

California Rodeo Salinas

2017 MEDIA GUIDE



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MEDIA SERVICES & PROCEDURES

Welcome to the 2017 California Rodeo Salinas.

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

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

Media Services

Media Booth _____ West side of arena, behind Pendleton Whisky Saloon
 Regular Hours _____ 9:00 am to 9:00 pm
 Telephone _____ Administrative Office: (831) 775-3100
 Fax _____ (831) 757-5134
 Website _____ www.carodeo.com
 Marketing Manager _____ Mandy Linquist
 Marketing Manager _____ Office: (831) 775-3102
 Marketing Manager _____ Cell: (831) 809-4006
 Email _____ mliquist@carodeo.com
 Marketing Coordinator _____ Amanda Gianolini
 Marketing Coordinator _____ Office: (831) 775-3185
 Marketing Coordinator _____ Cell: (831) 214-5430
 Email _____ agianolini@carodeo.com

Media Credentials and Important Access Info

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

Media Credentials and parking passes can be picked up on Wednesday, July 19th for the PBR and starting Thursday, July 20th, for the Rodeo at the Rodeo Office from Marketing Coordinator, Amanda Gianolini, and each day of Rodeo with presentation of photo I.D. Rodeo Office is located at the South end of the Salinas Sports Complex near the intersection of N. Main and Iris.

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

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

Interviews:

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



2017 California Rodeo Salinas, July 20-23

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

You must possess a PBR media/photography card to photograph the PBR July 19th.

Media Outlet Name: _____

Check one:

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

Other: _____

Name of Contact Person: _____

Email Address: _____

Street Address: _____

City/State/Zip: _____

Contact Phone No.: _____ Fax No.: _____

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

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

Which year(s): _____

Please list name and title of individuals requesting credentials:

NAME/ TITLE

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

(Additional names can be added upon special request)

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

PBR Pick Up: July 19

Rodeo Pick Up: Thursday morning July 20

Please indicate which days you will be covering the rodeo:

All Days or check individual performances

<input type="checkbox"/>	ALL DAYS						
<input type="checkbox"/>	Thursday, July 20	<input type="checkbox"/>	Friday, July 21	<input type="checkbox"/>	Saturday, July 22	<input type="checkbox"/>	Sunday, July 23

DRESS CODE: MANDATORY Attire for Chute access or Pit access is cowboy hat or no hat at all, long sleeve button-down shirt, jeans, cowboy boots or other closed toed shoes; Other Areas- long sleeve button-down shirt, pants/jeans, close-toed shoes (NO tennis shoes). **NO ARENA access if you are not a PRCA photographer.**



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

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

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

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

Name	E-mail Address

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

**Fax this form to:
Attn: Amanda Gianolini - Press Credentials
Fax (831) 757-5134**

**Mail it to:
2017 California Rodeo Salinas Press Credentials
Attn: Amanda Gianolini
P.O. Box 1648, Salinas, CA 93902
or E-Mail it to: agianolini@CARODEO.COM**



SPECIAL NOTES FOR MEDIA 2017

***Please give proper photography credits with the use of any photos in the Media Guide or provided on the California Rodeo Salinas website. Photographer's name is included in the title of the photo file. Please call Amanda Gianolini at 831-775-3185 or email her at agianolini@carodeo.com with any questions.

***Dress code will be strictly enforced behind the chutes and in the arena; no baseball caps, either a cowboy hat or no hat.

***Shots you don't want to miss:

Produce mascot race Friday, July 21st on the Track.

Kids stick horse race Thursday, July 20th during the rodeo performance.

Parachute presentation of the American Flag Saturday, July 22nd.

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



GENERAL PARKING MAP





California Rodeo Salinas Marketing Credential Policy & Rules for Use

NOTE: By applying for and/or accepting California Rodeo Salinas (CRS) credentials, the media outlet and its representatives acknowledge receipt of, understand and agree to abide by the following credential policy.

Applying for Media Credentials

- Credentials are granted on an as-available basis to members of the working media in the radio, magazine, newspaper and television, industries including online and digital. 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 CRS.
- CRS reserves the right to limit the number of credentials issued and accessible areas due to the large number of credential requests and for safety reasons.
- Applying for credentials does not guarantee approval. Approval for past rodeos does not guarantee approval for the current event.
- Requests for credentials must be made by July 10th, using the form located on carodeo.com and must include the names and titles of those needing credentials. The form can be emailed to Amanda Gianolini at agianolini@carodeo.com or faxed to 831-757-5134 or mailed to PO BOX 1648 Salinas, CA 93902.
- Media personnel must confirm approval of their request before arriving on-site.
- Online/social media outlets will be considered as long as journalists have active news websites, post industry-related news at least once per week; website must be comprised of more than newsletters, links to forum, personal diaries, opinion or personal analysis.
- Requests from individuals not employed by an accredited media outlet (freelancers) will not be considered. Freelancers on assignment must provide proof of assignment and be providing first-hand editorial coverage of the CRS.
- Credentials will NOT be assigned for the following:
 - Freelancers who are not on specific assignment for an approved media outlet;
 - Persons at events solely for the purpose of writing or gathering material for a book(s);
 - Persons under the age of 21;
 - Representatives from media outlets who do not follow requirements listed above.

Drones

Use of drones and any unmanned or remotely operated aerial vehicles is strictly prohibited at the Salinas Sports Complex, without proper permits and approval from the CRS and PRCA. Unauthorized use of such vehicles may result in immediate removal from the facility.



While on Site

- Credentials are not to be used for sales staff or other personnel of the media outlet. The credential badge does not provide seating for the Rodeo, but does allow entrance into the Salinas Sports Complex and access to shooting areas.
- CRS reserves the right to revoke credential privileges for any reason.
- 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 day, and the media rules of CRS 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.
- Each individual is responsible for his/her personal property. The PRCA and/or CRS are not responsible for thefts or damage to personal items.
- 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 subject to the media rules of CRS.
- Any nonlocal news outlets must first get approval from the national PRCA office and CRS before they can shoot footage at any PRCA-sanctioned rodeo.
- Any TV/radio broadcaster/photographer who does not comply with the PRCA/CRS media rules will, without warning, have his/her credentials withdrawn for the remainder of the rodeo and may be banned by the PRCA or CRS 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 CRS 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 CRS 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 and CRS.
- 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 CRS 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). Proper Western attire (long sleeve shirt with collar) is recommended. Cowboy hat is not required, but ball caps are not permitted.
- 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.
- News media are encouraged to obtain photographs/images from PRCA photographers where available.
- All photographers who are not PRCA members must sign the PRCA license form agreeing that photographs may not be used, sold or reused in any other manner including, but not limited to, broadcast or streaming in any format (to include any websites) or for any other purpose without the prior written consent of the PRCA. 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 CRS or by calling PRCA Media at 719.528.4746.
 - Any secondary, non-editorial or commercial use of any picture/image, film or drawing of a PRCA-sanctioned event or competitor is prohibited without prior written consent of the PRCA and the contestant.
 - Commercial photography is prohibited unless prior written approval and the proper clearances have been obtained from the PRCA, CRS, 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.

For all PRCA Media Guidelines you can visit:

<http://prorodeo.com/prorodeo/media/media-guidelines-for-rodeo-coverage>



ABOUT THE RODEO

California Rodeo Salinas

July 20-23

The 107th California Rodeo Salinas will bring the top Cowboys and Cowgirls from the Professional Rodeo Cowboys Association to Salinas July 20th-23rd. One of the top 20 rodeos in the United States and largest in California, the California Rodeo has the best of the best to compete for the coveted gold and silver championship belt buckle. This annual event draws over 50,000 rodeo fans to the Salinas Sports Complex each year to see action-packed rodeo events such as bull riding, team roping, steer wrestling, saddle bronc riding, barrel racing and more. The Track also offers great entertainment with specialty acts and classic clown acts, horsemanship events, mutton busting and more!

MISSION STATEMENT

About California Rodeo Salinas

The 107th California Rodeo Salinas will take place July 20th-23rd, 2017. The California Rodeo Association is a not-for-profit organization that strives to preserve and promote the traditions of the California Rodeo Salinas and the West. We support the community and other non-profit organizations through the staging of the annual California Rodeo Salinas and other year round operations of the Salinas Sports Complex. Through donation of our facility, vending and fundraising opportunities during Rodeo and other events, the California Rodeo Association returns over \$300,000 annually to local non-profits. For more information about the California Rodeo Salinas, log on to www.CARodeo.com or call the California Rodeo Office at 831-775-3100. 'Like' the California Rodeo on Facebook at www.facebook.com/CARodeoSalinas or follow us on twitter @CaliforniaRodeo for updates, photos and more.

