



THIRD PROFESSIONAL BULL RIDERS SHOW HIGHLIGHTS 2002 SCHEDULE

The addition of a third **Professional Bull Riders** (PBR) performance is the main change in the schedule of ticketed events announced by General Manager **Charles Sylvester** for the 96th anniversary National Western Stock Show, Jan. 12-27, 2002.

The extra performance for the popular and exciting PBR competition reduces the number of Professional Rodeo Cowboy Association (PRCA) rodeos from 23 to 22 during the 16-date run.

Ticketed performances for the 2002 show open with two **Mexican Rodeo Extravanzas** starring **Jerry Diaz** in the Coliseum on Jan. 12 at 7:30 p.m. and Jan. 13 at 4 p.m. The three PBR competitions follow in the Coliseum on Jan. 14, 15 and 16 at 7:30 p.m.

The PRCA rodeos, which pay out more than one half million in prize money each year, are scheduled from Jan. 17 through 27 in the Coliseum.

PRCA rodeos start at 6:30 p.m. on Jan. 17, 2 p.m. and 7:30 p.m. on Jan. 18, 20, 21, 22, 23 and 25, 11 a.m., 3:30 p.m. and 8 p.m. on Jan. 19 and 26, 10:30 a.m. and 6:30 p.m. on Jan. 24, and the finals at 2 p.m. on Jan. 27.

Two **Wild West Shows** on Jan. 19 and 20 at 4 p.m. kick off the ticketed presentations in the Events Center.

Also scheduled in the Events Center are **Freestyle Reining Competition** at 1 p.m. and **Grand Prix Jumping** at 7 p.m. on Jan. 21, two "**An Evening of Dancing Horses**" on Jan. 23 and 24 at 7:30 p.m. and four **Draft Horse Shows** on Jan. 25 at 7 p.m., Jan. 26 at 1 p.m. and 7 p.m. and Jan. 27 at 12 noon.

The "Dancing Horses" shows again feature live music by **Michael Martin Murphey** and the Rio Grande Band and the Pueblo Symphony Orchestra conducted by **Jacob Chi**.

Tickets to all 37 shows, except PBR, range from \$7 to \$22 for most seats, and also include admission to the show grounds for

the livestock events, exhibits, tours and Children's Ranchland.

PBR seats are priced from \$10 to \$40 and a limited number of "Gold Buckle" seats on the floor level of the Coliseum are priced at \$50 for all performances, but PBR, which are priced at \$100.

Ticket order forms, which also include livestock and horse schedules, are now available for purchasing seats at the 37 shows by calling (303) 295-1660.

In mid-September, ticket purchases also can be made at nationalwestern.com and by telephone at 1-888-551-5004.

In December, over-the-counter ticket sales will begin at the main box office on the show grounds, all front range King Soopers stores from Cheyenne to Pueblo, a number of City Markets on the Colorado Western Slope, Coors Field and Rockies Dugout stores.



Popular Professional Bull Riders (PBR) will add a third performance in 2002

NATIONAL WESTERN HONORED WITH A NUMBER OF AWARDS

When the 2000 National Western Stock Show was named top "**Large Indoor Rodeo of the Year**" for the second time in three years by the Professional Rodeo Cowboys Association last December, it was just one of several awards it achieved recently.

This year, the show also received the prestigious "**Denver and Colorado Tourism Star Award**" from the Denver Metro Visitors and Convention Bureau. The National Western provides an economic impact of more than \$75 million to the area every January.

The final set of awards honoring the National Western Stock Show were from the International Association of Fairs and Expositions (IAFE). The IAFE recognized the National Western for "**Outstanding Single Television Interview**," "**Outstanding single Radio Interview**," "**Outstanding Special or Specific Agricultural Event for the Fairgoing Public**" and "**Outstanding**

Overall Program for Commercial Agricultural Exhibitors." As a result, National Western was deemed "**Best of Show**" against international competition in the Agricultural Awards Program.

SPECIAL UPCOMING DATES

JULY 23- Ticket order forms, livestock and horse schedules available.

SEPTEMBER 17- On-line ticket sales begin at nationalwestern.com.

SEPTEMBER 17- Phone order ticket sales begin at 1-888-551-5004.

SEPTEMBER 24- Livestock Premium Books available.

OCTOBER 1- Horse Show Premium Books available.

NOVEMBER 15- Livestock entry deadline.

DECEMBER 1- Horse Show entry deadline.

DECEMBER 1- Over-the-counter ticket sales begin.

