

# STOCK CONTRACTORS



*After one last trip in Round 8 for 86 points and a share of the round win for oft-time partner Bobby Mote, beloved Growney Brothers Rodeo bareback horse Moulin Rouge was retired at the 2010 Wrangler National Finals Rodeo, where she had been top bareback horse in 2003.*  
PRCA ProRodeo photo by Dan Hubbell

# Stock Contractors

Working behind the scenes from long before the rodeo begins until the last animal is loaded up, stock contractors may be the most overlooked people in rodeo production.

While cowboys get most of the recognition, the livestock at PRCA rodeos plays a vital role in the success of the contestants. In roughstock events, the cowboy's riding ability gets half the score and the animals' ability to buck powerfully and skillfully earns the other half. For the timed events, stock contractors work to provide cattle of similar size for each event, so that cowboys are tested on their own skills – on a level playing field.

The stock contractors' primary goal is to ensure that the four-legged athletes of professional rodeo are healthy, well-fed, properly cared for and fit to perform. This job includes tasks familiar to all ranchers: breeding livestock with the desired characteristics, loading and transporting animals safely, providing veterinary care and supervising handling. Rodeo stock contractors also have sport-specific jobs, including working behind the chutes to ensure safety for both people and animals, caring for animals during the rodeo itself – even handling public relations for the sport's animal superstars.

Stock contractors are heavily invested in the health and welfare of their livestock. The value of top bulls can reach \$40,000; a first-rate bucking horse can sell for more than \$20,000. But the animals are more than a monetary investment – while they are not cuddly pets, they do become respected and valued members of the stock contractors' families.

The PRCA sets rules that ensure the humane treatment of rodeo animals. (See "PRCA and Livestock Welfare" in the first chapter of this media guide.) Stock contracting companies that want to supply livestock for PRCA-sanctioned rodeos agree to follow these rules. Collectively, they set and represent the highest industry standard for animal care. PRCA card-holding member stock contractors as of April 5, 2011, include:

## **All American Rodeo Company**

### **Stock contractor: Sam Swearingen**

**LOCATION:** Piffard, N.Y. **BACKGROUND:** In early 2005, an exciting new chapter began for All American Rodeo. With the retirement of Ron and Kathy Martin, Sam Swearingen purchased All American Rodeo's assets and became the company's sole owner. Swearingen had successfully competed in ProRodeo as a saddle bronc rider for nearly 30 years. Since then, he has continued his commitment to rodeo as the owner of the fastest-growing rodeo company in the northeastern U.S. and Canada. Each year, Swearingen and his staff produce more than 100 award-winning performances in New York, Pennsylvania, New Jersey, Connecticut, Massachusetts, Virginia, West Virginia, Ontario, Quebec and Nova Scotia.

## **Andrews Rodeo Inc.**

### **Stock contractors: Sammy and James Andrews**

**LOCATION:** Bagwell, Texas. **BUCKING STOCK OF THE YEAR:** Bareback horse Skoal's Outlaw Willie, 1991; bull Bodacious, 1994-95 (inducted into ProRodeo Hall of Fame, 1999). **OTHER NOTABLE STOCK:** Bull Fender Bender voted third for PRCA Bull of the Year 2007, runner-up, 2006; bull Cat Daddy voted second for PRCA Bull of the Year, 2005. **BACKGROUND:** Sammy Andrews, 2002 PRCA Stock Contractor of the Year, is a third-generation stock contractor. With knowledge gained from a lifetime of rodeo experience, Sammy and his son, James, operate the business and have enjoyed success with their breeding program for bucking bulls and horses. Five of their bareback horses, one saddle bronc and six bucking bulls were selected for the 2010 Wrangler NFR; saddle bronc Lock & Load was named No. 2 saddle bronc of the 2010 Finals.

## **Bad Company Rodeo**

### **Stock contractor: Mack Altizer**

**LOCATION:** Del Rio, Texas. **NOTABLE STOCK:** Championship bulls include seven-time Wrangler NFR bull Wild Thing, Texas Circuit Bucking Bull of the Year, 1996, 1999; Hammer Time, selected to Wrangler NFR seven times; and perennial Wrangler NFR bull Walk This Way. **BACKGROUND:** Mack Altizer, 1998 PRCA Stock Contractor of the Year, is meeting the challenges of rodeo's future

while preserving its rich Western heritage. Blending award-winning bucking stock with the hottest music, Bad Company produces a rocking rodeo concert experience to appeal to a new generation of rodeo fans. From Bad Company's inception in 1982, Altizer has striven to grow every aspect of the business (total payout, added money, spectator attendance, contestant entries) every year, keying on unique advertising, promotion and community involvement.

## **Bar T Rodeo Inc.**

### **Stock contractor: Evelyn Kerby**

**LOCATION:** Chester, Utah. **NOTABLE STOCK:** Deception, High & Mighty and Reception, Wrangler NFR bucking horses; Son of Sadie and Eight Ball were named among the top five saddle broncs of the 2009 Finals. **BACKGROUND:** Bar T Rodeo has been a family-run operation for more than 50 years. Stock is kept on 2,500 acres, leased and owned, in central Utah. In 1997, Swanny Kerby, who started the business, was inducted into the ProRodeo Hall of Fame. Bud Kerby bought renowned saddle bronc War Paint (not the same horse as the Christensen Brothers' War Paint, a 2011 inductee into the ProRodeo Hall of Fame) for \$24,000 in 2002 at Benny Binion's Bucking Horse and Bull Sale. Bud Kerby passed away in October 2010 and his wife, Evelyn, now runs the business. Two bareback horses, six saddle broncs and two Bar T bucking bulls were selected for the 2010 Wrangler NFR.

## **Barnes PRCA Rodeo**

### **Stock contractor: Bob Barnes**

**LOCATION:** Peterson, Iowa. **BUCKING STOCK OF THE YEAR:** Saddle bronc Crystal Springs, 1977. **OTHER NOTABLE STOCK:** Bucking bull T Bar, Reliant Stadium arena-record 94 points with Terry Don West. Bareback horse Smokeless Bow Tie carried Wes Stevenson to a 93-point ride at the 2002 Summer Tour Finale in Dallas, tying the second-highest score in PRCA history. **BACKGROUND:** Bob Barnes has been in the business for nearly 60 years; he has had stock at each NFR since its inception in 1959 and at every Dodge Great Lakes Circuit Finals Rodeo. One of the most respected stockmen in professional rodeo, he was 1984 PRCA Stock Contractor

of the Year and was inducted into the ProRodeo Hall of Fame in 1994. Barnes is among the most prominent stock contractors in the Midwest, where he continues to educate people about the sport and its Western heritage. Bob has served on the Wrangler NFR Commission, PRCA Executive Board and PRCA Board of Directors; his son John currently serves on the PRCA Board of Directors. One Barnes saddle bronc and one bucking bull were selected for the 2010 Wrangler NFR. **WEBSITE:** www.BarnesPRCARodeo.com.

### **Beutler & Son Rodeo Company** **Stock contractors: Bennie and Rhett Beutler**

**LOCATION:** Elk City, Okla. **BUCKING STOCK OF THE YEAR:** Bareback horses Sam Bass, 1973; Copenhagen Comotion, 1998-2000; saddle broncs Blowout, 1985; Challenger & Skoal, 1987; bulls Cowtown, 1985; Voodoo Child, 2007-08. **OTHER NOTABLE STOCK:** Fighting Stock of the Year -4B, 1991; Red, 1992; Wack-O, 1996; Spotted Demon, 1998-99, Black Out, 2000; Wonderland was one of the top three bareback horses in the PRCA in 2010 and Little Lightning was among the top three bulls the previous year. **BACKGROUND:** Longtime PRCA stock contractor Bennie Beutler and his son, Rhett, joined forces in 2001 to form Beutler & Son Rodeo Company, which was known as Beutler and Gaylord Rodeo from 1989-2001. The Beutler name has been synonymous with stock contracting since 1929. Bennie's grandfather, Elra, and his great-uncles, Jake and Lynn, began supplying stock to Oklahoma and Texas rodeos more than 70 years ago. Bennie Beutler has served as assistant general manager of the Wrangler NFR since 1982; NFR chute boss, 1979-80; member of PRCA Rules Committee, 1980; stock contractor representative on NFR Committee, 1981-82; member of PRCA board of directors, 1989-91; stock contractor director on PRCA board until 2004. He was PRCA Stock Contractor of the Year in 1997 and was inducted into the ProRodeo Hall of Fame in 2010. Ten Beutler & Son bareback horses, six saddle broncs and four bulls were selected for the 2010 Wrangler NFR, including Scent Loc, named one of the top five bulls at the 2010 Finals. The firm was nominated for PRCA Stock Contractor of the Year in 2010.

