, 2019
* Smith & Velvet (*aka* Mr. Smith), 2017
* Khadafy Skoal, 2012
* Three Bars, 2004
* Skoal's Sippin' Velvet, 2000
* High Tide, 1993
* Come Apart, 1979

Saddle broncs

* Gray Wolf, 2016
Spring Fling, 2014
* War Paint, 2011
* Trails End, 2008
* Miss Klamath, 1998
* Descent, 1979
* Hell's Angel, 1979
* Five Minutes to Midnight, 1979
* Midnight, 1979
* Steamboat, 1979
* Tipperary, 1979

Bulls

* Skoal Pacific Bell, 2007
* Bodacious, 1999
* Crooked Nose (fighting bull), 1990
* Red Rock, 1990
* Old Spec, 1979
* Oscar, 1979
* Tornado, 1979

Timed-event horses

* Bozo, 2018
* Red, 2017
* Scottie, 2016
* Walt, 2015
* Scamper, 1996
* Baby Doll, 1979
* Baldy, 1979
* Bullet, 1979
* Peanuts, 1979
* Poker Chip Peake, 1979

Rodeo Committees

Ellensburg (Wash.) Rodeo, 2020
Cody (Wyo.) Stampede, 2019
Black Hills Round Up (Belle Fourche, S.D.), 2018
Ogden (Utah) Pioneer Days, 2017
Spanish Fork (Utah) Fiesta Days Rodeo, 2016
Redding (Calif.) Rodeo, 2016
Guymon (Okla.) Pioneer Days Rodeo, 2015
Iowa's Championship Rodeo (Sidney), 2015
Red Bluff (Calif.) Round-Up, 2015
Clovis (Calif.) Rodeo, 2014
Greeley (Colo.) Stampede, 2014
Rowell Ranch Rodeo (Hayward, Calif.), 2014
Snake River Stampede (Nampa, Idaho), 2014
Dodge City (Kan.) Roundup, 2012
Deadwood (S.D.) Days of '76, 2011
Buffalo Bill Rodeo (North Platte, Neb.), 2008
Calgary (Alberta) Stampede, 2008
California Rodeo Salinas, 2008
Cheyenne (Wyo.) Frontier Days, 2008
Dodge (now RAM) National Circuit Finals Rodeo
(Pocatello, Idaho), 2008
La Fiesta de los Vaqueros (Tucson, Ariz.), 2008
Grand National Rodeo, Horse & Stock Show
(San Francisco, Calif.), 2008
Houston Livestock Show & Rodeo, 2008
National Western Stock Show & Rodeo
(Denver), 2008
Pendleton (Ore.) Round-Up, 2008
Pikes Peak or Bust Rodeo (Colorado Springs,
Colo.), 2008
Prescott (Ariz.) Frontier Days World's Oldest
Rodeo, 2008
Reno (Nev.) Rodeo, 2008
San Antonio Stock Show & Rodeo, 2008
Southwestern Exposition and Livestock Show
(Fort Worth, Texas), 2008
West of the Pecos (Pecos, Texas) Rodeo, 2008

ProRodeo Hall of Fame Inductees, by name

AA - All-around
BB - Bareback riding
SW - Steer wrestling
TR - Team roping
TD - Tie-down roping
SB - Saddle bronc riding
GB - Barrel racing
BR - Bull riding
SR - Steer roping
CP - Contract personnel
NL - Notables/lifetime achievement
LV-BB - Bareback horses
LV-BL - Bulls
LV-SB - Saddle broncs
LV-TE - Timed-event horses
SC - Stock contractors
M - Media
CM - Committee

** Deceased*

Note: The Notables and Lifetime Achievement categories were merged in 2010; Womens Professional Rodeo Association barrel racers and barrel racing horses were added to the Hall in 2017.