California Rodeo Salinas

California Rodeo Salinas Scholarships

The California Rodeo Committee believes in promoting education and helping the youth in the area become successful. Each year the California Rodeo Salinas offers five to ten scholarships averaging over \$1000 each for students graduating from Salinas Valley High Schools who are attending Hartnell Junior College or transferring from Hartnell to a University. Students of Salinas Valley high schools, who are seniors in the fall, may also apply if they will be attending Hartnell the following fall. Students must be 17 years of age or older and special consideration is given to Rodeo committee members as well as children or grandchildren of Rodeo Committee Members in good standing. The recipients are typically notified at the end of May each year.

To see more information including past recipients visit:

<http://www.carodeo.com/p/about-us/community/274>



CALIFORNIA RODEO SALINAS 2016 CHAMPIONS

PBR Touring Pro Champion	Wallace Vieira de Oliveira
All-Around Champion	Josh Peek
Bareback Riding	Winn Ratliff
Team Roping	Erich Rogers/Cory Petska
Saddle Bronc Riding	Rusty Wright
Tie-Down Roping	Cooper Martin
Steer Wrestling	Cody Kroul
Bull Riding	Scottie Knapp
WPRA Barrel Racing	Nellie Miller
Gold Card Team Roping	Monty Joe Petska/Hank Ford
Freestyle Bull Fights	Nathan Harp
Non-Pro Bridle Class	Stephen Silva on Talking Prize
Open Hackamore Class	Ken Wold on Caymus Pepto
Open Stockhorse Class	Lyn Anderson on Tucker's Smart Cat
Industrial Calf Dressing	Messerli Electric Ryan Carothers, Luke Messerli, John Ruegg
Mutton Busting	Isaiah Esquivel
Produce Mascot Race	Church Brothers- "Lettuce Maximus"
Ranch Cattle Sorting	Tony Ferrasci, Earl Escobar & John Orradre



2017 QUICK FACTS

Dates & Times:	17 th Annual Professional Bull Riding 107th California Rodeo Salinas	July 19 - 7pm July 20, 21 - 6pm July 22, 23 - 1:15pm
Location:	Salinas Sports Complex, Rodeo Grounds 1034 North Main Street, Salinas, CA 93906	
No. of contestants:	Over 600	
Rodeo President:	Mike Scarr	
Stock Contractor:	Western Rodeo Livestock LLC.	
Arena events:	Bareback Riding, Saddle Bronc Riding, Bull Riding, Tie Down Roping, Steer Wrestling and Team Roping	
Track events:	Women's Professional Barrel Racing, Open Stockhorse, Hackamore, Non-pro Bridle, Jr Barrel Race, Freestyle Bullfights, Calf Dressing, Stick Horse Race & Mutton Busting	
Arena Bullfighters:	Eric Layton & Tim O'Connor	
Freestyle Bullfighters:	Beau Schueth, Cody Emerson, Toby Inman Weston Rutkowski, Zach Flatt, Erick Schwindt	
Barrelmen:	Freestyle Bullfights: Andy Burelle Arena: Dusty Barrett	
Specialty Acts:	Whiplash the Cowboy Monkey, Dusty Barrett-Rodeo Clown	
Announcers:	Wayne Brooks, Lampasas, TX; Will Rasmussen, Choteau, MT	
Miss California Rodeo 2016:	Megan Ford – Hollister, CA	
Ticket Information:	\$14 to \$20; (800) 549-4989 or www.CARODEO.com	



SCHEDULE OF EVENTS

Friday July 14	3pm	Carnival opens (Expo Site) Open daily July 14-23 3pm-11pm
	5pm	Kid Rock LIVE in Concert- Salinas Sports Complex
Saturday July 15	6:30pm	Kiddie Kapers Parade (Old Town Salinas)
	8:00pm	Colmo del Rodeo Parade (Old Town Salinas)
Sunday July 16	1pm	Cowboy Music and Poetry Gathering- Sherwood Hall
Wednesday July 19	8am	Larry Balentine Cowboy Shoot Out Golf Tournament - The Club at Crazy Horse Ranch
	7pm	Professional Bull Riding, Gates open at 5pm
	7pm	Miss CA Rodeo - Personality and Appearance, Sherwood Hall
Thursday July 20	8am	Miss California Rodeo Salinas Horsemanship
	3pm	Mini-Parade on East Alisal Street
	4pm	Gates Open Heritage Museum Opens
	4:30pm	Kids Stick Horse Race
	5pm	McDonald's / Fresh Express Kids Corral Opens
	6pm	Grand Entry & Rodeo: TOUGH ENOUGH TO WEAR PINK NIGHT
Friday July 21	3pm	Mini-Parade North Main Street
	4pm	Gates Open Heritage Museum Opens
	5pm	McDonald's / Fresh Express Kids Corral Opens
	6pm	Grand Entry & Rodeo: FIGHT HUNGER NIGHT
Saturday July 22	10am	Gates Open Heritage Museum Opens
	11am	McDonald's / Fresh Express Kids Corral Opens
	11:30am	Horse Parade - Old Town Salinas
	12pm	Special Buckaroos Rodeo (Rodeo Track)
	1:15pm	Grand Entry & Rodeo: SALUTE TO MILITARY DAY Committee Appreciation Night- Bull Crossing
Sunday July 23	10am	Gates open Heritage Museum Opens
	10:30am	Cowboy Church- West Grandstand
	11am	McDonald's / Fresh Express Kids Corral Opens
	11:30am	Horse Parade- Old Town Salinas
	1:15pm	Grand Entry & Rodeo DAY OF CHAMPIONS & MAN UP CRUSADE



PERSONNEL

Voices of the California Rodeo

Rodeo Announcer, Wayne Brooks

Making his 19th appearance at the California Rodeo Salinas, Wayne Brooks is calling the action he was once a part of. A professional saddle bronc rider-turned announcer in 1993, Brooks is one of the sport's top announcers. Brooks was awarded the honor of being chosen as the PRCA Announcer of the Year in 2005, 2010, 2013, 2014, 2015 and again in 2016. Wayne says one of his most memorable moments in Salinas was when he announced for everyone to clear the arena before the freestyle bullfights and seconds later a spectator ran across the dirt and got thrown into the air by a fighting bull, losing a shoe and landing on his head! Luckily, no one was injured.



Rodeo Announcer, Will Rasmussen

Joining Brooks in the announcing booth again this year is Montana-native Will Rasmussen. A professional announcer since 1994, Rasmussen's trademark is his enthusiasm for the sport and his ability to involve the entire audience in each of the rodeo events. His commentary is down-to-earth, sprinkled with rodeo facts and trivia that make the show understandable and enjoyable for veteran fans and first-time enthusiasts. "I'm committed to getting the audience totally involved in every performance," he says. His personal knowledge of the sport, sense of humor and timing blend together for a quality presentation that enhances the rodeo and satisfies the fans. "I guess it's my sense that you need more than just a rodeo," he says. "People want to be entertained."

Livestock of the California Rodeo

Stock Contractors

Not only do cowboys travel from all over the United States to participate in California Rodeo Salinas, but the livestock do as well. This year our livestock athletes are provided by: Western Rodeos, from Emmett, Idaho, Four Star Livestock, from Cottonwood, California, Flying C Livestock from Marysville, California, Rafter G from Terrell, Texas, Flying Diamond from Moses Lake, WA and many more stock contractors who are dedicated to raising the best livestock to perform at rodeos.

SPECIALTY ACTS, BARRELMEN & BULLFIGHTERS

Whiplash the Cowboy Monkey

Presented by Jack in the Box

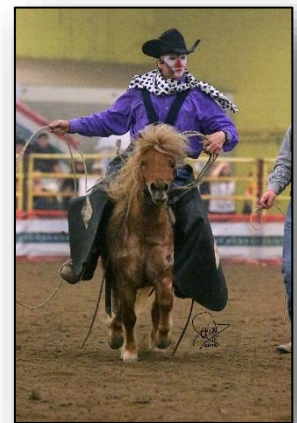
Whiplash The Cowboy Monkey is truly a fan favorite and is the world's smallest cowboy and 3-Time Pro Rodeo Entertainer of the Year. Whiplash is a Capuchin Monkey who has been riding since he was two years old. He travels the country herding wild Barbados sheep at rodeos and other events. Whiplash, dressed in his cowboy hat, silk scarf, chaps and Justin Boots, never misses a chance to show his skills and cowboy spirit as he rides his trusty Border Collie mount, Boogie. Long-time PRCA card holder, Kenny Petet of Stephenville, Texas, travels with Whiplash the Cowboy Monkey. "He is really more like part of the family, with his big personality and diva-like charm," said Petet. "The rodeo star has his preference, he likes watching TV westerns and playing catch. His favorite snacks are grapes, Oreos and his bed-time peanut butter and jelly sandwich. He is playful and flirts with the ladies, but is serious about his job. There is nothing he loves more than riding his Border Collie, Boogie." Whiplash has his own web site www.whiplashthecowboymonkey.com and Facebook page, *Whiplash The Cowboy Monkey*. He can be followed on Instagram and Twitter @whiplashmonkey.