The Western Stock Show Association



4655 Humboldt Street
Denver, Colorado 80216

PRESIDENT'S CORNER

Dear Association Member:

The National Western Stock Show, Rodeo and Horse Show is at an historic crossroads. We are approaching our 100th Anniversary and happily can look back on the past as a period of foundation building and growth. We are excited about the future and to help us guide our destiny, the Executive Committee has authorized development of a Master Plan for the National Western over the next thirty to forty years.

The Denver Coliseum was completed in 1952 and has served the National Western Rodeo very well. However, it is an aging building. When compared to other new venues in the City and County of Denver, like Coors Field, Pepsi Center, and Invesco Field at Mile High, it is fast becoming much less attractive to the visiting and purchasing public. In short, we anticipate having a more difficult time competing for the entertainment and discretionary dollar.

The National Western Complex has reached capacity in livestock and horse stalling. The growth in livestock entries and the increase in horse entries resulting from Events Center usage have put significant pressure upon indoor stalling and tie-out capacity. In fact, over the last several years the scheduling of the different breeds has become increasingly difficult and has given rise occasionally to some "anxiety" between exhibitors in the horse and livestock worlds.

One popular event, team penning, has been scheduled off-grounds at the Jefferson County Fairgrounds in 2002 for lack of stall and exhibit space.

There is no more space for additional commercial exhibitors. In fact, we have a waiting list of some 200 commercial exhibitors who would "give their left arm" to get into the National Western. We are having to turn many

interested and qualified exhibitors away because of space limitations.

With the continuing growth in attendance at the January show, space for additional parking also remains a high priority.

These are some compelling reasons why it is so important to "review the big picture" and undertake a master planning effort which builds on our past and helps to define our future in the next thirty to forty years.

With great support from Ben Houston, Jerry McMorris, Pete Coors and others on the Executive Committee we have been able to have candid and forthright discussions with the Mayor of the City of Denver, Wellington Webb, and members of Denver City Council. It is my belief that these city leaders understand the importance of the National Western and appreciate the economic impact of \$75 million which is a significant "shot in the arm" to the Denver economy every January.

However, it is also increasingly clear to me that many other constituencies and advocates in the City and County of Denver have their own list of priorities for presentation and support from the Mayor. He must leave office in two years and I am hoping that his, and Council's, past support is some indication of future support.

We will keep you posted in future newsletters.

Yours truly,



Patrick A. Grant, President/CEO
National Western Stock Show



A RECORD 58 SCHOLARSHIPS WILL BE AWARDED IN THE FALL

A record number of 58 undergraduate and graduate scholarships will be awarded by the National Western Scholarship Fund to Colorado and Wyoming schools for the upcoming 2001 fall term.

Ranging from \$1,500 to \$4,500 a year, the fund provides 28 grants at Colorado State University, 12 at the University of Wyoming, three residencies in rural family practice and two physician's assistant grants at the University of Colorado Medical School and three rural nursing scholarships to the University of Northern Colorado.

Medical and nursing recipients must agree to practice for two to four years in rural Colorado or Wyoming.

The fund also awards four undergraduate scholarships each to Laramie County Community College in Laramie, Wyo., Lamar Community College in Lamar, Colo., and Northeastern Junior College in Sterling, Colo.

Casper College in Casper, Wyo., with two undergraduate grants, is new to the scholarship program this year.

Except for medical and graduate studies, all applicants must have participated in the National Western through exhibiting, judging, volunteering, Westernaires, a sanctioned FFA or 4-H project or competed in an event for which preparation and training are required.

Applicants must apply directly to the school.

\$100,000, the Reserve Grand Champion Steer exhibited by **Bob Frerk**, Mallard, Iowa, sold to the **Colorado Rockies** for \$32,000, the Grand Champion Lamb exhibited by Amber Vaughn sold to the **Denver Metro Chamber of Commerce** for \$20,000, the Reserve Grand Champion Lamb exhibited by **Kashen Urban**, Roosevelt, Okla., sold to **Merial Animal Health** for \$14,000, the Grand Champion Hog exhibited by **William Walters**, Tampico, Ill., sold to **Colorado Business Bank** for \$20,000, the Reserve Grand Champion Hog exhibited by Chris Goss sold to **Transwest Trucking** for \$17,000, the Grand Champion Goat exhibited by **Chelsea Heersink**, Alamosa, Colo., sold to **Wagner Equipment Co.**, for \$6,000 and the Reserve Grand Champion Goat exhibited by **Derek Heersink**, Alamosa, Colo., sold to **Mike Shaw Chevrolet** for \$4,000.