### **Beutler Bros. & Cervi Rodeo Company** **Stock contractor: Binion Cervi**

**LOCATION:** Sterling, Colo. **BUCKING STOCK OF THE YEAR:** Saddle broncs Descent, 1966-69, 1971-72; Frontier Airlines, 1975; Brookman's Velvet, 1980; bull Tiger, 1975. **BACKGROUND:** Binion's father, Mike Cervi, is responsible for producing many of the largest rodeos in the United States. He served on the PRCA Board of Directors for years and was named PRCA Stock Contractor of the Year in 1983 and 2001. In 1967, Mike Cervi purchased Beutler Bros. Rodeo Company, one of the oldest (since 1929) and most prestigious rodeo companies, as well as the Billy Minick Rodeo Company. Retaining the Beutler name, he formed two companies, Beutler Bros. & Cervi Rodeo Company and Cervi Championship Rodeo. In 2004, Mike sold both companies to his son Binion. A listing for Cervi Championship Rodeo appears later in this chapter. Beutler Bros. & Cervi sent three bareback horses, a saddle bronc and a bucking bull to the Wrangler NFR in 2010; one of the bulls, Hard Times, was named top bull of that event.

### **Big Bend Rodeo Company** **Stock contractors: Don and Chad Hutsell**

**LOCATION:** Ritzville, Wash. **BUCKING STOCK OF THE YEAR:** Bareback horse Spring Fling, 1997; saddle bronc Spring Fling, 1999, (tie) 2000; bulls Rapid Fire, 1997; Unforgiven, 2002; Tahonta, 2003-04. **OTHER NOTABLE STOCK:** Dog Face, top bull of the Columbia River Circuit

and selected for Wrangler NFR, 1992, runner-up for bull of the year, 1996. **BACKGROUND:** Don Hutsell and Sonny Riley, who also co-own Flying 5 Rodeo Company, formed Big Bend Rodeo in April 1992 when they bought the Kelsey and McLean Rodeo Company from the late Ralph McLean. In 1997, Big Bend completed a rare double play when both bareback horse Spring Fling and bucking bull Rapid Fire captured stock-of-the-year honors. After the 1999 Dodge National Circuit Finals Rodeo, Hutsell decided to put a saddle on Spring Fling, and it paid off as she was voted top saddle bronc for two years, then returned to the bareback string and was voted one of the top three bareback horses for 2005. Big Bend bulls Unforgiven and Tahonta held the top title for three years straight between them; Tahonta retired in 2006. Big Bend Rodeo sent three saddle broncs to the Wrangler NFR in 2010, including Kool Toddy, one of the top four in the PRCA that year.

### **Big Stone, Moreno and Growney Rodeo Company** **Manager: Bruce Sunstrum**

**LOCATION:** Cessford, Alberta. **NOTABLE STOCK:** At the 2002 Wrangler NFR, Big Rodeo Stone Company bareback horse Chester Dippin Bandit and Will Lowe combined for a 91-point ride. The horse, owned and raised by Art Klassen, was selected as top bareback horse of the 2002 Wrangler NFR and has been named top horse of the Canadian Finals Rodeo four times. **BACKGROUND:** Bruce Sunstrum was a Canadian Professional Rodeo Association contestant for 13 years, competing in all three roughstock events. In 1975, he and partner Art Klassen started Big Stone Rodeo Company. In early 2011, the company took on additional partners: Julio Moreno and long-time PRCA stock contractor John Growney.

### **Big Stone Rodeo Inc.** **Stock contractors: Bruce Sunstrum and Art Klassen**

**LOCATION:** Cessford, Alberta. **NOTABLE LIVESTOCK:** Spoonful of Sugar, Canadian Bucking Bull of the Year, 2008. **BACKGROUND:** Big Stone Rodeo Inc. is a separate company from Big Stone, Moreno and Growney Rodeo Company. It sent one bareback horse to the 2010 Wrangler NFR.

### **Broken Arrow Rodeo** **Stock contractor: Thomas Taylor Jr.**

**LOCATION:** Odessa, Texas. **BUCKING STOCK OF THE YEAR:** Bull Wardance, 2005. **BACKGROUND:** Veteran stock contractor Harry Vold purchased Broken Arrow Rodeo from Bill Owen in 1998. Thomas Taylor Jr. is now sole owner of Broken Arrow.

### **Brookman-Hyland Rodeo LLC** **Stock contractor: Dave Wiefereich**

**LOCATION:** Sidney, Mont. **BACKGROUND:** In 2006, Cathy and Dave Wiefereich and their three children, LaTasha, Tesa and Tate, took over the rodeo business from the late ProRodeo Hall of Fame stock contractor Marvin Brookman, Cathy's great-grandfather. While continuing to focus on Brookman's famous breeding program, the Wiefereichs have added sound, production and rodeo entertainment to the sport. They produce 10 rodeos across the northwestern United States and subcontract for many events all over the U.S. They sent a bareback horse and a saddle bronc to the 2010 Wrangler NFR. **WEBSITE:** www.BrookmanRodeo.com.

### **Burch Rodeo Company** **Stock contractor: Chad Burch**

**LOCATION:** Gillette, Wyo. **NOTABLE STOCK:** Burch's Blood Brother tied for PRCA Saddle Bronc Horse of the Year Award,

2008, runner-up, 2002-03. **BACKGROUND:** For more than 20 years, Max Burch bred bucking horses that cowboys have described as "rank" or "eliminators." Burch purchased Midwest Rodeo Company from Steve Sutton in 1999, and now Max's son, Chad, runs the company. Burch Rodeo sent one bareback horse, six saddle broncs and three bucking bulls to the 2010 Wrangler NFR; bull Zombie Zoo was the No. 2 bull of the Finals that year and saddle bronc Lunitic Fringe was among the top five.

### **Burns Rodeo Company**

**Stock contractor: Hal Burns**

**LOCATION:** Laramie, Wyo. **BUCKING STOCK OF THE YEAR:**

Bulls Mr. T, 1986; Blenderhead, top three PRCA bull, 2004. **BACKGROUND:** Burns Rodeo Company stock is kept at Hal Burns' High Plains Arena, six miles from Laramie, Wyo., and at his ranch about 23 miles from Laramie in southeastern Wyoming, where some portions of the ranch reach 8,500 feet in elevation. Pete Burns' son, Hal, began his own bucking stock breeding program a few years ago. They are bucking young horses they raised and have bull calves sired by Wrangler NFR bulls Mr. T and Mardi Gras. Burns Rodeo has had stock selected for the Wrangler NFR every year since 1983, including two bulls in 2010. Hal Burns currently serves as a PRCA stock contractor member on the PRCA's Board of Directors.

### **Calgary Stampede**

**Manager: Keith Marrington**

**LOCATION:** Calgary, Alberta. **BUCKING STOCK OF THE**

**YEAR:** Bareback horses Grated Coconut, 2003-04, 2006-09; Lonesome Me, 1984, 1994; Moon Rocket, 1976; saddle bronc horses Wanda Dee, 1964; Kloud Grey Skoal, 1987; Lonesome Me Skoal, 1989-90. **BACKGROUND:** In 1961, the Calgary Stampede bought a ranch to provide the flexibility needed for their event, breeding 70-plus mares a year to get a continuous supply of high-caliber bucking rodeo stock. With more than 22,000 acres, 500 horses and 90 head of bulls, the ranch recently has ventured into embryo transfers. In 2010, they sent 16 animals to the Wrangler NFR: six bareback horses, nine saddle broncs and one bucking bull.

### **Carr Pro Rodeo**

**Stock contractor: Pete Carr**

**LOCATION:** Dallas, Texas. **NOTABLE LIVESTOCK:** Real Deal,

PRCA Bareback Horse of the Year, 2005, runner-up, 2006; Riverboat Annie, runner-up, PRCA Bareback Horse of the Year, 2007. **BACKGROUND:** Carr Pro Rodeo was established in 2005 by Pete Carr to produce PRCA rodeos and provide high-caliber livestock throughout the United States. He, his wife, Sherrill, and their crew produce the richest rodeo in Oklahoma, Guymon Pioneer Days Rodeo; the oldest rodeo in Texas, the West of the Pecos; and the richest rodeo in New Mexico, the Lea County Fair and Rodeo in Lovington. They have excelled at both ends of the arena, providing the calves for the 2007 Wrangler NFR. Carr stock has also won many circuit awards and set arena records at some of the biggest rodeos in the country. Carr Pro Rodeo sent seven bareback horses, three saddle broncs and one bull to the 2010 Wrangler NFR, where their bareback horse Deuces Night was among the top five of the Finals. **WEBSITE:** www.CarrProRodeo.com.