Rodeo Clown Dusty Barrett

Presented by Green Valley Farm Supply

Dusty Barrett was born March 12, 1970 in Sauquoit, New York. Dusty is the oldest grandson of the long time rodeo clown and entertainer Dick "Old Man" Barrett. With this heritage, Dusty could not help but begin his rodeo career at a very young age. As soon as he was old enough to walk, Dusty began shadowing his grandfather in the rodeo arena. Traveling up and down the east coast, Dusty helped "Old Man" tell jokes and perform acts. As a teenager Dusty began riding all three rough stock events (Bareback, Saddle Broncs and Bull Riding). During this time he stayed true to his roots and continued to clown rodeos during any spare moments that he had. In 1998 Dusty won the PRCA First Frontier Circuit Saddle Bronc Riding Year End Championship adding this to his many other accomplishments. With this championship he retired from competition to concentrate on clowning full time. In 1999, Dusty married his longtime partner Jennifer. Together they began training horses as well as creating specialty acts for Dusty to take on the road for entertaining. In 2004 He was proudly accepted into the PRCA. Now with Dusty's animal acts such as his Roman Riding Ponies, Trick Riding Pony and "Squirt Gun" the trick pony, he is one of the up and coming great specialty performers in Rodeo today.



FREESTYLE BARRELMAN

Andy Burelle

Andy Burelle was born and raised in Michigan, “The Wolverine State.” He attended college at Eastern Michigan University and began his rodeo career as a bull rider at J Bar J Ranch. Soon after, he learned to fight bulls from the great bullfighter Rex Dunn. Andy has worked most prestigious rodeos including the Calgary Stampede, California Rodeo Salinas and the Fort Worth Stock Show and Rodeo. He offers top-notch value in showmanship, inside and outside of the arena. Andy will be in the barrel during the Freestyle Bullfights helping his buddies stay safe while they maneuver around large angry bulls instead of fighting those bulls himself. Andy’s freestyle bullfighting experience makes him the right guy for the job and we are always happy to welcome him back to the California Rodeo Salinas. He and his wife, Robyn, and son, Zane, make their home in Ardmore, Oklahoma.



PROTECTION BULLFIGHTERS

Eric Layton

2016 was Eric’s 10th appearance as a Cowboy Protector at the California Rodeo Salinas. A protégé of the famous bullfighter Joe Baumgartner, Eric joined the PRCA in 2006 and has worked several rodeos throughout California, Nevada and Oregon. Eric lives in Red Bluff, California where he works for Growney Bros. Rodeo Company and spends his free time hunting and fishing.

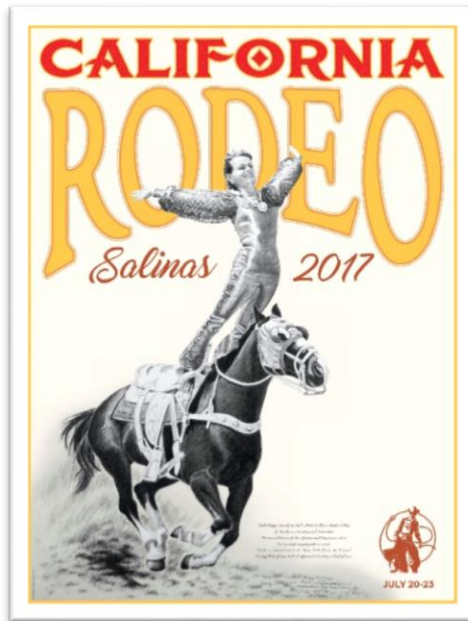


Tim O’Connor

Tim O’Connor is back for his sixth year as a Cowboy Protector at the California Rodeo Salinas. He developed his skills while watching his uncle, Craig O’Connor, fight bulls throughout his childhood and adolescence.



This season marks his 15th year as a member of the PRCA. Tim has been selected five times to protect the bull riders for the California Circuit Finals, in addition to many other major rodeos. His commitment to hard work and excellence pushes him to give his best to the bull riders, stock, and fans.



2017 COMMEMORATIVE POSTER

The California Rodeo Salinas produces a poster each year to commemorate the Rodeo and sell as a souvenir. The 2017 poster, chosen by President Mike Scarr, features a vintage trick rider, Edith Happy Connelly, who was not only a favorite performer at the California Rodeo Salinas, but also the Rodeo Secretary for many years. The Happy Family worked in several areas of the California Rodeo, still supports the association to this day and was inducted into our Hall of Fame in 2011. Edith is also a member of the ProRodeo Hall of Fame and the National Cowboy Hall of Fame. The poster captures Edith in her signature move, the Hippodrome Stand, and was debuted at the annual Stockholders Dinner on Thursday October 20th, 2016.

The poster is an intricate pencil sketch by local artist Ruth Deodes. Born on California's beautiful Monterey Peninsula, Ruth was the fourth of five children. Her youth was very fulfilling, with many family adventures and numerous pets. Ruth's parents were educators who offered many artistic outlets. This may have been what inspired her to start drawing and painting at an early age. Ruth continued to follow her interest by studying art at Monterey Peninsula College, San Diego State University, and the University of California at Santa Barbara. She has been influenced by traditional as well as contemporary western artists. In 1988 Ruth and her husband Pete moved to the rural Salinas area where they had room to raise a family and maintain their livestock. Whether at home, a rodeo, or a friend's ranch, Ruth never lacks for inspiration or subject matter. It may be a situation, a pose, or even a gesture that sparks her interest. The execution and technique of her pencil drawings is very important, but the main goal for Ruth is to create an emotionally engaging and inspiring image. Ruth is personal friends with the Happy Family and she proposed the entire vision for this poster from the subject to the final layout. President Scarr was happy to follow Ruth's lead and is delighted with the end product.

The posters are available for purchase for \$15 at the California Rodeo Salinas Office, 1034 N. Main Street, Salinas, Monday through Friday from 9am to 5pm except for Fridays when the office is closed from 11:45am to 1:15pm. They can also be purchased online at www.carodeo.com by clicking on About Us and Store. They will also be available for purchase at the 2017 California Rodeo Salinas July 20th-23rd.



AD CAMPAIGN

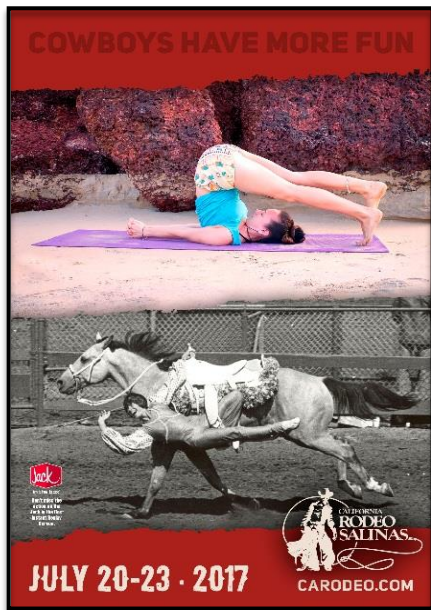
Each year the California Rodeo Marketing department strives for innovation and excitement when considering the advertising campaign theme.

The 2017 advertising campaign, “Cowboys Have More Fun,” invites everyone to experience the fun at the California Rodeo. Using iconic and fan favorite rodeo images like trick riders, mutton busters and freestyle bullfighters, there’s no doubt you can find some fun at the 107th California Rodeo Salinas!

Not only do we use these images for print and social media advertising but we also feature the campaign on the Official Rodeo Vehicle, a Chevrolet Suburban donated by MY Cars of Salinas.

The suburban is used by the California Rodeo from April to the end of July and will travel to places like Red Bluff, Clovis, Sonora, Redding and other cities for parades where Miss California Rodeo Salinas 2016 Megan Ford will ride on the hood behind Monte, a steer head that attaches to the grill.

Locals can see the suburban in the Kiddie Kapers and Colmo del Rodeo Parades on Saturday July 15th or driving around town running errands in preparation for the California Rodeo Salinas July 20th through the 23rd.





MISS CALIFORNIA RODEO SALINAS 2016 Megan Ford



Miss California Rodeo 2016- Megan Ford

As a fourth generation San Benito County resident, Megan Ford is very passionate about representing her hometown rodeo. The daughter of George and Monica Ford currently attends Gavilan Community College with plans to transfer to the CSU Monterey Bay's nursing program to become a registered nurse.

In addition to working in the pharmacy at a local hospital and working at a local coffee shop, she still finds time to give riding lessons to young children. Beginning at the age of four, Megan has participated in junior rodeos, ranch rodeos, high school rodeos, and college rodeos for Feather River College in the events of barrel racing, pole bending, goat tying, breakaway roping and team roping. Currently she is a member of the American Cowboy Team Roping Association (ACTRA).

Some of her favorite events to attend are brandings because helping other local ranchers builds a stronger sense of community and family which is something that is very important to Megan. Her other hobbies include fishing, snowboarding, going to the lake and rescuing animals.