Adams, *Leon and Vicki, 2008, CP
* Akridge, Eddy, 1979, BB
Alexander, Joe, 1979, BB
Allen, Guy, 1996, SR
* Alsbaugh, Walt, 1990, SC
* Altizer, Jim Bob, 1979, SR
* Apodaca, Dorothy, 2007, CP
Appleton, Dave, 2016, AA
* Arnold, Walt, 2009, SR
* Autry, Gene, 1979, SC
Bach, Allen, 2019, TR
* Baby Doll, 1979, LV-TE
* Backstrom, Ellen, 1995, CP
Backstrom, Sunni Deb, 2020, CP
* Baldrige, Malcolm, 1988, NL
* Baldy, 1979, LV-TE
* Barnes, Bob, 1994, SC
Barnes, Jake, 1997, TR
* Barrett, Hadley, 1999, CP
Baumgartner, Joe, 2013, CP
Beaver, Joe, 2002, AA
Beers, Mike, 2017, TR
* Bennett, Josie, 1979, NL
* Bennett, Hugh, 1979, SW
Berger, Bobby, 1990, SB
Berry, Ace, 2009, NL
Berry, Ote, 1998, SW
Beutler, Bennie, 2010, SC
* Beutler, Elra, 2019, SC
* Beutler, Jiggs, 2019, SC
* Beutler, Lynn, 1979, SC
* Binion, Benny, 1988, NL
Black Hills Roundup (Belle Fourche, S.D.), 2018, CM
* Bodacious, 1999, LV-BL
Boucher, C.R., 2001, SW
* Bozo, 2018, LV-TE
* Bowman, Everett, 1979, AA
* Bowman, John, 2013, AA
Brackenbury, Sammy Thurman, 2019, BR
* Brookman, Marvin, 2005, SC
* Brooks, Louis, 1991, AA
Brown, Doug, 2019, BR
* Brown, Freckles, 1979, BR
* Bruce, Winston, 1989, SB
Buffalo Bill Rodeo, 2008, CM
* Bullet, 1979, LV-TE
* Burchett, Shaun, 2008, SR
Burk, Barry, 1994, TD
* Burk, Clyde, 1979, TD
* Burke, John, 1996, NL
* Buschbom, Jack, 1979, BB
* Bush, Wanda Harper, 2017, GB
* Bynum, James, 1979, SW
Calgary (Alb.) Stampede, 2008, CM
California Rodeo Salinas, 2008, CM
Camarillo, Jerold, 2016, TR
* Camarillo, Leo, 1979, TR
* Carney, Paul, 2001, AA
* Carr, Clay, 1979, AA
Cervi, Mike, 2003, SC
* Charters, Harry, 2015, SW
Cheyenne (Wyo.) Frontier Days, 2008, CM
* Christensen, Henry and Bobby, 1989, SC
* Clark, Gene, 1997, CP
Clark, Bobby, 1997, CP
Clovis (Calif.) Rodeo, 2014, CM
Cody (Wyo.) Stampede, 2019, CM
Coffee, Leon, 2018, CP
* Colburn, Everett, 1979, SC
* Come Apart, 1979, LV-BB
* Commotion, 2019, LV-BB
* Connelly, Edith Happy, 2002, CP
* Connelly, Lex, 1985, NL
Cooper, Clay O'Brien, 1997, TR
Cooper, Jimmie, 2005, AA
Cooper, Roy, 1979, TD
*Copenhaver, Deb, 1992, SB
Corey, Clint, 2004, BB
Corey, Doug, 2007, NL
Corley, Randy, 2017, CP
* Cornish, Cecil, 2003, CP
* Cremer, Leo J., 1979, SC
* Crooked Nose (fighting bull), 1990, LV-BL
* Crosby, Bob, 1983, NL
Custer, Cody, 2017, BR