### **Cervi Championship Rodeo**

**Stock contractor: Mike Cervi**

**LOCATION:** Sterling, Colo. **BUCKING STOCK OF THE**

**YEAR:** Saddle bronc Brookman's Velvet, 1980; bull Tiger, 1975. **BACKGROUND:** The man responsible for producing many of the largest rodeos in the U.S., Mike Cervi, sold his business in 2004 to his son Binion, who now runs one of

the largest stock companies in rodeo history. The Cervis draw from a herd of more than 600 head of bucking stock and thousands of head of other livestock at their Colorado ranches. The company is a conglomeration of several company interests acquired over the years, including Beutler Bros. & Cervi Rodeo Company. In 1973, Mike Cervi acquired Cervi Championship Rodeo Company, previously owned by Harry Knight and Gene Autry. Mike was named PRCA Stock Contractor of the Year in 1983 and 2001. Cervi Championship Rodeo sent three bareback horses, three saddle broncs and one bucking bull to the Wrangler NFR in 2010.

### **Classic Pro Rodeo Ltd.**

**Stock contractor: Scotty Lovelace**

**LOCATION:** Waskom, Texas. **BUCKING STOCK OF THE**

**YEAR:** Big Tex, PRCA Bucking Horse of the Year, 2010.

**NOTABLE LIVESTOCK:** Wise Guy, top bareback horse of the 2006 Wrangler NFR; Cattle Drive, who carried Ryan Stutes for a 93-point ride in Texarkana, Ark., tying the second-highest scored bareback rides in PRCA history, in 2007. **BACKGROUND:** Lovelace, a former bareback rider, developed a love of rodeo in high school. He, his wife, Tonya, and his mother, Patty, purchased Classic Pro Rodeo as an amateur company in 1991; in 1995, it received its PRCA stock contracting card. Lovelace reached the top of his craft in 2003 when he was named PRCA Stock Contractor of the Year. Classic Pro Rodeo has taken livestock to every Wrangler NFR since it became eligible in 1997, sending 10 bareback horses, three saddle broncs and three bulls in 2010, including Big Tex. Classic's bareback horse Good Time Charlie was No. 2 in his event at the 2010 NFR, and the firm was nominated for PRCA Stock Contractor of the Year in 2010. **WEBSITE:** www.ClassicProRodeo.com.

### **Corey & Horst Rodeo Company**

**Stock contractor: Mike Corey**

**LOCATION:** Moses Lake, Wash. **NOTABLE LIVESTOCK:**

Bull Seven of Hearts, three-way tie for third, PRCA Bull of the Year, 2005. **BACKGROUND:** Mike Corey, a bull rider, pickup man and amateur contractor, joined forces with financial partner George Horst in 1999. The next year, Corey purchased Southern Rodeos from Billy Jaynes, who started that company in 1990. The company sent three bulls to the 2010 Wrangler NFR, including 2010 top-three bull King of Hearts.

### **Cowtown Rodeos, Inc.**

**Stock contractor: Grant Harris**

**LOCATION:** Pilesgrove, N.J. **BACKGROUND:** Grant Harris'

grandfather started producing rodeos in 1930 as a sideline to the family's livestock market. In 1955, Grant's father, Howard, started a weekly rodeo. In 1978, Grant Harris purchased an Eastern rodeo and renamed it Cowtown; he and his wife, Betsy, continue to produce rodeos in conjunction with livestock auctions, farmer's markets and farming operations. Harris, who joined the PRCA in 1973, competed in bull riding, team roping and saddle bronc riding. He was the First Frontier Circuit saddle bronc riding champion in 1975 and 1977-78.

### **Coyote Pro Rodeo, Inc.**

**Stock contractor: Jay Austin**

**LOCATION:** Richland, Miss. **NOTABLE STOCK:** Owner Jay

Austin bred and raised Classic Pro Rodeo's bareback horse Cimarron, on whom Bobby Mote scored 85.5 in Round 7 of the 2010 Wrangler NFR – Cimarron's second trip to the Big Show. **BACKGROUND:** Former PRCA bareback rider Jay Austin, a three-time DNFRC contender who went to the Dodge Southeastern Circuit Finals Rodeo 16 times, bought Gold Buckle Rodeo from Mark "Sparky" Dreesen

and Dr. Bruce Fink in March 2010 and renamed it Coyote Pro Rodeo. He, his wife Donna and their son Trey have been contracting amateur rodeo since 2000, and Jay has always had the goal of getting his PRCA stock contracting card and eventually getting his own stock to the Wrangler NFR. As part of the purchase of Gold Buckle Rodeo, the Austins acquired 25 bareback horses, 25 saddle broncs and 25 bulls to add to Coyote's breeding program. Their 100 head of horses and about 35 bulls live on 850 acres of pasture in and near Richland, Miss.

### ***D & H Cattle***

**Stock contractors:** Lori Franzen, Dillon and Hoyt Page

**LOCATION:** Riverton, Wyo. **BACKGROUND:** In 2005, Powder River Rodeo Company owners Hank and Lori Franzen formed a partnership with renowned bull breeder Dillon Page to start D & H Cattle. The Franzens' horses reside on their 15,000-acre ranch in Wright, Wyo., while the bulls are raised on Page's ranch in Ardmore, Okla. They sent one bareback horse, one saddle bronc and three bucking bulls to the 2010 Wrangler NFR, including Kool & Sexy, named one of the top five bulls there.

### ***Dakota Rodeo Company***

**Stock contractors:** Joe Simon and Chad Berger

**LOCATION:** Fort Gibson, Okla., and Mandan, N.D. **BACKGROUND:** Long-time PRCA stock contractor Joe Simon joined forces with Chad Berger in 2009 to form Dakota Rodeo. In the summer, most of their bulls roam a 100-acre spread in Mandan, N.D., and about 100 head of their horses are in Minnesota, as the company focuses on rodeos in the Great Lakes region. In the winter, many of their horses and bulls move to the company's spread in warmer Perkins, Okla. Dakota Rodeo sent three bucking bulls to the 2010 Wrangler NFR.

### ***David Bailey Pro Rodeo Company***

**Stock contractor:** David F. Bailey

**LOCATION:** Fort Gibson, Okla. **NOTABLE LIVESTOCK:** Dippin' Super Cool, top bull, Wrangler NFR, 2002-03, and his sire, Playboy; Lucky Strike, top bull, Wrangler NFR, 2005-06, and his sire, Gunslinger; Prairie Circuit Bareback Horse of the Year Flying High, 2007-08. **BACKGROUND:** Though 1989 was his first year as a PRCA stock contractor, David Bailey has been in the rodeo business for more than 40 years. Bailey and his wife, Lisa, own and manage both David Bailey Pro Rodeo and the ranch where David Bailey's family roots go back to Oklahoma statehood. They sent a bucking bull to the 2010 Wrangler NFR. **WEBSITE:** www.DavidBaileyRodeo.com.

### ***Diamond G Rodeos Inc.***

**Stock contractors:** Steve and Cyndi Gilbert

**LOCATION:** Toquerville, Utah. **NOTABLE LIVESTOCK:** Cody Hancock, 2000 world bull riding champion, scored 96 points on Mr. USA at the 2001 Wrangler NFR – an event record. **BACKGROUND:** Steve and Cyndi Gilbert purchased two stock contracting companies in 1991. Steve Gilbert served as a stock contractor representative on the PRCA Board of Directors from 2005-08. The Gilberts sent one saddle bronc and two bulls to the Wrangler NFR in 2010.

### ***Do or Die Pro Rodeo***

**Stock contractor:** Vernon Guidry

**LOCATION:** Madisonville, Texas. **BACKGROUND:** "Ranch-reared" Vernon Guidry raises most of his formidable bucking bulls. In 1993, Guidry purchased the Dorenkamp Rodeo Company, Holly, Colo. He also has established a

phenomenal "born to buck" program with such notable sires as Red Wasp, Hot Damn, Coopers Comet, Western Hauler, Final Dose, XS Energy and Hopscotch, each of whom possesses foundations that go back to legendary bulls such as Rooster, Hobo, Houdini, Tequila and Spook. Guidry partnered with Binion Cervi in 2005; the Cervi family brings in outstanding foundation-bred horses. The company, named Cervi & Guidry until 2011, took three bulls to the 2010 Wrangler NFR.