MISS CALIFORNIA RODEO SALINAS Contest Information

Each July, several young women converge upon Salinas to participate in the challenge of becoming the next Miss California Rodeo Salinas. Contest Chairman Laurie LaVelle and California Rodeo President Mike Scarr invite you to join the competition of the Miss California Rodeo Salinas Contest and the celebration of the 107th Anniversary of the California Rodeo Salinas!

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

Eligibility

Competition is open to young women 18 – 21 years of age. Contestants must be at least 18 years old by July 1, 2017 without having turned 22 by July 31, 2017. Contestants may enter the contest more than once, but may only win once, and may not have been married or pregnant at any time. In order to be eligible, contestants must represent either a recognized horsemen's organization or another recognized community organization (not commercial). Miss California Rodeo Salinas 2017 will have numerous and rewarding opportunities and experiences during her reign. If any contestant entering the 2017 Miss California Rodeo Salinas Contest currently holds a queen title representing another rodeo or horse organization, she will be eligible to compete in our contest with specific conditions outlined in the Contestant Contract. There is no entry fee for the privilege of competing.

Scoring

Contestants are judged on horsemanship (40%), personality (30%), appearance (20%) and scholarship (10%). Horsemanship will include a pattern that demonstrates your horsemanship abilities and a presentation run on your own horse. Each contestant will also participate in a draw for the exchange of contestants' horses. The same pattern or one similar will be performed by each contestant on the horse selected in the draw. Personality and appearance judging will involve a brief private interview and friendly impromptu questions before an audience. The scholarship section will include a short examination.



MISS CALIFORNIA RODEO SALINAS 2017 CONTESTANTS

Lena Coulson- Miss Salinas Valley Fair



Lena Coulson is a proud resident of the Salinas Valley and she carries the title of Miss Salinas Valley Fair in this year's contest. Her parents, James and Cecilia Coulson of Salinas, will see their daughter off to Cuesta College this coming fall. Lena hopes to later transfer to Cal Poly San Luis Obispo to study Wine and Viniculture.

Learning to ride horses at an early age considerably shaped her future with the hands on lessons of responsibility and hard work. Lena became a member of NCHA at the age of twelve to successfully compete in reining classes but now has her sights set on barrel racing. She will be competing on the rodeo team for

Cuesta College. One of her biggest goals is to eventually qualify for the WNFR.

Her membership in 4-H gave her lifelong friends, experience with animals and most of all a knowledge of her agricultural community. Lena cherishes the moments when she can give back to the community. She enjoys volunteering at Dorothy's Kitchen throughout the year.

Valerie Costanza - Miss Monterey County Sheriff's Posse



Valerie Costanza, daughter of Robert Costanza, DeAnna Costanza and Michael Monahan of Hollister, is competing as Miss Monterey County Sheriff's Posse. She is currently attending Gavilan College to achieve her Associate's Degree. Valerie hopes to become a medical assistant by obtaining her Bachelor's Degree at Cal State Monterey Bay. As a medical assistant she can ensure that she is helping people every day.

With experience competing in local rodeos, junior rodeos, ranch rodeos and local gymkhanas, Valerie's favorite events include reining, horsemanship, showmanship, barrels, poles, keyhole, and other gymkhana events. Outside of horse activities she also owns and has shown breeding does through FFA. The many awards

received for her participation in the above events indicate to her that practice and hard work are essential.

Valerie also loves hunting, swimming, hiking, boating and spending time with her family. Rodeo has been a large part of her life and she enjoys traveling and meeting new people. Once she has her education completed and a career, she would like to own her own horse boarding facility.

Kaitlyn DeMott - Miss Agua Dulce Women's Club



The Los Angeles County town of Agua Dulce is home to Kaitlyn DeMott - Miss Aqua Dulce Women's Club. The daughter of Brett and Karrie DeMott is enrolled at CSU Fresno pursuing a Bachelor's Degree in Animal Science Pre-Veterinarian. With this degree she can apply to vet school to fulfill her dream of becoming a large animal veterinarian.

Kaitlyn grew up riding and showing in western classes, but eventually the taste for adrenaline was found in barrel racing. This led her to become a member of CHSRA District 9 where she competed in pole bending, breakaway, team roping, goat tying and barrel racing. She decided to continue competing and living the lifestyle of the rodeo sport by becoming an active member

of the Fresno State Bulldoggers Rodeo Team.

With high school academic honors and multiple sports awards Kaitlyn was involved in many community activities in her area. All of these events and experiences have challenged her and have given her the experiences in life that have shaped who she is and who she strives to be.

Sylvana Talamantes - Miss Tuolumne County Sheriff Posse



Born and raised in the Central Valley town of Oakdale, Sylvana Talamantes enters our contest as Miss Tuolumne County Sheriff Posse. The daughter of Carlos Talamantes and Kaysi Lubbers currently attends Modesto College where she is finishing her general education and majoring in Animal Science. This dean's list student plans to transfer to UC Davis in the spring of 2018 to pursue her Doctorate in Veterinarian Medicine.

Aside from academics, Sylvana has started a cow and calf operation with her older brother. Their goal is to grow their Angus herd yearly. Training horses is her passion and she enjoys multiple riding styles that include English, western pleasure, ranch horse, reining, barrel racing and roping. She shares her

knowledge and experience by giving lessons to younger kids on riding and on training their own horses.

During her free time she takes pride in helping her community by volunteering. Sylvana also enjoys kayaking on the Stanislaus River. She considers herself blessed to have all the opportunities in her life and hopes to share her positive attitude with others.



CAUSES AT THE RODEO

Man Up Crusade

The California Rodeo Salinas is teaming up again with the Man Up Crusade™ to dedicate the Pendleton Whisky Day of the Champions performance on Sunday, July 23, 2017 as Man Up Crusade Purple Day. The Man Up Crusade is a non-profit



organization dedicated to creating public awareness on the issue of domestic violence.

The Man Up Crusade chose professional rodeo and the Professional Rodeo Cowboys Association (PRCA) as its vehicle of choice to spread the word about the epidemic of domestic violence and teen dating violence. Across the nation, the color purple and the purple ribbon has been adopted to show support for victims and for advocates to honor those who have lost their lives at the hands of someone they once loved. On Purple Day all rodeo participants, fans and support personnel can wear purple to show their support for this great cause.

The MAN UP CRUSADE encourages all rodeos they partner with to identify a charity of choice in their community to bring awareness and generate funds to those local domestic violence organizations in need. The California Rodeo Salinas is proud to support the YWCA OF MONTEREY COUNTY. The YWCA owns and operates the only confidentially-located battered women's shelter in Monterey County and is the only sole-source provider of domestic violence services in the County, including counseling for adults and children, legal advocacy and court accompaniment, victim advocate training, 24-hour crisis hotlines and teen dating violence prevention programs. THEIR PRESENCE AT THE 2014 RODEO LEAD TO THEM HELPING 11 WOMEN WHO WERE VICTIMS OF DOMESTIC VIOLENCE AND ONE CLAIMS THE PROGRAM SAVED HER LIFE!

To learn more about the YWCA Monterey County and its programs, visit www.ywcamc.org or call 831-422-8602. To learn more about the Man Up Crusade visit www.manupcrusade.com.

TOUGH ENOUGH TO WEAR PINK

The California Rodeo Salinas started supporting the Wrangler Tough Enough to Wear Pink program in 2005. This year-long, western-industry-wide fundraiser to raise awareness and funds for breast cancer research kicked off at the Wrangler National Finals Rodeo in Las Vegas in December of 2004. While pink is not



typically associated with rough and rugged cowboys and cowgirls, this program has been a phenomenal success. The Tough Enough to Wear Pink Night has helped to raise almost \$20 million dollars- raised collectively by rodeos involved in the program since its inception 13 years ago. One of the best things about Wrangler's Tough Enough to Wear Pink Campaign is that the money earned impacts local organizations of the rodeo's choice. Since 2005, the California Rodeo Salinas Association donated over \$50,000 to breast cancer causes.

The California Rodeo is once again revving up our Tough Enough to Wear Pink (TETWP) campaign by partnering with Salinas Valley Memorial Healthcare System (SVMHS). The funds generated by our joint efforts will be donated to the Comprehensive Cancer Center. Plans to raise money include \$1 from each ticket sold being donated from the Thursday July 20th, 2017 Rodeo Performance - make sure you wear your pink shirt!



AG AGAINST HUNGER

The 7th annual Produce Mascot Race presented by Monterey Peninsula Surgery Center will take place during the Friday night performance of the California Rodeo Salinas on July 21st to benefit Ag Against Hunger. The track will be full of giant mascots who will race toward the finish line in a sprint combined with a special challenge.



Ag Against Hunger (AAH), started in 1990, is a non-profit organization whose mission is to alleviate hunger by creating a connection between the agricultural community and food assistance programs. They now distribute an average of over 12 million pounds annually to their food bank partners. The Rodeo and Ag Against Hunger came up with the idea of racing mascots in 2011 and the program has been a success ever since. Without the support of local sponsors, this race and monetary donation would not be possible.