ProRodeo Hall of Fame Inductees, by name

Davis, Jim, 2007, SR
Davis, Shawn, 1979, SB
* Davis, Sonny, 1979, SR
Deadwood (S.D.) Days of '76, 2011, CM
* Decker, Jo, 2001, CP
* Descent, 1979, LV-SB
Dightman, Myrtis, 2016, NL
Doak, George, 2000, CP
* Dobbs, Quail, 2002, CP
Dodge City (Kan.) Roundup, 2012, CM
Dodge (now RAM) National Circuit Finals Rodeo (Pocatello, Idaho), 2008, CM
Duhon, Steve, 2003, SW
* Dunn, Rex, 2010, CP
Duvall, Roy, 1979, SW
Ellensburg (Wash.) Rodeo, 2020, CM
* Elliott, Verne, 1990, SC
Etbauer, Billy, SB, 2012
Etbauer, Robert, SB, 2012
* Etienne, Myron "Doc," 2001, NL
* Evans, Eldon, 1997, NL
* Evans, J. Pat, 2004, NL
Farris, John, 2006, NL
* Farris, Mildred, 2006, NL
* Feild, Lewis, 1992, AA
Felts, Arnold, 2016, SR
Ferguson, Tom, 1999, AA
La Fiesta de los Vaqueros (Tucson, Ariz.), 2008, CM
* Five Minutes to Midnight, 1979, LV-SB
Flynn, Denny, 2010, NL
Ford, Bruce, 1993, BB
* Fort, Troy, 1979, TD
Franklin, Glen, 1979, TD
* Frost, Lane, 1990, BR
* Fulkerson, Jasbo, 1979, CP
* Gardenhire, Phil, 2016, CP
Garrett, Mark, 2015, BB
Garrett, Marvin, 1998, BB
Garrison, Walt, 2018, NL
* Gaudin, Dudley J., 1979, CP
Gaughan, Michael, 2007, NL
Gay, Don, 1979, BR
Gay, Neal, 1993, SC
Gjermundson, Brad, 1995, SB
* Glenn, Joe, 2007, TR
Gorsuch, Dean, 2019, SW
Grand National Rodeo, Horse & Stock Show, 2008, CM
Grated Coconut, 2020, LV-BB
* Gray Wolf, 2016, LV-SB
Greeley (Colo.) Stampede, 2014, CM
Greenough, Deb, 2018, BB
* Griffith, Dick, 1989, BR
* Grubb, Pete, 2014, AA
Guymon (Okla.) Pioneer Days Rodeo, 2015, CM
* Hadley, Tom, 2001, CP
* Hannum, Jack, 2015, NL
Hare, Miles, 2014, CP
* Harris, Lecile, 2007, CP
* Hawkins, John, 1979, BB
Hedeman, Richard "Tuff," 1997, BR
* Hell's Angel, 1979, LV-SB
Hendricks Brothers (* Byron and * Lee), 2015, CP
* Henson, Chuck, 1995, CP
Henson, Monty, 1994, SB
Herman, Wayne, 2014, BB
* Hervey, Bill, 1997, NL
* High Tide, 1993, LV-BB
* Hirdes, Les, 2001, TR
* Holcomb, Homer, 1979, CP
Houston, Jim, 1979, BB
Houston Livestock Show & Rodeo, 2008, CM
* Howard, Duane, 2008, NL
Hurley, Bobby, 2008, TR
Hyland, Mel, 1999, SB
Iowa's Championship Rodeo (Sidney), 2015, CM
* Irwin, Sharkey, 1979, SB
* Irwin, C.B., 1979, SC
* Ivory, June, 2004, CP
* Ivory, Buster, 1991, NL
James, Charmayne, 2017, GB
* Jauregui, Andy, 1979, SC
Johnson, Clint, 1992, SB
* Johnson, Ben, 1979, TR
* Jones, Cecil, 2000, NL
* Jones, John W. Sr., 1979, SW
Jones, John W. Jr., 1996, SW
Josey, Martha, 2020, GB
* Justin, John, 1998, NL
* Kelsey, Joe, 2000, SC
* Kerby, Bud, 2013, SC
* Kerby, Swanny, 1997, SC
* Kesler, Reg, 1992, SC
* Khadafy Skoal, 2012, LV-BB
Kirby, Butch, 2020, BR
* Knight, Harry, 1979, NL
* Knight, Pete, 1979, SB
* Korkow, Erv, 2009, SC
LaJeunesse, Lan, 2011, BB
* Lambert, Mel, 1990, CP
* LeDoux, Chris, 2005, BB, NL
Leffew, Gary, 2002, BR