### ***Five Star Rodeo Inc.***

**Stock contractors:** Marty Johns and Paul Bowers Jr.

**LOCATION:** Okeechobee, Fla. **BACKGROUND:** Five Star Rodeo was formed in 1986 when brothers Troy, Dan and Wayne Weekley and their lifelong friend, Donald Parrish, purchased Flying G Rodeo from Eric Goolsby of Okeechobee, Fla. Marty Johns bought Five Star Rodeo in October 2006. He serves on the PRCA's Stock Contractor Executive Council.

### ***Flying 5 Rodeo Company***

**Stock contractor:** Walter "Sonny" Riley

**LOCATION:** Ritzville, Wash. **BUCKING STOCK OF THE YEAR:** Bulls Yellow Jacket, 1999; Border Patrol, 2000; Spring Planting, 2009. **BACKGROUND:** After producing amateur rodeos in the Northwest for four years, Flying 5 joined the PRCA in 1974. The rodeo company is a family-oriented operation, as are their wheat farm and cattle ranch. Riley is a former sale yard owner and has established a breeding program for bucking horses. It isn't unusual for Flying 5 to put on a rodeo with as many as 20 young horses in the draw. "Nothing pleases us more than to be able to buck a good cowboy off one of our colts," Riley said. He sent five saddle broncs to the Wrangler NFR in 2010, including Spring Planting, who was voted among the top five of the Finals.

### ***Flying Diamond Rodeo Company LLC***

**Stock contractors:** Tom Lange and Mike Corey

**LOCATION:** Moses Lake, Wash. **BACKGROUND:** In 2007, longtime PRCA stock contractor Frank Beard, of Beard Rodeos, retired. Tom and Leslie Lange, of Greeley, Colo., took over his operation, changing the name to Flying Diamond Rodeo and putting PRCA stock contractor Mike Corey in charge of day-to-day operations. Corey, with George Horst, also owns Corey & Horst Rodeo. Flying Diamond sent one bucking bull to the 2010 Wrangler NFR.

### ***Flying U Rodeo Company***

**Stock contractor:** Cotton Rosser

**LOCATION:** Marysville, Calif. **BUCKING STOCK OF THE YEAR:** Classic Velvet, PRCA Bareback Horse of the Year, 1981; Buckskin Velvet, PRCA Saddle Bronc of the Year, 1982; Troubadour, top bull of the 2008 NFR. **BACKGROUND:** Cotton Rosser, president and operations manager of the Flying U Rodeo Company, has a successful bucking horse breeding program that has produced excellent bucking stock. Rosser raises 80 percent of his bucking horses, 10 percent of his bulls and 50 percent of his calves, making only one or two trips to purchase stock each year. Rosser's oldest son, Lee, also holds a stock contractor's card. Sons Reno and Brian are all PRCA contestants; Brian and Levi Rosser are also Flying U pickup men. Cotton Rosser's wife, Karin, and his daughter, Cindy Moreno, are PRCA rodeo secretaries and timers. Rosser has served on the PRCA's Board of Directors. Flying U Rodeo sent a bucking bull, Bring It, to the 2010 Wrangler NFR; he was named top bull of the 2009 Finals and among the top five at the 2010 event.

## **4L & Diamond S Rodeo**

### **Stock contractors: Charlie Lowry**

**LOCATION:** Summerville, Ga. **BACKGROUND:** 4L is a family-owned and -operated firm founded by former PRCA contestant Charlie Lowry, 2002 Women's Professional Rodeo Association Stock Contractor of the Year. In 1981, Lowry won the steer wrestling and all-around titles at Cheyenne (Wyo.) Frontier Days, pocketing \$18,000 – at the time, the most money ever won at a single regular-season rodeo. He qualified for the NFR in 1978-79 and 1981. He also holds 16 year-end titles in the Southeastern Circuit. He obtained his PRCA card in 1974 and started his stock contracting business in 1985. Lowry and David Simpson joined in 2009 to form 4L & Diamond S Rodeo, which works rodeos in the southeastern part of the country and is Georgia's largest, most established professional rodeo producer. 4L & Diamond S Rodeo sent six bulls to the 2010 Wrangler NFR, including Big Iron, the No. 2 bull in the PRCA that year. **WEBSITE:** www.4LRodeo.com.

## **Four Star Rodeo Company**

### **Stock contractor: Jeff Davis**

**LOCATION:** Cottonwood, Calif. **BACKGROUND:** In 2007, Dan M. Russell of the Russell Rodeo Company sold his operation to California stock contractor Jeff Davis, who renamed it Four Star Rodeo Company. Davis' son, Justin Wade, qualified for the 2009 Wrangler NFR as a team roper. Four Star Rodeo sent two bucking bulls to the 2010 Wrangler NFR.

## **Franklin Rodeo Company**

### **Stock contractor: Shane Franklin**

**LOCATION:** Bonnyville, Alberta. **BUCKING STOCK OF THE YEAR:** Bareback horses Kingsway Skoal, 1988; Airwolf, 1993; saddle bronc Kingsway Skoal, 1995-96. **BACKGROUND:** Franklin Rodeo Company has been in operation since the early 1970s and produces rodeos in British Columbia, Alberta and Saskatchewan. Franklin Rodeo raises its own bucking stock from a carefully selected breeding program. They raise 40 colts and 50 bull calves a year on 14,000 acres, deeded and leased. In 2010, they sent one saddle bronc and two bucking bulls to the Wrangler NFR.

## **Frontier Rodeo Company**

### **Stock contractors: Jerry Nelson Jr. and Jim Crowther**

**LOCATION:** Winnie, Texas. **NOTABLE LIVESTOCK:** Big Bucks, three-way tie for third place, PRCA Bull of the Year, 2005. **BACKGROUND:** In 2004, Jerry Nelson partnered with Jim Crowther, who had been in the rodeo business for more than 25 years, to form Frontier Rodeo. Operating on his ranch in Roxbury, Kan., Crowther has 500 head in his cow-calf operation and runs 2,000 head of yearling grass cattle. The partners have more than 500 bulls performing in amateur and PRCA events; they sent five bareback horses; nine saddle broncs, including two of the PRCA's top four of the year, Medicine Woman and Let'er Rip; and six bulls to the 2010 Wrangler NFR, where Medicine Woman and a Frontier bareback horse, Full Baggage, were voted the top NFR horses in their events, and Delta Ship was also among the top five bareback horses.

## **Growney Brothers Rodeo Company LLC**

### **Stock contractors: John Growney and Don Kish**

**LOCATION:** Red Bluff, Calif. **BUCKING STOCK OF THE YEAR:** Bulls Red Rock, 1987; Dodge Ram Tough, 1996 (also Dodge Truck Bull of the Year). **OTHER NOTABLE LIVESTOCK:** Moulin Rouge was top bareback horse of the 2003 Wrangler NFR; bareback horse Dreamboat Annie paired with Larry Peabody for an 89-point ride in 1981

for a record that held until 1995; Sock Dancer was top saddle bronc of the 2008 Wrangler NFR; bull Wolfman (whose bloodlines include ProRodeo Hall of Fame bulls Red Rock and Oscar) in 1991 teamed with Wade Leslie for the only 100-point ride in rodeo history. **BACKGROUND:** Growney Brothers Rodeo started with stock that Growney, a PRCA roughstock competitor, used for practice. In 1979, Growney purchased Rodeo Stock Contractors and, after three years in the amateur rodeo business, turned professional. Growney, the 2000 PRCA Stock Contractor of the Year and 2008 winner of the PRCA Remuda Award for best pen of bucking horses, has added partners Don Kish, who oversees the bull program and works as a pickup man, and Tim Bridwell, who oversees the horse program. Growney Brothers' headquarters is on 50 acres just south of Red Bluff. Another 2,000 acres three miles west of town are leased for winter ranging. Growney Brothers Rodeo sent to the 2010 Wrangler NFR five bareback horses, including 2009 and 2010 top-three Moulin Rouge (who was retired there after being named one of the top five at the Finals), one saddle bronc and eight bucking bulls. The firm was nominated for PRCA Stock Contractor of the Year in 2010.