Each company pays an entry fee of \$1000 that is donated directly to Ag Against Hunger. The entry fees along with a few other donations resulted in the California Rodeo Salinas donating over \$65,000 to Ag Against Hunger over 6 years.

WRANGLER NATIONAL PATRIOT PROGRAM

Wrangler is proud of the Wrangler® National Patriot™ program, created to provide funding and support for America's wounded and fallen soldiers and their families. This program is modeled after Wrangler's Tough Enough to Wear Pink campaign that raised awareness and funds for breast cancer research and allowed the money raised to stay in local Rodeo communities.



This year on Saturday July 22nd the California Rodeo will have our annual Salute to Military day at the Rodeo and include the Wrangler National Patriot initiative as part of that day. Active military and Veterans will gain free entry into the Rodeo with their IDs.

The California Rodeo Salinas supports the WNPP and is honored to donate funds generated by the program to the Monterey Bay Veterans, Inc., a local charity doing GREAT things to help Wounded Warriors and Veterans. 2017 will be the 7th year the California Rodeo is participating in the Wrangler National Patriot Program and donating money to the Monterey Bay Veterans, a charity started in Monterey, California, and recognized nationally for providing marine rehabilitation by way of fishing trips for wounded warriors and veterans. Visit www.mbv.org to learn more. The California Rodeo Salinas has helped to raise over \$20,000 for the Monterey Bay Veterans in the past four years and Wrangler donated an additional \$5,000 directly to MBV for their dive boat.

New this year the California Rodeo will take part in a vision and project of Professional Rodeo Cowboys Association Commissioner Karl Stressman, who worked with Resistol to get flag feathers produced to wear in your cowboy hats...or any hat! We purchased feathers for \$2 and are selling them for \$5---\$3 will be donated to the Monterey Bay Veterans as part of the Wrangler National Patriot Program. Feathers are being sold at the California Rodeo's Official Souvenir Booth and the Information Booth during the Rodeo.



THEME DAYS

The California Rodeo Salinas participates in different theme days for each performance of the Rodeo. We encourage Rodeo attendees to show their support as well!

Thursday July 20th is Rabobank's Tough Enough to Wear Pink Night. Wear pink to show your support for breast cancer research. A portion of proceeds from ticket sales will be donated to the Comprehensive Cancer Center at Salinas Valley Memorial Healthcare System.

Friday July 21st is Wells Fargo's Fight Hunger Night. Come out and watch the Produce Mascot Race. Veggies and fruit will race on the track to raise awareness and funds for the non-profit Ag Against Hunger. Also enjoy live music in the Coors Banquet Bull X-ing or Pendleton Whisky Saloon following the rodeo.

Saturday July 22nd is Salute to Military Day. Included in this day is also the Wrangler National Patriot Program Initiative. All active Military Personnel and Veterans receive free admission with current identification. There will be an elaborate presentation of the American Flag to salute those who serve. The Special Buckaroos Rodeo will be held at 12pm on the track.

Sunday July 24th is The Pendleton Whisky Day of Champions. The winners from each Rodeo & Track Event will be presented with the coveted California Rodeo Salinas belt buckles. Take a stand and break the cycle of domestic violence by wearing purple for the Man Up Crusade. For more details on the Man Up Crusade visit www.manupcrusade.com.



SPECIAL EVENTS

Kid Rock Live in Concert

Presented by Taylor Farms

July 14th, 2017 Gates Open 5pm

The California Rodeo Salinas and David Drew Productions are excited to announce that Kid Rock will be LIVE in concert at the Salinas Sports Complex on Friday July 14, 2017. Gates will open at 5pm, music will start with Amanda Watkins at 7pm and A Thousand Horses playing at 8pm. This huge event, presented by Taylor Farms, will get BIG WEEK off to a ROCKIN' start. Kid Rock is a multi-platinum award-winning American rock 'n roll icon whose musical style ranges from hip hop and rock to heavy metal and country and has sold over 26 million albums around the world. Tickets are still available at www.carodeo.com

Kiddie Kapers Parade

July 15th, 2017 6:30pm

The annual Kiddie Kapers Parade, in its 87th year, will take place on Saturday July 15th as the lead in to the Colmo del Rodeo Parade in Old Town Salinas. Kids will line up at the Recreation Center starting at 5pm and the parade will start at 6:30pm. The theme is 'KIDS JUST WANNA HAVE FUN.' This is a FREE community event. Sign up at the Salinas Recreation Center 320 Lincoln Avenue, Salinas as early as 5pm on the day of the parade. Information at 831-775-3100 or at www.carodeo.com

Colmo del Rodeo Parade

Presented by Star Market

July 15th, 2017 8:00pm

The Colmo Parade will grace the streets of Old Town Salinas on Saturday July 15th! The "Colmo del Rodeo" was once recognized as the largest and greatest night-lighted parade west of the Mississippi. Visit www.carodeo.com for more information.

This is a FREE community event.

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

Cowboy Music & Poetry Gathering

Sunday July 16th, 2017 Doors open at 1pm

Several western musicians will kick off the afternoon of barbecue, music, poetry and more on Sunday July 17th. The evening will feature Dave Stamey, Annie Lyndon, Chris Isaacs and Monterey County Poet, Clem Albertoni. There will be a barbecue meal available for purchase, wine tasting and poetry; a portion of the proceeds will benefit the Foundation for Monterey County Free Libraries. The event will be held at Sherwood Hall, 940 N. Main Street, Salinas.

Barbecue \$10, Wine Tasting \$10, Poetry & Music Gathering \$30 pre-sale, \$35 at the door. Buy tickets at www.carodeo.com



Larry Balentine Memorial Cowboy Shoot Out

Presented by Hastie Financial Group

Wednesday July 19th, 2017 8am

The Larry Balentine Memorial Cowboy Shoot Out Golf Tournament will take place on Wednesday July 19th at The Club at Crazy Horse Ranch. This popular event amongst contestants, personnel and rodeo fans sells out every year! It's a full day of fun starting with a 7am Cowboy Breakfast and 8am shotgun start! The cost is \$175 per person and includes breakfast, ½ cart, tee, prizes, and a steak barbecue following the tournament held at the Mike Storm Directors Patio at the Rodeo Grounds. This event is sold out for 2017. Visit www.CARODEO.com for more information.

Professional Bull Riding Real Time Pain Relief Velocity Tour Event

Presented by Salinas Valley Ford

July 19th, 2017 Gates open at 5pm, show starts at 7pm

The toughest sport on dirt comes to Salinas for the 17th consecutive year on Wednesday July 19th. Join us for non-stop bull riding action as some of the top bull riders in the US climb on the backs of some fierce bulls to try to come out on top. This event has sold out for the past 2 years, get your tickets early. Learn more about the tour at www.pbr.com. Tickets available at www.carodeo.com

Committee Appreciation Night

Presented by B&R Farms

July 22nd, 2017 5pm-11pm Coors Banquet Bull X-ing

The California Rodeo Salinas is always looking for ways to thank our loyal volunteers and we hope this fun event gives our volunteers a chance to get to know each other better and have some fun during Big Week. The 2nd annual California Rodeo Committee Appreciation Night will be held on Saturday July 22nd from 5 to 11pm in the Coors Banquet Bull Xing at the Salinas Sports Complex. Open to Committee Members and their guests, this private party will feature a band, food, drinks, activities and more. Information can be found at www.carodeo.com

Freestyle Bullfights partner with Bullfighters Only

Presented by Naturipe Berry Growers, Inc.

July 20-23, 2017 - Rodeo Performance Finale

The California Rodeo Salinas boasts one of the nation's largest freestyle bullfights with six nationally ranked bullfighters and \$20,000 in prize money. This year the Salinas Freestyle Bullfight will be presented by Naturipe Berry Growers, Inc., and sanctioned by Bullfighters Only. Bullfighters Only (BFO) was created to promote growth, popularity, and acceptance of freestyle bullfighting worldwide. Since its inception, BFO has evolved to become a platform that serves to excite the western community, educate both the avid and casual fans, and present the sport to an entirely new audience. More information about Bullfighters Only at <http://www.bullfightersonly.com/>



Special Buckaroo Rodeo

Presented by Tanimura & Antle

July 22nd - 12pm Rodeo Track

Professional cowboys and cowgirls team up with special needs children and participate in a “makeshift” rodeo where the children became cowboys and cowgirls for the day.

The Special Buckaroos Rodeo is held on the track Saturday of the Rodeo at noon and 24 special needs children from Monterey County who participate will leave with a souvenir picture, trophy, contestant bag and a huge smile! Rodeo announcers and the professional cowboys and cowgirls who participate help make this event the success that it continues to be. The love and caring that they share with these children provide them with memories that last a lifetime! More information at www.carodeo.com

ATTRACTIONS

Pendleton Whisky Saloon

Thursday, July 20th - Sunday July 23rd

Pendleton Whisky will host the party in the Pendleton Whisky Saloon starting Thursday, July 20th until the end of the rodeo on Sunday July 23rd. The Saloon is open during and after the rodeo performances, and will feature live music Thursday, Friday and Saturday nights by the Tommy Moon Band. There is a \$5 cover charge daily and reserved for those 21 and over, this area is right next to the arena; patrons can view rodeo events and sip on cocktails while visiting with their friends. Don't miss the Pendleton Posse who will be passing out Pendleton Whisky memorabilia each day.