ProRodeo Hall of Fame Inductees, by name

* Linderman, Bill, 1979, AA
* Linderman, Bud, 2016, BB
* Linger, Sonny, 1998, NL
Littrell, Hal, 2012, NL
* Logan, Pete, 1996, CP
Logue, Chuck , 2013
* Lucas, Tad, 1979, NL
* Lucia, Tommy, 2019, CP
Lybbert, Chris, 2006, AA
Lyne, Phil, 1979, AA
* Lytle, Buddy, 2008, NL*
* Maggini, Charles, 2005, TR
Mahan, Larry, 1979, AA
* Mansfield, Toots, 1979, TD
Martin, Keith, 2011, NL
Marvel, Joe, 2005, SB
* May, Harley, 1979, SW
* Mayo, Paul, 2010, BB
McBeth, John, 2010, SB
* McBride, Billie, 2018, GB
* McClure, Jake, 2002, TD
* McEntire, Clark, 1979, SR
* McLaughlin, Don, 1979, TD
* McLean, Kenny, 2013, SB
* McSpadden, Clem, 1990, NL
* Meek, Junior, 2000, CP
* Midnight, 1979, LV-SB
Miller, John, 1979, TR
* Mills, George, 1979, CP
Minick, Billy, 2018, SC
* Miss Klamath, 1998, LV-SB
* Montana, Montie, 1994, CP
Mortensen, Dan, 2009, SB
*Mulkey, Burel, 2011, SB
Munroe, Bud, 2007, SB
Munroe, Jimmie Gibbs, 2019, GB
Murray, Ty, 2000, AA
National Western Stock Show & Rodeo (Denver, Colo.), 2008, CM
* Nelson, Alvin, 2004, SB
* Nesmith, Tom, 2015, AA
Nuce, Ted, 2009, BR
Ogden (Utah) Pioneer Days, 2017, CM
Ohl, Cody, 2020, AA, TD
* Old Spec, 1979, LV-BL
Oliver, Dean, 1979, TD
* Olson, Jerry, 2001, CP
O'Neill, Glen, 2014, SB
* Oscar, 1979, LV-BL
* Parkison, Chuck, 1989, CP
* Paul, George, 1979, BR
Peabody, Larry, 2019, BB
* Peanuts, 1979, LV-TE
Pendleton (Ore.) Round-Up, 2008, CM
Peterson, Kristie, 2018, GB
* Peth, Wick, 1979, CP
* Pettigrew, Homer, 1979, SW
* Pickens, Slim, 2005, CP
Pickett, Dee, 2003, AA
* Pickett, Bill, 1989, SW
Pikes Peak or Bust Rodeo (Colorado Springs, Colo.), 2008, CM
* Plaugher, Wilbur, 1990, CP
* Poker Chip Peake, 1979, LV-TE
Prescott (Ariz.) Frontier Days© World's Oldest Rodeo©, 2008, CM
* Pruett, Gene, 1979, SB
Puryear, Tommy, 2017, SW
* Quintana, John, 2016, BR
Ragsdale, Bob, 2017, NL
* Rambo, Gene, 1989, AA
* Randall, Glenn, 1993, CP
* Red, 2017, LV-TE
Red Bluff (Calif.) Round-Up, 2015, CM
* Red Rock, 1979, LV-BL
Redding (Calif.) Rodeo, 2016, CM
Reeves, Tom, 2008, SB
* Reiners, Dennis, 2003, SB
Reno (Nev.) Rodeo, 2008, CM
* Reynolds, Benny, 1993, AA
* Roberts, Gerald, 1990, AA
* Roberts, Ken, 1979, BR
* Robinson, Bob A., 2006, SW
Robinson, Jerome, 2019, NL
Roddy, Jack, 1979, SW
Rodriguez Jr., Jim, 1979, TR
* Ross, Gene, 1994, SW
* Rossen, Ronnie, 2007, BR
Rosser, Cotton, 1995, SC
* Rowell, Harry, 1979, SC
Rowell Ranch Rodeo (Hayward, Calif.), 2014, CM
* Rude, Ike, 1979, SR
* Rutherford, Buck, 2017, AA
Sampson, Charles, 1996, BR
San Antonio Stock Show & Rodeo, 2008, CM
* Scamper, 1996, LV-TE
* Schell, Asbury, 2004, TR
* Schneider, Frank, 2012, BR
* Schneider, Johnie, 1992, BR
* Schumacher, Jimmy, 1979, CP
* Scottie, 2016, LV-TE
Sharp, Jim, 2006, BR
* Shaw, Everett, 1979, SR