## **Harry Vold Rodeo Company**

### **Stock contractors: Harry Vold and Kirsten Vold**

**LOCATION:** Avondale, Colo. **BUCKING STOCK OF THE YEAR:** Saddle broncs Sarcee Sorrel, 1976; Rusty, 1981; Angel Sings, 1978-79; Wrangler Savvy, 1986; Bobby Joe Skoal, 1991-93; Painted Valley, 2010; bareback horse Smokey, 1974; bulls Panda Bear, 1976, No. 777, 1979-80. **BACKGROUND:** Born and raised in Canada, Vold started his rodeo company in 1954, relocating to a Colorado ranch in the late 1960s. Vold's goal is "to produce top rodeos all over North America and to have the best stock at the biggest and best rodeos, featuring the top cowboys." Vold, voted PRCA Stock Contractor of the Year 11 times, buys most of his bulls but breeds many bucking horses and raises approximately 50 colts a year. Vold and his granddaughter Kirsten put on rodeos in 15 states, including Cheyenne (Wyo.) Frontier Days, and sent two bareback horses and one saddle bronc to the 2010 Wrangler NFR, including Painted Valley, the PRCA's Saddle Bronc of the Year in 2010 and top saddle bronc of the 2009 Wrangler NFR (and among the top five in 2010). The firm was nominated for PRCA Stock Contractor of the Year in 2010.

## **Harvey Northcott Rodeo**

### **Stock contractor: Eileen Northcott**

**LOCATION:** Caroline, Alberta. **NOTABLE LIVESTOCK:** Wyatt Earp, top saddle bronc of the 1997-98 NFR; Matt Dillon, top NFR saddle bronc, 1988; bull Truck Payment, reserve world champion, 1989. **BACKGROUND:** Harvey Northcott raised some of his bulls from a herd of 65 ranch-raised Brahma-cross cows on 1,600 acres of deeded lands in the west-central hills of Alberta. Northcott produced his first rodeo July 1, 1967, in Carlsland, Alberta. He picked up his Canadian Professional Rodeo Association membership in 1972 and became a PRCA member in 1975. Northcott Rodeo sent a saddle bronc to the 2010 Wrangler NFR. Harvey Northcott passed away in September 2010 and the firm is now run by his wife, Eileen.

## **Honeycutt Rodeo**

### **Stock contractors: Roy, Jerry and Scott Honeycutt**

**LOCATION:** Alamosa, Colo. **BACKGROUND:** Roy Honeycutt, a former PRCA competitor, uses knowledge he has acquired through the years to produce fair competition and expand ProRodeo's scope and reach. Based in Alamosa, Colo., Honeycutt continues the traditions of his father-in-law, Walter Alsbaugh, who passed along his legacy of wisdom

in stock contracting and breeding award-winning bucking horses. Four generations of the Honeycutt Rodeo family create quality family-oriented rodeo entertainment with award-winning bucking stock, top contract personnel and dynamic music. Honeycutt Rodeo sent a bucking bull to the Wrangler NFR in 2008.

### **J Bar J Inc.**

**Stock contractors:** Mark "Sparky" and Marlene Dreesen

**LOCATION:** Circle, Mont. **NOTABLE LIVESTOCK:** Perennial Wrangler NFR bucking horse Nightjacket, who had 16 offspring bucking at the 2010 NFR; 1999 Great Lakes Circuit Bull of the Year Stone Cold; PRCA world champion bucking horses, including 2005's Real Deal of Pete Carr and Stace Smith Pro Rodeos, who was ranch-raised on J Bar J land. **BACKGROUND:** Sparky Dreesen was a PRCA bareback rider in the Badlands Circuit. He and Marlene got started in the rodeo business in the mid-1980s when they bought out Harlan Gunville of Eagle Butte, S.D., and started producing high school and amateur rodeos. In December 2008, they merged with Jim and Maggie Zinser's J Bar J Ranch to form J Bar J Inc., and the Zinsers have since retired from the business. J Bar J sent nine bareback horses, four saddle broncs and one bucking bull to the 2010 Wrangler NFR.

### **JK Rodeo Company**

**Stock contractor:** Jim Kenney

**LOCATION:** Carlsbad, N.M. **NOTABLE STOCK:** Brother, Turquoise Circuit Bareback Horse of the Year 2007-09, third at 2009 Wrangler NFR and first at 2009 San Antonio Livestock and Show; Jumping Bean, Turquoise Circuit Saddle Bronc Horse of the Year, 2009; Stepper, Turquoise Circuit Bareback Horse of the Year, 2006. **BACKGROUND:** Jim Kenney, a PRCA Gold Card member, began competing in tie-down roping and steer roping in 1961 and has been involved in rodeo ever since. He purchased Custer-bred mares from Harry Vold in the early 1990s and, with help from Ike Sankey, started raising bucking stock. He also raises commercial stock on his ranch in Guadalupe Peak, Texas. In 2000, Kenney purchased Auger Rodeo Company and renamed it. JK Rodeo has sent horses to the Wrangler NFR from 2007-10, all raised by Kenney. In 2010, JK Rodeo sent two bareback horses and a bucking bull to the Wrangler NFR.

### **JS Rodeo LLC**

**Stock contractor:** John E.S. Smith and Dr. J. Patrick Johnson

**LOCATION:** Cascade, Mont. **NOTABLE STOCK:** Let's Play, tied for top bareback horse of the Dodge National Circuit Finals Rodeo, 2008. **BACKGROUND:** Smith has been raising bucking horses since he was very young and competed in saddle bronc riding for more than 20 years, qualifying for the Wrangler NFR in 1990 and 1991. Smith won a Canadian saddle bronc championship in 1988. He is partnered with rancher Dr. J. Patrick Johnson, who has been in the rodeo business since the 1970s. JS Rodeo sent two bareback horses and one saddle bronc to the 2010 Wrangler NFR. **WEBSITE:** www.JSRodeo.com.

### **Kesler Championship Rodeo**

**Stock contractor:** Duane Kesler

**LOCATION:** Helena, Mont., and McGrath, Alberta. **BUCKING STOCK OF THE YEAR:** Cool Alley, PRCA Bareback Horse of the Year, 2001, PRCA Saddle Bronc Horse of the Year, 2004, tied in 2008; Alley Ways, PRCA Bareback Horse of the Year, 2002, 2004. **OTHER NOTABLE LIVESTOCK:** Kesler's Cover Girl teamed with Wes Stevenson for a PRCA-record 94-point ride at the 2002 Summer Tour Finale in Dallas. **BACKGROUND:** In 1995, Duane Kesler took over the

company started by his grandfather, Reg Kesler, in 1950. In 2010, Kesler Championship Rodeo sent two bareback horses and one saddle bronc to the Wrangler NFR.

### **Kesler Rodeo**

**Stock contractor:** Greg Kesler

**LOCATION:** Helena, Mont.; Lethbridge, Alberta. **BUCKING STOCK OF THE YEAR:** Painted Smile, 2001-03; Skoal's Alley Cat, 1988. **OTHER NOTABLE LIVESTOCK:** Saddle bronc Country Cat, most outstanding saddle bronc, Wrangler NFR, 2006. **BACKGROUND:** As the son of the late stock contractor Reg Kesler, Greg Kesler was reared in the rodeo industry. "My dad started his business in 1950 and I branched out into my own in 1974," said Kesler, who runs 375 head of horses, 125 bulls and a large beef herd on six sections of land 14 miles south of Lethbridge, Alberta. Kesler has competed in all rodeo events except bull riding. Kesler's family-operated stock contracting company produces about 15 rodeos a year. Kesler Rodeos sent two bareback horses and one saddle bronc to the 2010 Wrangler NFR.

### **Klein Brothers Pro Rodeo LLC**

**Stock contractor:** Errol Klein

**LOCATION:** Clinton, La. **NOTABLE LIVESTOCK:** Cochise, top bull, Wrangler NFR, 2007. **BACKGROUND:** Klein & Sons Rodeo was started in 1970 as Circle K Rodeo by Dan Klein. His son, Errol, is the primary stock contractor, chute boss and arena director. Errol's brothers, Roy "Boo" and Dan Jr., are pickup men. Now named Klein Brothers Pro Rodeo, the company has progressed through the ranks, producing Little Britches, high school and college rodeos, as well as providing stock for professional rodeos since the company began. The Klein family joined the PRCA and became a professional stock contracting company in 1978. The next year, the company produced 15 rodeos, including two college and two high school rodeos, spanning five states and 700 miles from Arkansas to Mississippi. Klein Brothers sent a bucking bull to the 2010 Wrangler NFR.