The auction grossed a record \$477,650 for 93 animals.

champions each received \$1,000 scholarships.

Scoring in the Premier Exhibitor Awards was based on live and carcass placing of the animal, personal interviews and a prepared speech.

Champion and Reserve Champion Carcass Contest winners, respectively, were **Crystal Jones**, Denton, Texas, and Nathan Shivers for beef; **Kara McLemore**, Ninnekah, Okla., and **Chris Goss**, Canute, Okla., for swine; and Derick Miller and **Angela Woodruff**, Carnegie, Okla., for lambs.

Champion and Reserve Grand Champion premiums for the Carcass Contest winners were \$3,500 and \$2,500 in the beef competition and \$1,250 and \$750 for the hogs and lambs.

In the 2001 Junior Auction of Champions, the Grand Champion Steer, exhibited by **Jaclyn Harrod** of Mineral Point, Wis., sold to **Del Frisco's Double Eagle Steak House** for

\$100,000, the Reserve Grand Champion Steer exhibited by **Bob Frerk**, Mallard, Iowa, sold to the **Colorado Rockies** for \$32,000, the Grand Champion Lamb exhibited by Amber Vaughn sold to the **Denver Metro Chamber of Commerce** for \$20,000, the Reserve Grand Champion Lamb exhibited by **Kashen Urban**, Roosevelt, Okla., sold to **Merial Animal Health** for \$14,000, the Grand Champion Hog exhibited by **William Walters**, Tampico, Ill., sold to **Colorado Business Bank** for \$20,000, the Reserve Grand Champion Hog exhibited by Chris Goss sold to **Transwest Trucking** for \$17,000, the Grand Champion Goat exhibited by **Chelsea Heersink**, Alamosa, Colo., sold to **Wagner Equipment Co.**, for \$6,000 and the Reserve Grand Champion Goat exhibited by **Derek Heersink**, Alamosa, Colo., sold to **Mike Shaw Chevrolet** for \$4,000.

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NATIONAL WESTERN NOTES



RETIREMENTS ANNOUNCED

Larry "Cookie" Perry, a 42-year National Western employee and Maintenance Superintendent, retired earlier this year along with two members of his staff. Perry joined the National Western in 1959 and took charge of the maintenance department from his father, John, in 1976. Cookie has been replaced by his son, Dominic, as the position was passed on to a third generation.

Bobby Courter, who started in 1970, and **Fern Conklin**, who became a full-time employee in 1994, also retired from the maintenance department.

NEW EMPLOYEES COME ABOARD

A number of new employees have been welcomed to the National Western staff since our last newsletter was published.

Brad Ettleman was named Assistant Director of Marketing, **Robb Chiles** as Sponsorship Coordinator, **Nancy Johnston** as Education Coordinator, **Anni Bengston** as Marketing Associate and Coors Western Art Show and Sale Coordinator, **John**

Switzer as Parking Manager, **Kyle Baun** as Ticket Manager and **Ernie Fischer** in Maintenance.

Ettleman was a seasonal employee in the National Western horse division for five years before coming aboard full time. Bengston has served as a show volunteer for eight years and Johnston was a temporary assistant in the commercial exhibit office for three years.

Chiles will be working his second stock show, while Switzer and Baun are preparing for their first.

JUNIOR ANGUS SHOW HOSTED

The National Western Complex hosted the 20th annual National Junior Angus Show in July this year, marking the first time the event has been held in the West.

The largest junior cattle breed association in the world, the Angus show attracted 684 exhibitors, ages nine to 21, and 988 cattle from 35 states.

AGTOWN UPDATING WEB SITE

Agtown, the National Western's web site

provider, is currently updating and enhancing the show's nationalwestern.com site for the 2002 show. On-line sales for the 37 ticketed events, Jan. 12-27, is expected to begin Sept. 17.

Based in Greeley, Colo., Agtown was founded by fourth generation Colorado rancher **Claire Orr** and specializes in Internet services for ranchers and farmers.

DISCOUNT TICKET PACKAGES OFFERED

Discount ticket packages and special prices will be offered again in 2002 for Family and Senior Thursdays, Martin Luther King Holiday and Draft Horse Shows.

Family and Senior Thursday tickets, including grounds admission, are available for \$7 and \$10 for the two Thursday night rodeo performances at 6:30 p.m., Jan. 17 and 24, and the 10:30 a.m. rodeo on Thursday, Jan. 24. The special early Coliseum times are set to accommodate school children and seniors.