* Sheppard, Chuck, 2000, AA
Sheppard, Nancy, 2003, CP
* Shoulders, Jim, 1979, AA
* Sisler, Jay, 2002, CP
Skelton, Rich, 2018, TR
* Skoal Pacific Bell, 2007, LV-BL
* Skoal's Sippin' Velvet, 2000, LV-BB
Smets, Rob, 2006, CP
* Smith & Velvet (*aka* Mr. Smith), 2017, LV-BB
Smith, Bill, 1979, SB
* Smith, Dale, 1979, TR
Smith, Dave, 2004, M
Snake River Stampede (Nampa, Idaho), 2014, CM
* Snyder, Smoky, 1979, BR
* Sorensen, Doc, 2006, SC
Southwestern Exposition and Livestock Show (Fort Worth, Texas), 2008, CM
Spanish Fork (Utah) Fiesta Days, 2016, CM
* Spring Fling, 2014, LV-SB
* Steamboat, 1979, LV-SB
* Steiner, Tommy, 1996, SC
Stoker, J.W., 2011, CP
* Stout, Dave, 1979, NL
* Stuart, Mike, 1979, SB
* Sutton, James H., 1982, SC
Sutton, Jim Jr., 2020, SC
* Taillon, Cy, 1979, NL
Tallman, Bob, 2004, CP
Taylor, Jon, 2012, CP
Thain, Bob, 1999, NL
* Thode, Earl, 1979, SB
* Three Bars, 2004, LV-BB
* Tibbs, Casey, 1979, AA
Tierney, Paul, 2008, AA
* Tipperary, 1979, LV-SB
* Tompkins, Harry, 1979, BR
* Tooke, Feek, 2008, SC
* Tornado, 1979, LV-BL
* Trails End, 2008, LV-BB, SB
* Truan, Fritz, 1995, AA
Trujillo, J.C., 1994, BB
* Tureman, Sonny, 1979, BB
* Vamvoras, Clyde, 2002, BB
* Vold, Harry, 1994, SC
Walker, Byron, 2014, SW
* Walker, Enoch, 2017, SB
* Walt, 2015, LV-TE
* War Paint, 2011, LV-SB
Ward, Jack, 1995, BB
* Ward, Leonard, 2009, AA
* Watt Sr., W.R., 1991, NL
* Webster, Shoat, 1979, SR
Wegner, Bob, 2015, BR
* Weeks, Guy, 2001, SB
West of the Pecos (Texas) Rodeo, 2008, CM
* Whatley, Todd, 2003, AA
Whitfield, Fred, 2004, TD
* Wilken, Charles "Lefty", 1999, NL
Williams, Speed, 2018, TR
Witte, Randy, 2020, LV
* Womack, Andy, 1998, CP
* Wood, Marty, 1991, SB
Woolman, Tee, 2004, TR
Young, Olin, 1979, SR
Youree, Florence Price, 2019, NL

Related Rodeo Associations

American Junior Rodeo Association
P.O. Box 398
Bronte, TX 76933
325.277.5824

Canadian Professional Rodeo Association
272245 Range Road 292
Airdrie, AB, Canada T4A 2L5
403.945.0903

National High School Rodeo Association
12001 Tejon Street, Suite 900
Denver, CO 80234
303.452.0820

National Intercollegiate Rodeo Association
2033 Walla Walla Ave.
Walla Walla, WA 99362
509.529.4402

National Little Britches Rodeo Association
5050 Edison Ave., Suite 105
Colorado Springs, CO 80915
719.389.0333, 800.763.3694

National Senior Pro Rodeo Association
2015 W. Wickenburg Way
Wickenburg, AZ 85390
928.684.9566

Women's Professional Rodeo Association
431 South Cascade Ave.
Colorado Springs, CO 80903
719.447.4627

Other Contacts

Wrangler National Finals Rodeo Information & Tickets
Thomas & Mack Center
4505 S. Maryland Parkway
Las Vegas, NV 89154
702.895.3900
www.nfrexperience.com

American Quarter Horse Association
P.O. Box 200
Amarillo, TX 79168
806.376.4811

ProRodeo Sports News
101 Pro Rodeo Drive
Colorado Springs, CO 80919
719.593.8840

Miss Rodeo America
101 ProRodeo Dr.
Colorado Springs, CO 80919
719.313.9063

Rodeo-related organization abbreviations

AAEP: American Association of Equine Practitioners
AJRA: American Junior Rodeo Association
AQHA: American Quarter Horse Association
AQHYA: American Quarter Horse Youth Association
BFI: Bob Feist Invitational Team Roping Classic
CFR: Canadian Finals Rodeo
CNFR: College National Finals Rodeo
CPRA: Canadian Professional Rodeo Association
DNCFR: Dodge National Circuit Finals Rodeo, now known as the RAM National Circuit Finals Rodeo
DVM: Doctor of Veterinary Medicine
INFR: Indian National Finals Rodeo
JCCF: Justin Cowboy Crisis Fund
LVE: Las Vegas Events
MRA: Miss Rodeo America
NFR: Wrangler National Finals Rodeo
NFSR: Clem McSpadden National Finals Steer Roping
NHSFR: National High School Finals Rodeo
NHSRA: National High School Rodeo Association
NIRA: National Intercollegiate Rodeo Association
NLBRA: National Little Britches Rodeo Association
NSPRA: National Senior Pro Rodeo Association (formerly the National Old-Timers Rodeo Association)
PBR: Professional Bull Riders
PRCA: Professional Rodeo Cowboys Association
PSN: *ProRodeo Sports News*
RCA: Rodeo Cowboys Association, the predecessor to the PRCA
NCFR: RAM National Circuit Finals Rodeo (formerly RNCFR and the DNCFR, Dodge National Circuit Finals Rodeo)
USTRC: United States Team Roping Championships
WJHFR: Wrangler Junior High Finals Rodeo
WPRA: Women's Professional Rodeo Association