P E N D L E T O N
W H I S K Y



Coors Banquet Bull X-ing

Wednesday, July 19th – Sunday, July 23rd

Open during and after each performance of the California Rodeo Salinas and the Professional Bull Riding, the Bull X-ing is the place to be to enjoy the social aspect of these events. The tent features live music from: Aaron Avila and Second Wind Band and The Courtney Lynn Band, dancing each night/day and a mechanical bull. A \$10 cover charge applies Thursday, and \$20 cover charge on Wednesday and Friday. The Bull X-ing will close at 4:00pm Saturday for Committee Appreciation Night. Must be 21 or older.

California Rodeo Heritage Museum

The California Rodeo Heritage Museum celebrates the history of the California Rodeo from its days of being a semi-annual round-up to its modern day adaptations. Memorabilia on display includes vintage Miss California Rodeo outfits, rodeo clown costumes, and cowboy attire. Saddles, cowboy hats, and tack donated by those families connected to the Rodeo's founding directors and participants can be seen, along with an authentic Wells Fargo



stagecoach. The museum is located at 1034 North Main Street in Salinas (California Rodeo Grounds). The Rodeo Museum is open to Rodeo fans all four days of the Rodeo; Thursday and Friday from 4pm into the evening, and Saturday and Sunday at 10am. It is also open by special appointment at other times for research and tours.

Western Heritage Initiative

The California Rodeo Salinas' mission is to preserve and promote the traditions of the California Rodeo Salinas and the west. This year we are ramping up our efforts to engage people in the western lifestyle and to educate them about what the Rodeo is all about. You will find a new western scene installed behind our heritage museum and near our cowboy statue. There are two western characters out and about promoting the Rodeo and also roaming the grounds interacting with attendees. In May, over 900 students tour our Heritage Museum and there are over 100 kids scheduled to tour the grounds during Big Week. Farm Day is held here at the Salinas Sports Complex in the fall and we will have a booth talking about the California Rodeo Salinas. All of these things are part of our Western Heritage Initiative. Please visit www.CARODEO.com under About Us to learn more or to participate in some of these activities. Next year, look for more western scenes around the grounds when you come back for the 108th California Rodeo Salinas July 19-22, 2018.

McDonald's / Fresh Express Kids Corral

The Kids Corral is a fun-filled, action-packed area for children and their parents, all of which is FREE of charge. Children will go wild in a bounce-house, fly down the 30 foot slide and more. It's FREE with your admission ticket to California Rodeo. The Kids Corral is open daily from one hour after the gates open until the end of the rodeo performance.

Los Amigos del Rodeo



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

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

Official Souvenir Shop on the Mid-Way

The California Rodeo Salinas Souvenir Shop is full of everything you can think of with our famous California Rodeo logo on it. Whether you're looking for a festive new sweatshirt for those chilly Salinas evenings, a Tough Enough to Wear Pink hat to show your support, or a



commemorative souvenir buckle the Souvenir Shop can fit your every shopping need. And who wouldn't be proud to own a piece of legacy as the California Rodeo Salinas celebrates its 107th Anniversary?

Carnival (off-site)

The Rodeo Carnival rolls back into town from July 14th-23rd at 295 Sun Way in Salinas. Head over to the carnival for rides, cotton candy, games and more from 3pm to 11pm daily. The fee to enter is \$3.00 and an unlimited ride wristband is \$30. Parking is \$5.00. Purchase tickets at the gate.

Mid-way Concessions & Mall Shopping Area

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

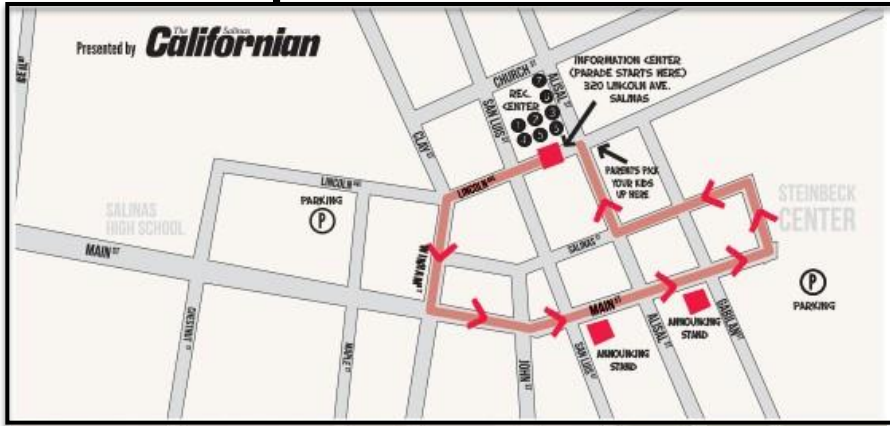
Wall of Fame

The newly built "Wall of Fame" celebrates California Rodeo Salinas Hall of Fame inductees and is located at the South end of the Salinas Sports Complex across from the Heritage Museum entrance. Visit <http://www.carodeo.com/p/About-Us/History/WallofFame> to learn more.

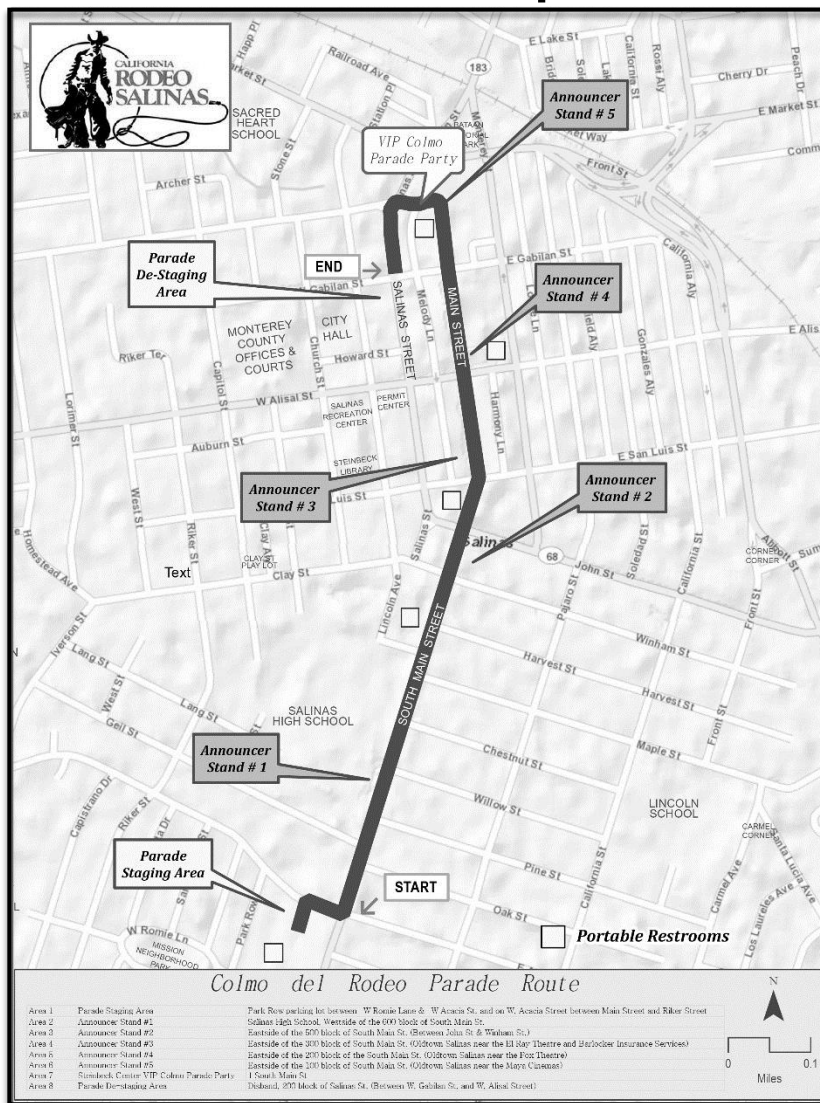


Parade Maps

Kiddie Kapers Parade



Colmo del Rodeo Map





UNDERSTANDING RODEO

The Rodeo Cowboy

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

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

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

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

The life is demanding, but then again, the life of a cowboy always has been. Rodeo is the only sport in America that evolved from the skills required in a work situation. And today, the sport retains the fierce independence of the ranch hands of the 1900s who turned their work into a sport. Over 600 contestants enter the California Rodeo Salinas each year, vying for more than \$400,000 in prize money and the coveted 'Salinas buckle.'

