



January 10-25, 2009

1. General Information

2. Press Releases

3. Livestock & Horse Shows

4. Rodeo

5. Sponsors



Contact Us

Press Room 303.297.1166

4655 Humboldt Street

Denver, CO 80216

Located on the lobby floor

Hours: 8 a.m. – 7 p.m.

Media and Public Relations Manager

Kari deCastro 303.299.5522

Email: kari@nationalwestern.com

Mobile: 720.270.4667

Rodeo Press Superintendent

Susan Kanode Extension 5712

Email: susan@cowgirlimaging.com

Mobile: 817.307.6336

Media Intern

Elizabeth LeSatz 303.299.5522

Fax 303.292.1708

Web site *NationalWestern.com*



Fact Sheet

- Background:** In its 103rd year, the National Western Stock Show, inspired by our non-profit and charitable purpose of providing educational opportunities, commits to serving producers and consumers throughout the world by being the premier Stock Show, Rodeo, Horse Show and center for year-round events. The 16-day show also serves as an entertainment arena, hosting the world's fifth richest regular season professional rodeo, largest horse show and Colorado's largest tradeshow.
- Attendance:** Overall attendance in 2008 was 673,449. The attendance record was set during the Stock Show's 100th anniversary in 2006 at 726,972.
- Exhibits:** More than 15,000 head of horses, cattle, sheep, swine, goats, llamas, alpacas, bison, yak, poultry and rabbits step foot on the grounds of the National Western Stock Show each year. The National Western Stock Show is noted for hosting the world's only carload and pen cattle show, held in the historic Denver Union Stockyards.
- Tradeshow:** More than 375 vendors fill the 100-acre show grounds with a variety of food and shopping opportunities. Commercial exhibitors offer a variety of products including fine art and jewelry, clothing, household items and agricultural products and equipment.
- Ticketed Events:** National Western hosts 42 ticketed performances in the Stadium Arena, Denver Coliseum and National Western Events Center. Among these are two Mexican Rodeo Extravaganzas, three Professional Bull Riders, 23 ProRodeos, the Martin Luther King, Jr. African-American Heritage Rodeo, the Gambler's Choice Open Jumping Stake, two Wild West Shows, the Dodge Freestyle Reining, the Grand Prix show jumping, two SuperDogs shows, two performances of An Evening of Dancing Horses® and four National Western Draft Horse and Mule Shows.
- Ticket info:** Ticket prices for reserved-seat events range from \$8 to \$100, depending on the event and seating position. Grounds admission per person 12 years old and older is: \$7 Jan. 12-16 and Jan. 20-23; \$12 Jan. 17-19; \$10 Jan. 10-11 and Jan. 24-25. Children's admissions (ages 3-11) are \$2 on weekdays and \$3 Saturday and Sunday and Martin Luther King Day. Children 2 and under are free. Tickets are available at King Soopers stores from Cheyenne to Pueblo, at Coors Field and Rockies Dugout Stores or at the National Western Ticket Office, 4655 Humboldt Street, Denver. Tickets also can be obtained by calling 1-888-551-5004, or going online at *NationalWestern.com*.
- Contact:** Kari deCastro, Media and Public Relations Manager
303.299.5522
kari@nationalwestern.com
- Web site:** For the latest information and up-to-date schedules, go to *NationalWestern.com*.



History

By Keith and Cheryl Chamberlain

If the founders of the National Western Stock Show, Rodeo and Horse Show were to attend its 100th anniversary in January (2006), they'd likely pop a few buttons with pride. The first show opened on Jan. 29, 1906, for a six-day run that attracted 336 entries. The mid-winter date, sandwiched between the busier fall and spring seasons, appealed to farm and ranch folks, while for the show's Denver boosters, the livestock hoorah was just the fix for those post-Christmas blahs. The first three shows were held under canvas. A bigtop borrowed from a circus that wintered in Denver was erected in the stockyards and grandstands, arc lights and a big coke-fired heater were installed.