### **Korkow Rodeos**

**Stock contractors:** Jim and T.J. Korkow

**LOCATION:** Pierre, S.D. **BUCKING STOCK OF THE YEAR:** Saddle bronc, Slippy, 2006, also top saddle bronc, Wrangler NFR, 2005. **NOTABLE LIVESTOCK:** Badlands Circuit Saddle Bronc of the Year, (tie) Vidalia and Queenie; 2008; Badlands Circuit Bull of the Year, Mortachi, 2008. **BACKGROUND:** Korkow Rodeos, heading into its 60<sup>th</sup> year, has a strong breeding program, raising 90 percent of its own bucking stock, and its saddle broncs are in high demand. The Korkows produce professional, 4-H, college and high school rodeos. Korkow Rodeos remains one of only three contracting companies that has had stock chosen for every NFR since it began in 1959. Patriarch Irv Korkow was inducted posthumously into the ProRodeo Hall of Fame in 2009, and the WPRA selected Jim Korkow as its stock contractor of the year in 1996. In 2010, the company sent one bareback horse and two saddle broncs to the big show. **WEBSITE:** www.KorkowRodeos.com.

### **Lancaster & Pickett Pro Rodeo**

**Stock contractors:** Chad Lancaster and Cullen Pickett

**LOCATION:** Fairfield, Texas. **BACKGROUND:** Chad Lancaster and Cullen Pickett formed their partnership in 2002. Their livestock performed at the Wrangler NFR in 2005 and 2008-10 and at the Wrangler ProRodeo Tour Championship in Dallas, 2005-08. Lancaster's father, Ray, has been involved in stock contracting and rodeo production for nearly 30 years. Besides producing top livestock, the company strives to give its crowds a great production. All-American Cowgirl

Chicks, an equestrian drill team, performs at Lancaster & Pickett rodeos throughout Texas. In 2010, Lancaster & Pickett Pro Rodeo sent two bareback horses and two bucking bulls to the Wrangler NFR.

### **Mid-States Rodeo** **Stock contractor: John Walter**

**LOCATION:** Kirksville, Mo. **BACKGROUND:** Mid-States Rodeo Company marked its 38<sup>th</sup> year in business in 2010. Walter became a PRCA stock contractor in 1979 and was named Great Lakes Circuit Stock Contractor of the Year in 1985.

### **MJM Rodeos** **Stock contractors: Marty and John Barnes**

**LOCATION:** Peterson and Sutherland, Iowa. **NOTABLE LIVESTOCK:** MJM Rodeos horses were high-point winners in three of 10 saddle bronc riding performances at the 2005 Wrangler NFR; Valpo Johnny was selected fourth-best saddle bronc. **BACKGROUND:** The sons of prominent rodeo producer Bob Barnes, Marty and John began their own stock contracting business in 1984, producing eight rodeos. They also have begun a horse breeding program. John Barnes serves as a PRCA stock contractor member on the PRCA's Board of Directors. MJM Rodeos sent three saddle broncs to the 2009 Wrangler NFR.

### **Mo' Betta Rodeo Company** **Stock contractors: Maury and Nikki Tate**

**LOCATION:** Apache, Okla. **BACKGROUND:** This husband-and-wife team has been raising bucking bulls since 2000. Maury has been a PRCA tie-down roper for 20 years and was the 1991 Dodge National Circuit Finals Rodeo tie-down roping champion. When the Tates acquired the contract for Cody Night Rodeo (Wyo.), their business started to grow. The Cody Night Rodeo has also grown through increased contestant appearances, rodeo crowds and contestant payout since they've taken over, said Maury Tate. The company is also known for its Mo' Betta shirt line and for hosting the Mo' Betta Invitational Calf Roping and Mo' Betta Celebrity Quail Hunt. Mo' Betta sent a bucking bull to the 2010 Wrangler NFR.

### **Mosbrucker Rodeos Inc.** **Stock contractor: Wally Mosbrucker**

**LOCATION:** Mandan, N.D. **NOTABLE LIVESTOCK:** Silver Moon, on whom 2007 World Champion Saddle Bronc Rider Taos Muncy won the seventh round of the 2007 Wrangler NFR with 87.5 points; War Chick, on whom five-time World Champion Saddle Bronc Rider Billy Etbauer won the eighth round of the 2007 Wrangler NFR with an 88.5; Magic Wars, top bareback horse of the 2007 Wrangler NFR, highlighted by a 91.5-point ride with three-time World Champion Will Lowe that won the 10<sup>th</sup> round and tied the arena record. **BACKGROUND:** Mosbrucker Rodeos has been in the stock contracting business since 1978, turning professional in 2004 and sending two horses to the Wrangler NFR the very next year. Their central location means they can supply stock from Pasadena, Texas, to Ottawa, Ontario, to Sisters, Ore., to Albany, N.Y. Cowboys have won money on Mosbrucker stock at major rodeos including the Fort Worth (Texas) Stock Show and Rodeo; Black Hills Stock Show and Rodeo (Rapid City, S.D.); Sisters, Ore.; Cheyenne (Wyo.) Frontier Days; the River City Roundup (Omaha, Neb.); Dodge City (Kan.) Roundup Rodeo; Days of '76 Rodeo (Deadwood, S.D.); Lewiston (Idaho) Roundup Rodeo; and the Wrangler NFR. Mosbrucker Rodeos sent one bareback horse, two saddle broncs and a bull to the 2010 Wrangler NFR.

### **New Frontier Rodeo** **Stock contractors: Jim Crowther and Bronc Rumford**

**LOCATION:** Gypsum, Kan. **BACKGROUND:** In 2009, Jimmy Crowther bought Rumford Rodeo, a three-generation stock breeding and contracting family business that produced 10-15 PRCA-sanctioned events annually and took part in high school and college rodeos. The company also has produced Wild West shows and rodeos in Finland, France, Venezuela, Oman and most recently Spain.

### **New West Rodeo Productions** **Stock contractor: Wade Sankey**

**LOCATION:** Roberts, Mont. **BACKGROUND:** Wade Sankey, the son of long-time stock contractor Ike Sankey, is both a stock contractor and a PRCA contestant. New West Rodeo sent a saddle bronc to the 2010 Wrangler NFR. **WEBSITE:** www.NewWestRodeo.com.

### **Northern Cross Rodeo Company** **Stock contractor: Belinda Herriman**

**LOCATION:** Omak, Wash. **BACKGROUND:** Glenn Herriman, a former PRCA contestant and pickup man, and his wife, Belinda, started their stock contracting business in the amateur ranks 20 years ago. Eventually, their five daughters had a hand in the operation too. In 2004, the company purchased its PRCA card. Glenn Herriman passed away in December 2010 and Belinda now runs the family business on their ranches in Omak, Wash.

### **OutLawBuckers Rodeo Corporation** **Stock contractor: Art Peters**

**LOCATION:** Hythe, Alberta. **BACKGROUND:** OutLawBuckers Rodeo sent one bareback horse and two saddle broncs to the 2010 Wrangler NFR.

### **Painted Pony Championship Rodeo** **Stock contractor: Shawn Graham**

**LOCATION:** Lake Luzerne, N.Y. **NOTABLE LIVESTOCK:** Partner, 2008 First Frontier Circuit Bull of the Year; Misfit, 2008 First Frontier Circuit Bareback Horse of the Year; Shasta, 2007 First Frontier Saddle Bronc Horse of the Year. **BACKGROUND:** After six years in amateur rodeo, Shawn Graham got his PRCA stock contractor card in 2006, shortly after purchasing the 56-year-old Painted Pony Championship Rodeo company from Jack McCue. Painted Pony took a bucking bull to the Wrangler NFR in 2010 – two years after they became the first New York stock contractor to take a bucking horse to Las Vegas for the big event.

### **Powder River Rodeo LLC** **Stock contractors: Hank, Lori and John Franzens**

**LOCATION:** Riverton, Wyo. **BUCKING STOCK OF THE YEAR:** Bareback horse Khadafy, 1990, 1995-96; saddle bronc Miss Congeniality, 2005, 2007; reserve champion bareback Skoal's Frontier, 1991. **BACKGROUND:** Hank Franzens, a PRCA Gold Card member, began in the PRCA stock contracting business in 1986 after spending all his life in rodeo arenas. He and his wife, Lori, started the company on their own. In more than 23 years of business, they have earned 148 "top stock" awards, including Dodge National Circuit Finals Rodeo and circuit awards. The Franzens' children, Jill and John, are a huge part of their family entertainment productions. The Franzens run more than 350 head of horses, 150 head of bulls and 50 head of cows, most of them raised in the "born to buck" breeding program they started 19 years ago. The Franzens produce

or lease to 35 rodeos a year. Hank also serves as stock contractor representative for the DNCFR. Powder River sent one bareback horse and one saddle bronc to the 2010 Wrangler NFR.