Rodeo Livestock

Healthy, athletic livestock is essential to the success of professional rodeo. In every event, the performance of the animal is as important as the performance of the cowboy. A cowboy can't win with an animal that doesn't perform well. It stands to reason then, the better the livestock is treated, the better it will perform.

Timed-event cowboys and cowgirls regard their horses as partners, knowing success requires the best effort of each. Most timed-event horses of PRCA cowboys are registered American Quarter Horses. The calves and steers used in timed events are equally as vital. A quick and alert calf or steer is essential for a winning run.

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

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

The American Quarter Horse Association annually recognizes the top horses in professional rodeo's timed events - tie down roping, steer wrestling, team roping (both heading and heeling), steer roping and barrel racing - and their owners. The PRCA boasts more than 60 stock contractors, and the competitive nature of the business offers them incentive to buy and maintain the heartiest animals possible.



- The following link will take you to the Professional Rodeo Cowboys Association's Livestock Welfare Resources: <http://www.prorodeo.com/livestock>
- You may also visit the link below for information on the Livestock Program in Salinas including two short videos featuring rodeo livestock and rodeo horses <http://www.carodeo.com/p/about-us/livestockinfo>

Behind the Scenes

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

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

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

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

Whiplash the Cowboy Monkey will entertain crowds as he herds wild Barbados sheep on the Track. Whiplash, dressed in his cowboy hat, silk scarf, chaps and Justin Boots, never misses a chance to show his skills and cowboy spirit as he rides his trusty Border Collie mount, Boogie.

Dusty Barrett the rodeo clown will have the audience entertained with Roman Riding ponies and his Trick Riding pony "Squirt Gun" as he performs specialty acts on the California Rodeo Track.

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

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

The Events

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

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

Scoring the Animal: high kicking action with hind legs extended is optimal; the higher the kick, the better the score. Strength and force of the animal's bucking action are important; how



hard the animal tries to throw the rider and every time the animal changes direction or spins increases the animal's score. Rolling and twisting add points to the score as well.

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

Barrel Racing is the women's event of rodeo, and is a timed event as well. There are three barrels set in a clover leaf pattern and three turns must be made on the course. Either one to the right and two to the left, or vice versa. There is a five second penalty added to the rider's time when a barrel is knocked over.

Bull Riding

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

The risks are obvious. Serious injury is always a possibility for those fearless or foolish enough to sit astride an animal that weighs a ton and is usually equipped with dangerous horns. Cowboys do it and fans love it. Bull riding is dangerous and predictably exciting, demanding intense physical prowess and supreme mental toughness. Like bareback and saddle bronc riders, the bull rider may use only one hand to stay aboard during the eight-second ride. If he touches the bull or himself with his free hand, he receives no score. But unlike the other roughstock events, bull riders are not required to mark out their animals. Riders are commonly judged on their ability to stay aboard the twisting, bucking ton of muscle and rage.

Balance, flexibility, coordination, quick reflexes and a good mental attitude are the stuff of which good bull riders are made. To stay aboard the bull, a rider uses a flat braided rope, which is wrapped around the barrel of the bull's chest just behind the front legs and over its withers. One end of the bull rope, called the tail, is threaded through a loop on the other end and tightened around the bull. The rider then wraps the tail around his hand, sometimes weaving it through his fingers to further secure his grip. Then he nods his head, the chute gate swings open and he and the bull explode into the arena. Every bull is unique in its bucking style. A bull may dart to the left, then to the right, then rear back. Some spin, or continuously circle in one spot in the arena. Other bulls add jumps or kicks to their spins, while others might jump and kick in a straight line, or move side to side while bucking.

Saddle Bronc Riding

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

The event requires strength, but it is as much about style as anything: grace and precise timing are mandatory. Saddle Bronc riding evolved from the task of training horses to work the cattle ranches of the old West. Many cowboys claim riding saddle broncs is the toughest rodeo event to learn because of the **technical** skills necessary to master it. Every move the bronc rider makes must be synchronized with the movement of the horse. The cowboy's objective is a fluid ride, as opposed to the wilder and less-controlled ride of bareback riders. Among the similarities shared by saddle bronc riding and bareback riding is the rule that riders must mark out their horses on the first jump from the chute. To properly mark out his horse, the saddle bronc rider must have both heels above the animal's shoulders when it makes the first jump from the chute. If the rider misses his mark, he receives no score.



While a bareback rider has a rigging to hold on to, the saddle bronc rider has only a thick rein attached to his horse's halter. Using one hand, the cowboy tries to stay securely seated in his saddle. If he touches any part of the horse or his own body with his free hand, he is disqualified. Judges score the horse's bucking action, the cowboy's control of the horse and the cowboy's "spurring," or feet placement, action and style. While striving to keep his toes turned outward, the rider moves his feet from the points of the horse's shoulders to the back of the saddle. To score well, the rider must maintain that action throughout the eight-second ride. While the bucking ability of the horse is quite naturally built into the scoring system, a smooth, rhythmic ride is sure to score better than a wild, uncontrolled one.

Bareback Riding

Bareback riding is the **most physically demanding event** in rodeo, its toll on the body is immense. Muscles are stretched to the limit, joints are pulled and pounded mercilessly, and ligaments are strained and frequently rearranged. The strength of the broncs is exceptional and challenging them is often costly. Bareback riders endure more punishment, suffer more injuries and carry away more long-term damage than all other rodeo cowboys.

To stay aboard the horse, a bareback rider uses a **rigging** made of leather and constructed to meet PRCA safety specifications. The rigging, which resembles a suitcase handle on a strap, is placed atop the horse's withers and secured with a cinch. As the bronc and rider burst from the chute, the rider has to mark out his horse. In other words, he must have both feet above the horse's shoulders until the horse's feet hit the ground after its initial move from the chute. If the cowboy fails to do this, he is disqualified. As the bronc bucks, the rider pulls his knees up, dragging his heels up the horse's shoulders. As the horse descends, the cowboy straightens his legs, returning his heels over the point of the horse's shoulders in anticipation of the next jump. But it takes more than sheer strength to make a qualifying ride and earn a money-winning score. A bareback rider is judged on his feet placement, or "spurring" technique, the degree to which his toes remain turned out while he is "spurring" and his exposure or willingness to lean far back and take whatever might come during his ride.

Steer Wrestling

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

The cowboy's objective is to use strength and technique to wrestle a steer to the ground as quickly as possible. That sounds simple enough. But anything that sounds that easy has to have a catch to it, and the catch here is the steer generally weighs more than twice as much as the cowboy trying to throw it. The need for speed and precision make steer wrestling one of rodeo's most challenging events. In addition to strength, timing and balance are skills cultivated by the successful steer wrestler.

As with tie down ropers and team ropers, the contestant starts on horseback in a box. A breakaway rope barrier is attached to the steer, then stretched across the open end of the box. The steer gets a head start that is determined by the size of the arena. When the steer reaches the advantage point, the barrier is released and the contestant takes off in pursuit. If the contestant breaks the barrier before the steer reaches its head start, a 10-second penalty is assessed.

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



In order to catch up to the running steer, the cowboy uses a **hazer**, another mounted cowboy who gallops his horse along the right side of the steer, keeping the steer from veering away from the contestant. The hazer can make or break a steer wrestler's run, so his role is as important as the skills the steer wrestler hones.

Tie Down Roping

More than any other event in professional rodeo, tie down roping has **roots dating back to the working ranches** of the Old West. When calves were sick or injured, cowboys had to rope and immobilize them quickly for veterinary treatment. Ranch hands prided themselves on how quickly they could rope and tie calves, and they soon turned their work into informal contests. As the sport matured, being a good horseman and a fast sprinter became as important to the competitive tie down roper as being quick and accurate with a lasso.

In today's modern rodeo, the mounted cowboy starts from a box, a three-sided, fenced area adjacent to the chute holding the calf. The fourth side of the box opens into the arena. The calf gets a head start determined by the length of the arena. One end of a breakaway rope barrier is looped around the calf's neck and stretched across the open end of the box. When the calf reaches its advantage point, the barrier is released. If the roper breaks the barrier before the calf reaches its head start, the cowboy is assessed a 10-second penalty. When the cowboy throws his loop and catches the calf, the horse is trained to come to a stop. After roping the calf, the cowboy dismounts, sprints to the calf and flanks to its side, a maneuver called **flanking**. If the calf is not standing when the cowboy reaches it, he must allow the calf to get back on its feet, then flank it. After the calf is flanked, the roper ties any three legs together with a **pigging string** - a short, looped rope he carries in his teeth during the run. While the contestant is accomplishing all of that, his horse must keep tension in the rope to eliminate any slack in the rope, but not drag the calf.

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

Team Roping

The only **team event** in professional rodeo, team roping requires close cooperation and timing between two highly skilled ropers - a header and a heeler. The event originated on ranches when cowboys needed to treat or brand large cattle and the task proved too difficult for one man.