Miss Rodeo America

Since its inception in the mid-1950s, the Miss Rodeo America Pageant has blossomed into one of the premier events held in conjunction with the Wrangler National Finals Rodeo.

International Rodeo Management (IRM) developed the concept of a Miss Rodeo America Pageant in 1955. The group recognized that royalty had been a part of rodeo since the sport's pioneer days, and they visualized an opportunity to promote rodeo and the Western way of life through an attractive, intelligent young woman who could represent rodeo to the public. A three-member committee established the contest guidelines and rules for selecting the first lady of professional rodeo.

The first Miss Rodeo America Pageant, with nine young women vying for the title, took place in 1955 in Casper, Wyo. In 1956, the pageant moved to Chicago. The following year, it moved again, this time to San Francisco, where Miss Rodeo America 1958 was crowned during the Grand National Rodeo.

The organization made another move in 1959: to Las Vegas, where many of the hotels played host to the pageant during the 1960s and 1970s. In 1990, after several moves between Oklahoma and Las Vegas, the pageant returned to Las Vegas, where it is still held today.

In January 1992, the organization reincorporated in Colorado as Miss Rodeo America Inc. and was officially recognized by the Professional Rodeo Cowboys Association as the sole entity to select Miss Rodeo America.

The pageant reached another milestone in 1992 when $30,000 in scholarships were awarded to contestants. In 1995, for the first and only time in the history of the pageant, Miss Rodeo America Pageant contestants took part in the opening ceremonies of the Wrangler NFR at the Thomas & Mack Center in Las Vegas. In 1998, the Miss Rodeo America Scholarship Foundation was incorporated to handle scholarships for the organization, which have grown to $99,500 in education funding for contestants.

In the wake of the COVID-19 pandemic, the Miss Rodeo America organization made the difficult decision in December 2020 to cancel their annual pageant, a tradition since 1955, where a new title holder is crowned. Passionate about rodeo education and the lifestyle, Miss Rodeo America 2020 Jordan Tierney agreed to serve through 2021.

For more information or to schedule an interview with Miss Rodeo America, contact Miss Rodeo America at 719.313.9063, www.missrodeoamerica.com, or 101 ProRodeo Dr., Colorado Springs, CO 80919.

2020–21 Miss Rodeo America



Jordan Tierney

Hometown: Oral, S.D.

Date of birth: 09/03/1994

A cowgirl from a well-known rodeo family, Jordan Tierney, was crowned Miss Rodeo America Dec. 8, 2019 at the Tropicana in Las Vegas. She became South Dakota's fifth queen to hold the national title; her term was extended through 2021 after last year's pageant was cancelled because of COVID-19 restrictions.

Q. How was your experience at the 2020 Wrangler NFR in Texas?

Miss Rodeo America Jordan Tierney:

There were a lot of new things, but I think the change was fun and refreshing. A lot of people didn't know what to expect, so I think there was a big comradery around everyone. The whole vibe and atmosphere was very positive and I was very fortunate to be a part of it.

Q. Have there been other MRAs who have served multiple years in the role?

MRA JT: The only other person who has two years next to her name is Marilyn Scott, the first Miss Rodeo America. She was appointed half-way through 1955 and served through 1956. In recent history, this has never happened before.

Q. What is your outlook for 2021?

MRA JT: To be flexible and take one day at a time. You can always have a negative outlook on things. It's about choosing the positive and choosing to look at the glass half full.

Q. What is most important to you as MRA?

MRA JT: Making connections. As a title holder, it's not just about going to rodeos and getting to carry the flag. It's about being able to go out in the community, interact with people and telling them about the sport of rodeo and the Western way of life.