A \$26 Draft Horse Pak is good for admission to all four Draft Horse and Mule Shows

ROMAGNOLA CATTLE BREED TO DEBUT IN JANUARY

The Romagnola cattle breed, which dates back to fourth century Italy, will make its first appearance at the upcoming 96th anniversary National Western Stock Show. A total of 19 breeds will be represented at the annual "super bowl" of cattle shows.

Other breed associations conducting 2002 shows at the National Western are Angus, Braunvieh, Charolais, Chianina, Gelbvieh, Hereford, Highland, Limousin, Longhorn, Lowline, Maine-Anjou, Miniature Hereford, Red Angus, Salers, Shorthorn, Simmental, South Devon and Tarentaise.

All the breeds, except Chianina, Longhorn, Miniature Hereford, Ramagnola and Tarentaise, also will hold auction sales.

Shows and sales are again scheduled for Bison and Yak, while Elk will conduct a sale only.

PREMIUM BOOKS AVAILABLE IN SEPTEMBER

Premium books with entry forms for exhibitors at the 2002 National Western Stock Show and Horse Show, Jan. 12-27, will be off the press in September and available simultaneously on the show's web site: nationalwestern.com. Separate catalogs are printed for general livestock and horses.

Livestock premium books will be mailed after Labor Day to all 2001 exhibitors, while horse show catalogs will be mailed in September to all 1999, 2000 and 2001 exhibitors.

New exhibitors may obtain premium books by writing the National Western livestock or horse show departments at 4655 Humboldt St., Denver CO 80216, or by calling (303) 297-1166.

Premium books contain judging schedules, classes, awards, entry fees and entry forms, rules and regulations and stalling information for the upcoming show.

Entry deadlines are Nov. 15 for general livestock and Dec. 1 for horses.

WINNERS ANNOUNCED FOR 2001 PREMIER EXHIBITOR AND CARCASS CONTEST AWARDS

Winners of the annual Premier Exhibitor and Carcass Contest Awards for junior show exhibitors at the 95th National Western Stock Show in January have been announced by Livestock Show Manager **James Goodrich**.

Nathan Shivers, Bondurant, Iowa, received the Champion Premier Exhibitor award in the beef competition and **Carrie Adams**, Willis, Texas, was the Reserve Champion winner.

In the lamb division, **Amber Vaughn**, Brighton, Colo., was the Champion Premier Exhibitor and **Derick Miller**, Seagraves, Texas, was judged the Reserve Champion.

Champion Premier Exhibitor in the swine competition was **Colton Wynne**, Newcastle, Okla., and the Reserve Champion winner was **Jesse Heimer**, Taylor, Mo.

The champion exhibitors were awarded \$2,000 scholarships and the use of a Featherlite trailer for one year. The reserve

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
 2002 TICKETED EVENTS						
		1	2	3 	4	5
6	7	8	9	10	11	12 MEXICAN RODEO 7:30 PM
13 MEXICAN RODEO 4:00 PM	14 PROFESSIONAL BULL RIDERS 7:30 PM	15 PROFESSIONAL BULL RIDERS 7:30 PM	16 PROFESSIONAL BULL RIDERS 7:30 PM	17 RODEO 6:30 PM	18 RODEO 2:00 PM RODEO 7:30 PM	19 RODEO 11:00 AM RODEO 3:30 PM WILD WEST SHOW 4:00 PM RODEO 8:00 PM
20 RODEO 2:00 PM RODEO 7:30 PM WILD WEST SHOW 4:00 PM	21 FREESTYLE REINING 1:00 PM RODEO 2:00 PM GRAND PRIX 7:00 PM RODEO 7:30 PM	22 RODEO 2:00 PM RODEO 7:30 PM	23 RODEO 2:00 PM RODEO 7:30 PM DANCING HORSES 7:30 PM	24 RODEO 10:30 AM RODEO 6:30 PM DANCING HORSES 7:30 PM	25 RODEO 2:00 PM DRAFT HORSE SHOW 7:00 PM RODEO 7:30 PM	26 RODEO 11:00 AM DRAFT HORSE 1:00 PM RODEO 3:30 PM DRAFT HORSE 7:00 PM RODEO 8:00 PM
27 DRAFT HORSE SHOW 12:00 NOON RODEO FINALS 2:00 PM	28 	29	30	31		
nationalwestern.com						