As in other timed events, the team ropers start from boxes on each side of the chute from which the steer enters the arena. The steer gets a head start determined by the length of the arena. One end of a breakaway barrier is attached to the steer then stretched across the open end of the header's box. When the steer reaches its advantage point, the barrier is released and the header takes off in pursuit, with the heeler trailing slightly further behind. If the header breaks the barrier before the steer completes its head start, the ropers are assessed a 10-second penalty.

The **header** ropes first and must make one of three legal catches on the steer - around both horns, around one horn and the head or around the neck. Any other catch by the header is considered illegal, and the team is disqualified. After the header makes his catch, he dallies the rope around the horn on his saddle, turns the steer to the left and exposes the steer's hind legs to the heeler. The **heeler** then attempts to rope both hind legs. If he catches only one foot, the team is assessed a five-second penalty. After the cowboys catch the steer, the clock is stopped when there is no slack in their ropes and their horses face one another.

Another aspect vital to the event is the type of horse used by the ropers. The American Quarter Horse is the most popular among all rodeo competitors, particularly team ropers. Head and heel horses are trained separately for their specialties. Head horses generally are taller and heavier



because they need the power to turn the steer after it is roped. Heel horses are quick and agile, enabling them to better follow the steer and react to its moves.

Unlike most PRCA-sanctioned rodeos, the **California Rodeo Salinas** uniquely has a long scoreline, giving the calves and steers the longest head start of any arena in the nation. As well, in Salinas, both team roping contestants are required to leave from the same box, rather than having the standard box on each side of the steer's chute.

Barrel Racing

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

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

Protection Bullfighting

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

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

Freestyle Bullfighting

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

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

FREESTYLE BULLFIGHTERS



Weston Rutkowski

2016 BFO Reno Rodeo Champion
2016 Roughy Cup Champion
2016 BFO Las Vegas Champion
2016 Bullfighters Only World Champion Freestyle Bullfighter

Weston Rutkowski is a 3rd generation Rodeo Cowboy hailing from Haskell, Texas where he grew up watching his uncles compete as professional saddle bronc riders. They were his heroes and from that point on he wanted to grow up to be just like them. Weston's fascination with bulls led him to try bull riding in college, but he never felt up to par. When Weston's friend Clint Hopping asked him to protect him in practice, Weston went for it. What happened next he said, "just felt natural." Staying physically fit allows Weston to get around bulls the way he does. Weston says bullfighting is a mental challenge. "You've gotta be strong enough mentally to overcome your fear of what could happen and get out there and just do your job."



Beau Schueth

2016 BFO Arlington Champion
2016 BFO Sioux Falls Champion
2016 BFO Sikeston Champion

Beau Schueth is 25 years old and lives in O'Neill, Nebraska. He is the only one in his family to rodeo; he became interested when he was 10 years old and started riding calves. Beau took a break from rodeoing in high school and then, in college, decided to get back into it and fighting bulls looked like a good way to start. He attended a Sankey bullfighting school in 2012 in Texas where Clint Hopping and Weston Rutkowski were the instructors and he fell in love with bullfighting. Beau has been freestyling for 3 years now. His hobbies include running cattle with his brother and dad. He is excited to compete in Salinas because of the history of the bullfights here and it has been a goal of his to fight here.



Toby Inman

2016 BFO Champion Sioux Falls, SD

Toby is no stranger to the sport of rodeo. He has been around it most of his life. He started out riding bulls and bucking horses, but soon turned to the cowboy protection side of the sport. During the prestigious Miller Lite Bull Blowout in Denton, Texas, the longest-running protection bullfight competition in the



world, Inman and his partner, Dave Jantzi of Sugar Creek, Ohio, finished second overall, quite an accomplishment given the field of players.



Cody Emerson

- 2012 World Champion Freestyle Bullfighter**
- 2012 WNFR Bucking Stock Sale Bullfighting Champion**
- 2015 California Rodeo Salinas Freestyle Bullfight Champion**

Cody Emerson, 28, is from Marble Falls, TX. He was the 2012 World Champion Freestyle Bullfighter and also won the 2012 Benny Binion WNFR Bucking Stock Sale bullfighting competition in Las Vegas, Nevada. He started fighting bulls when he was 18 years old when he enrolled in a bullfighting school offered by Frank Newsom and later with Rob Smets and Miles Hare to learn the basic essentials of the trade. Cody has competed at the California Rodeo Salinas since 2013 and took home the Gold and Silver Championship buckle in 2015.



Zach Flatt

- 2013 Wichita Falls Champion**
- 2014 Asay/Tuckness Classic Champion**
- 2015 Pitchin in the Pines Champion**
- 2016 World Champion**

Zach is a 2nd generation bullfighter who started fighting back in 2011 after he rode bulls for four years. He is the 2013 Wichita Falls, TX Champion, 2014 Cody Wyoming Champion, 2015 Pitching in the Pines Champion and the 2016 World Champion. Zach also won the San Antonio, Texas PRCA bullfight in February of 2017 as well as the Uvalde Texas bullfights this year. This will be Zach’s 2nd time in Salinas. He enjoys fishing when he isn’t fighting bulls.



Erick Schwindt

- 2014 Rob Smets Miles Hare Invitational Bullfight Champion**
- 2014 JDRF Jones Freestyle Reserve Champion**
- 2016 Battle of the States Freestyle Bullfights**

Erick Schwindt is 27 years old and was born in Modesto, California and grew up in the little town of Lyons, Oregon. He now lives in Prineville, Oregon, but has traveled around the country fighting bulls for the last 14 years. After attending a Rob Smets Bullfighting School, Erick took his bull fighting to the next level. Rob has been a mentor, teacher and friend to Erick and just happens to be in the California Rodeo Salinas’ Hall of Fame! Erick earned his PRCA permit in September of 2011 and has fought bulls at the National Junior Bull Riding finals, the Oregon High School Rodeo Finals and the Benny Binion bucking stock sale



RODEO EVENT DESCRIPTIONS AND TERMINOLOGY

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



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

15. Turn out: a cowboy may turn out of a rodeo if, for example, he has a scheduling conflict; this is different from “doctor-releasing” due to injury.

16. Try: a noun used for both cowboys and livestock, denoting grit, determination, fitness, stamina and resilience: “Give that cowboy a hand - he had a lot of try.”



LIVESTOCK WELFARE

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



The California Rodeo Salinas is at the forefront of livestock welfare and has been actively involved in the push for awareness for many years. We follow all Professional Rodeo Cowboy Association (PRCA) Rules as well as State laws regarding proper treatment of livestock. The California Rodeo Salinas goes above and beyond the call to provide proper care and handling for all livestock at our event.

Presently, there are 70 rules in place to ensure the proper care and treatment of rodeo animals. A few key directives include.....

- A veterinarian must be on-site at all PRCA sanctioned rodeos
- Judges inspect all livestock and only allow healthy livestock to participate.
- All spurs must be dull
- Performance enhancing stimulants and hypnotics are not allowed
- No mistreatment of livestock, members found in violation may be disqualified, fined and/or suspended. This holds true in the competitive arena or anywhere on rodeo grounds.
- In the tie down roping, rules require the contestant to adjust their equipment and technique in order not to cause the calf to go over backwards. If the contestant is found in violation a fine and/or disqualification is levied.
- Flank straps used to enhance the bucking action of a horse bred to buck must be lined with neoprene or fleece.
- Steers used in team roping have a protective covering placed around their horns.

The PRCA has continuously called upon independent, on-site rodeo veterinarians at PRCA-sanctioned events to conduct livestock welfare surveys. The purpose of these surveys is to determine the rate of injury to livestock and the effectiveness of PRCA livestock welfare rules. Over the years, the results have continued to show a rate of injury that is very very very low, averaging .0005. Overwhelmingly, our on-site rodeo veterinarians comment that livestock are healthy and well-suited to rodeo competition.

Results of the 2010 Survey

- Total animal exposures: 60,244
- Number of Rodeo performances: 148
- Sections of slack: 70
- Number of injuries: 28
- Injury rate: .00046

For more information about Livestock Welfare please visit <http://www.prorodeo.com/prorodeo/livestock>



Animal Welfare vs. Animal Rights

An important distinction to make when dealing with animal issues is the difference between animal welfare and animal rights. After learning the difference between the two philosophies, it is easier to distinguish between organizations that directly help animals and those who wish to end the use of animals.

Animal Welfare - based on principles of humane care and use. Organizations who support animal welfare principles seek to improve the treatment and well-being of animals. Supporting animal welfare premises means believing humans have the right to use animals, but along with that right comes the responsibility to provide proper and humane care and treatment.

Animal Rights - organizations that support animal rights philosophies seek to end the use and ownership of animals. Animal rights organizations seek to abolish by law: the raising of farm animals for food and clothing, rodeos, circuses, zoos, hunting, trapping, fishing, the use of animals in lifesaving biomedical research, the use of animals in education and the breeding of pets.



For more information on the Livestock Program in Salinas, including two short videos, please visit www.carodeo.com/p/about-us/livestockinfo

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



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