**Pro Rodeos Inc.**  
**Stock contractors Terry Walls**

**LOCATION:** Goldthwaite, Texas. **BACKGROUND:** In 2008, J.C. Kitaif's Pro Rodeos and Terry Walls Rodeo Company merged to form Pro Rodeos Inc., with more than 40 years of rodeo experience from Florida to Texas, and Walls now has full ownership of the company. Pro Rodeos provides top stock to the major Tour rodeos.

**Rafter G Rodeo Company**  
**Stock contractors: Jim and Neal Gay**

**LOCATION:** Terrell, Texas. **BACKGROUND:** In 1958, a group of cowboys, including Neal Gay (father of eight-time world bull riding champion Don Gay), Jim Shoulders, Ira Akers, Bob Grant, Harry Tompkins and D.J. Gaudin, formed the company. (Gay also founded Mesquite Championship Rodeo, formerly Mesquite Rodeo Company.) Gay and Shoulders purchased an old auction barn in 1957, tore it down and built the Mesquite rodeo arena, which opened in 1958. The \$6.5 million "Home of the Mesquite Championship Rodeo" made its successful debut in 1986 and played host to the 2000 Summer Tour Finale. In 1999, Gay sold the Mesquite Championship Rodeo Complex and changed the name of his rodeo company to Rafter G. In 2010, Rafter G Rodeo sent two bareback horses, two saddle bronc and two bulls to the Wrangler NFR.

**Rafter H Rodeo Livestock Company**

**Stock contractor: Dell Hall**

**LOCATION:** Hulbert, Okla. **BUCKING STOCK OF THE YEAR:** Saddle bronc Alibi, 1983; bull No. 105, 1981, 1984; Skoal's King Kong, 1998. **BACKGROUND:** Dell Hall has been in the stock contracting business since 1961, and a member of the PRCA since 1976. As a former contestant in both riding and timed events, Hall knows that the stock draw can make or break a contestant. Rafter H Rodeo is a family-run operation on a ranch 10 miles northwest of Tahlequah, Okla. Dell's wife, Betty, is a PRCA timer, while his daughter, Shelley, is a PRCA secretary. Rafter H Rodeo sent four bulls to the 2010 Wrangler NFR.

**Robinson Pro Rodeo LLC**  
**Stock contractor: Jeff Robinson**

**LOCATION:** Mars Hill, N.C.. **BUCKING STOCK OF THE YEAR:** Buckeye, 2009 Bucking Bull of the Year; After Party, 2010 Bucking Bull of the Year. **BACKGROUND:** In early 2008, Harlan Robertson, of Southwick Robertson Rodeo Company, purchased Silverado Rodeo Company from 1981 World Steer Wrestling Champion and 16-time Wrangler NFR qualifier Byron Walker. In January 2011, Robertson sold Silverado to Jeff Robinson of Mars Hill, N.C., who renamed it Robinson Pro Rodeo. The company sent a saddle bronc and nine bucking bulls to the 2010 Wrangler NFR, including PRCA 2010 Bull of the Year After Party.

**Rosser Rodeo Company**  
**Stock contractor: Lee Rosser**

**LOCATION:** Wheatland, Calif. **NOTABLE LIVESTOCK:** Wrangler NFR selections have included Lady Red Hawk, Flood Waters, Black Jack, Dirty Water and Hot Water. **BACKGROUND:** Established in 1994, Rosser Rodeo is family-owned and -operated. Rosser competed in the PRCA for more than 18 years in saddle bronc riding, steer wrestling, tie-down roping and team roping. His wife, Bonnie, is a Gold Card member and PRCA timer, while his

son, Levi, is a PRCA steer wrestler, roper and pickup man, and his daughter, Lindsay, competes in barrel racing, ropes and is part manager of the company. The company works extensively with breeding programs for replacement bulls and horses, and sent a bucking bull to the 2010 Wrangler NFR. Rosser has been a PRCA card member since 1966 and serves on the PRCA Stock Contractors Executive Council.

**Salt River Rodeo Company LLC**  
**Stock contractor: Skip Beeler**

**LOCATION:** Mayer, Ariz. **NOTABLE LIVESTOCK:** Primitime, top bucking bull of the Wrangler NFR, 2001; son Out of Time, Wrangler NFR, 2005. **BACKGROUND:** Skip Beeler became a PRCA bullfighter in 1978, working many top rodeos. After retiring from bullfighting in 1984, he teamed with two partners to build a successful concrete and framing company in the Phoenix area. As that company matured, Beeler ventured into farming and ranching. In 1994, he started breeding bucking bulls and returned to the rodeo industry as a stock contractor. In 2006-07, he served as president of the Turquoise Circuit; in 2008, he was elected to the PRCA's Stock Contractor Executive Council. Salt River owns 150 head of horses – 100 bucking horses, the rest brood mares and colts – and 150 head of bulls, 40 bucking today and the rest calves in the breeding program. Salt River Rodeo sent two bucking bulls to the 2010 Wrangler NFR.

**Sammy Catalena Rodeo Company**  
**Stock contractor: Sammy Catalena**

**LOCATION:** Kurten, Texas. **BACKGROUND:** Sammy Catalena has been involved in rodeo his entire life, and became a PRCA stock contractor in 1987. Before starting his stock contracting business from scratch in the mid-1970s, Catalena competed in youth, college and amateur rodeos. Catalena's wife, Carolyn, and their three sons handle many of the responsibilities of the rodeo business. "We strive through the years to continually upgrade our bucking stock and keep the best timed-event cattle possible," Sammy Catalena has said. He has more than 2,500 acres of ranch land for his 215 head of horses and 60 head of bulls.

**Sankey Rodeo Company**  
**Stock contractor: Ike Sankey**

**LOCATION:** Joliet, Mont. **BUCKING STOCK OF THE YEAR:** Saddle broncs Skitso Skoal, 1994, 1997; Skoal's Wild Card, 1998; Surprise Party Skoal (tie), 2000. **OTHER NOTABLE LIVESTOCK:** Show Biz, Dodge Montana Circuit Finals Rodeo Saddle Bronc Horse of the Year, 2008; Gus, Dodge Montana Circuit Finals Rodeo Bareback Horse of the Year, 2008; William, PRCA Bareback Horse of the Year, second in 1996-97, third in 2006. **BACKGROUND:** Ike Sankey started rodeo competition in 1969 and has stayed involved in the sport since then, getting his stock contracting card in 1978 with his father, Bud. Ike Sankey qualified four consecutive times for the National Finals Rodeo (1975-78). In 1978, he qualified in two events – bareback riding and saddle bronc riding. His evolution from competitor to producer makes him sensitive to the needs of the cowboys and their point of view. He believes that professional rodeo should be fast, fun, family-friendly entertainment. All Sankey horses taken to the Wrangler NFR are raised by Sankey and his wife, Roberta; the company sent four bareback horses and five saddle broncs to the 2010 Wrangler NFR. **WEBSITE:** www.SankeyProRodeo.com.

**Silver Spurs Club Inc.**  
**Stock contractor: Steve Whaley**

**LOCATION:** Kenansville, Fla. **BACKGROUND:** The Silver Spurs Club's first full-dress rodeo was held July 4, 1944,

and it has been a yearly event since. An annual February rodeo was added in 1951, and the club celebrated the production of its 100<sup>th</sup> rodeo in February 1998. It continues to produce rodeos every February and June. The club also provides the stock for rodeos in Okeechobee, Fla., in March and September. The famous Silver Spurs Quadrille has performed at every rodeo produced by the club. **WEBSITE:** www.SilverSpursRodeo.com.

### **Slash T Rodeo Company**

**Stock contractor: Pat O'Maley**

**LOCATION:** Gooding, Idaho. **NOTABLE LIVESTOCK:** Bull Snake Eater, who in 2003 paired with Terry Don West for a 95-point ride, the second-highest Wrangler NFR score ever; Desperado, top bareback horse of the Wilderness Circuit Finals Rodeo, 2007-08; Gone Wild, top bareback horse of the Wilderness Circuit Finals Rodeo, 2006. **BACKGROUND:** Pat O'Maley got into stock contracting in 1981, and joined the PRCA in 2002 when he bought out Gilbert Rodeo Company and renamed it Slash T Rodeo Company after he and his wife, Juanita, decided to trade their stock cow operation for a life in rodeo. Pat O'Maley, a former champion bull rider, has served as stock contractor director for the Wilderness Circuit board for several years. The company supplies livestock to more than 25 rodeos each year.

### **Smith, Harper & Morgan Rodeo**

**General manager: Rorey Lemmel**

**LOCATION:** Athens, Texas. **BUCKING STOCK OF THE YEAR:** Bareback horse Real Deal, 2005. **BACKGROUND:** Stace Smith, a stock contractor since 1995, became owner of Smith, Harper & Morgan in 2004. Harper and Morgan had been producing rodeos since 1965 and had been stock contractors since 1983. Harlan Robertson joined the firm in 2010. Smith, Harper & Morgan Rodeo sent two bareback horses, two saddle broncs and a bull to the 2010 Wrangler NFR.

### **Southwick's Rocky Mountain Rodeo Company**

**Stock contractors: Glenn Southwick and Jerry Dorenkamp**

**LOCATION:** Jay Em, Wyo., and Madill, Okla. **BUCKING STOCK OF THE YEAR:** Bull Biloxi Blues, 2006. **BACKGROUND:** Glenn Southwick has been involved in rodeo since his youth, when he was a bull rider. For the past 20 years, he has been contracting stock for rodeos at all levels, and he has been a PRCA member since 1998. Southwick's sent two bucking bulls to the 2009 Wrangler NFR.

### **Stace Smith Pro Rodeos**

**Stock contractor: Stace Smith**

**LOCATION:** Athens, Texas. **BUCKING STOCK OF THE YEAR:** Bull Hurricane, 2001. **OTHER NOTABLE LIVESTOCK:** Saddle bronc horse Big Jet finished third for stock of the year and third for Wrangler NFR top stock, 2005. **BACKGROUND:** A PRCA stock contractor since 1995, Stace Smith has made a name for himself by sending stock to the Wrangler NFR every year since 1999. The owner of a telecommunications construction company, Smith also stays busy building his bull and bucking horse breeding program. He has been named PRCA Stock Contractor of the Year seven consecutive years, 2004-10, and twice earned the PRCA's Remuda award for best pen of bucking horses, 2004-05; he sent three bareback horses, five saddle broncs and two bulls to the 2010 Wrangler NFR.

### **Sutton Rodeos Inc.**

**Stock contractors: Jim and Steve Sutton**

**LOCATION:** Onida, S.D. **BUCKING STOCK OF THE YEAR:** Saddle bronc Deep Water, 1979; bareback horse Tombstone, 1985. **BACKGROUND:** Jim's father, James H. Sutton – a ProRodeo Hall of Fame member – produced his first rodeo on the home ranch in 1926. Sutton Rodeos was formed in the late 1960s, and with 80 years of rodeo experience, the Sutton tradition continues. Jim's son, Steve, is co-owner and has worked as a pickup man at the NFR in three decades (1978, 1981, 1986, 1993, 1995). The Suttons raise 90 percent of their breeding horses. Sutton Rodeos produced NFR openings in 1995 and 1996, and Jim started the Wrangler Bullfights in 1981 in Rapid City, S.D. Jim's wife Julie is in charge of publicity and advance promotion, and is a PRCA timer, as is Steve's wife, Kim. In the family's fifth generation, Steve and Kim's daughter, Amy, is a PRCA timer; one son, Brent, is a PRCA contestant and pickup man, and their youngest son, Brice, was a state high school rodeo finalist. Sutton Rodeos sent a saddle bronc to the 2010 Wrangler NFR. **WEBSITE:** www.SuttonRodeo.com.

### **Three Hills Rodeo Inc.**

**Stock contractor: David Morehead**

**LOCATION:** Bernard, Iowa. **BACKGROUND:** The stock contracting and production company has been in existence since 1986 and features award-winning livestock and quality production. The ranching operation features a bucking horse and bull breeding program with superior genetics as well as a commercial cow/calf herd and registered quarter horses and paints. Three Hills Rodeo sent three bareback horses, three saddle broncs and two bucking bulls to the Wrangler NFR in 2010. Morehead serves on the PRCA's Stock Contractor Executive Council.

### **Triple V Rodeo Company**

**Stock contractors: Darce Vold, Dona Vold-Larsen, Doug Vold**

**LOCATION:** De Winton, Alberta; Pueblo West, Colo.; Casper, Wyo. **NOTABLE STOCK:** Q, Mountain States Circuit Bull of the Year, 2006-08, Dodge National Circuit Finals Rodeo Bull of the Year, 2008. **BACKGROUND:** Known for having produced many top rodeos in the past, this three-sibling partnership formed Triple V Rodeo in March 2005. Their continued success is credited to outstanding production in the arena as well as raising top quality bucking horses and bulls through a longstanding breeding program. Their father, Harry Vold, has been in the rodeo business for more than 50 years and is a member of the ProRodeo Hall of Fame, and Doug Vold was inducted into the Canadian ProRodeo Hall of Fame in 2005. Dona Vold-Larsen produced "A Tribute to Chris Ledoux," voted 2005 Small Indoor Rodeo of the Year. Triple V Rodeo, the Women's Professional Rodeo Association's 2008 Stock Contractor of the Year, has sent stock to the Wrangler NFR every year from 2000-08. Triple V sent a bull to the 2010 Wrangler NFR.

### **Universal Rodeos LLC**

**Stock contractor: Mark Johnson**

**LOCATION:** Jackson, Mo. **BACKGROUND:** Johnson started producing amateur rodeos in 1994 and became a PRCA stock contractor in 2005. He operates a 300-acre ranch in Jackson, Mo., with a herd of 80 horses and 55 bulls. Universal sent a bull to the 2010 Wrangler NFR.

### **Wayne Vold Rodeo Company**

**Stock contractor: Wayne Vold**

**LOCATION:** High River and De Winton, Alberta. **BUCKING STOCK OF THE YEAR:** Saddle bronc Try Me, 1984. **OTHER NOTABLE LIVESTOCK:** Awesome, top bareback horse,

Wrangler NFR, 2005, 2007. **BACKGROUND:** Wayne Vold is a son of Harry Vold, one of the PRCA's most highly regarded stock contractors and a member of its ProRodeo Hall of Fame. Wayne Vold got into the business in 1965 through a partnership with his father, and the liaison continues today. Father and son often work together to supply stock for a rodeo, even though Wayne locates his string in Alberta and Harry's home base is Avondale, Colo. They also work together on a breeding program, helping raise their own bucking stock; Wayne Vold raises about 75 percent of his livestock. He has sung the Canadian national anthem several times at the Wrangler NFR, and sent a bareback horse and three saddle broncs to the 2010 Wrangler NFR.

***Western Rodeos Inc.***  
**Stock contractor: Dan M. Russell**

**LOCATION:** Lotus, Calif. **BUCKING STOCK OF THE YEAR:** Bulls Skoal's Pacific Bell, 1988-90; Copenhagen Rocky, 1992; Grasshopper, 1993. **BACKGROUND:** Dan H. Russell bought the company in 1963 to start a hobby, a place for him to buck vast numbers of bulls raised on his ranches in Nevada, Wyoming and California. Son Dan M. Russell became sole owner when he bought out his father, keeping Western Rodeos a family business. Through hard work in securing some of the best stock on the West Coast, as well as a successful breeding program with semen the Russells started collecting in the late 1980s, Western Rodeos has

become one of the strongest contracting businesses in rodeo. They sent two bareback horses, one saddle bronc and one bucking bull to the 2009 Wrangler NFR. **WEBSITE:** www.WesternRodeos.com.

***Western Trails Rodeo***  
**Owner: Jerome Robinson; general manager, Joe Simon**

**LOCATION:** Webster, Minn. **BACKGROUND:** After being inactive in rodeo stock contracting for 12 years, Rex Walker combined forces with longtime friend and rodeo producer Jerome Robinson. Walker runs 1,200 head of horses on his two Colorado ranches and is active in the outfitting guide business. Robinson runs the day-to-day business and is responsible for rodeo production, promotion, advertising and sponsorship services, and Joe Simon is now involved with the company.

***Wild Card Rodeo Company***  
**Stock contractors: Tom Reeves**

**LOCATION:** Eastland, Texas. **BACKGROUND:** In 2007, Tom Reeves, 2001 world champion saddle bronc rider, started his PRCA stock contracting career with the founding of Wild Card Rodeo. Reeves also served as college rodeo coach at Ranger College; he led the men's team to the national team title in 2007. Charles Pat Halverson is also associated with Wild Card Rodeo Company. Wild Card sent a bull to the 2010 Wrangler NFR.