The Denver Union Stock Yards Company ran a bustling year-round operation, but they made room in their pens for the Stock Show, and pen and carload cattle shows quickly became highlights of the January event. Cattle included just four breeds—Angus, Hereford, Shorthorn and Galloway. The first three would monopolize the show for six decades. In its infancy, the show was open only to entries from west of the 99th meridian, but in 1910, Stock Show brass swung the gates open to all comers and it truly became the *National Western*.

The yards were the heart of the show until the meatpacking industry began to decentralize in the 1960s. By the mid-1970s, the sprawling complex was virtually deserted. To preserve a venue for its trademark pen and carload shows, the National Western began purchasing the fence-studded acres, and now the yards come alive each January with cattle judging and auctions.

These days, the hill is the cattle show's center of gravity. In 1966, Charolais, one of the Continental breeds, busted the Angus-Hereford-Shorthorn monopoly to pave the way for other bovine breeds, 19 of which now show here. The barns roar with the sound of fans, blowers and whirring clippers as exhibitors prepare their show strings for fierce competition.

The Stock Show was born at the dawn of the automobile age, but mules and draft

horses were still providing muscle power for farms, ranches and cities and they were shown here until 1931 and 1941, respectively. A halter-and-pleasure-class horse show was added in 1907, and Society Night, a see-and-be-seen affair, was a highlight for decades, helping to make horse shows a National Western mainstay. Breed-specific shows began with Palominos in 1938 and the long-running Quarter Horse show came aboard in 1944. The 100th Stock Show will feature Quarter Horses, Paints, hunters and jumpers, draft horses and mules.

Rodeo joined the National Western in 1931, when about 100 cowboys competed in saddle and bareback bronc riding, calf roping, steer wrestling and bull riding, risking their necks for as little as \$35. Entries grew during the Depression, and in 1939 the rodeo joined a five-city western circuit. By 1955, 350 cowboys were starting their annual prize-money quest at the National Western and in 2006, more than 700 cowboys and cowgirls will make the pilgrimage to the Mile High City to compete in those original five events, plus team roping and barrel racing.

From 1931 to 1951, rodeos and horse shows shared performances in the Stadium Arena as the entertainment whipsawed between wild and woolly rodeo events and sedate horse show classes. The union worked, and tickets to the horse show-rodeo combo were notoriously hard to come by. That problem was solved when Denver taxpayers, area businesses, Stock Show boosters and livestock interests teamed up to build the Denver Coliseum, which hosted its first National Western in 1952. The rodeos and horse shows moved into their new home and cattle shows took over the Stadium Arena. The Events Center opened in 1995 to usher in today's arrangement: horse shows in the Events Center, rodeo in the Coliseum and livestock shows in the Stadium Arena.

Back in 1906, students from the Colorado Agricultural and Mining College in Fort Collins, Colo., now Colorado State University, brought a string of show cattle, hogs and lambs to Denver and cleaned up in the judging. For their domination, they were barred from competition the next year. They came anyway and over the next few years were joined by students from Kans., Neb., and Ill. as college and university exhibitors became regulars. In 1919, the National Western created its first youth divisions. Entries swelled during the Depression as 4-H Boys and Girls Clubs began showing steers, lambs and hogs in increasing numbers. The popular 4-H Catch-A-Calf contest was added in 1935, and it was a boys-only affair until 1974 when girls joined the fray.

Today, hundreds of youngsters from 9 to 19 enter lambs, goats, hogs and steers in

the junior livestock show. The show reaches its dramatic climax at the Auction of Junior Livestock Champions, a televised auction where bidding for grand and reserve champions soars into the stratosphere.

Contestants take home 75 percent of the proceeds from their critters, and a champion animal can pay for a college education. The remainder goes to the National Western Scholarship Trust, along with money from the Citizen of the West Award dinner, the Coors Western Art Exhibit and Sale, the Boots and Business luncheon and individual memorials and contributions to fund scholarships for agriculture and medical students bound for rural practice. Launched in 1983 with three \$1,000 scholarships, the program has grown to 61 scholarships totaling nearly \$200,000 annually.

The colorful variety of animals exhibited at the Stock Show today might raise an eyebrow among its founders. Lambs, hogs and poultry, they would expect. But llamas and yaks? As the National Western's reputation has grown, exhibitors eager to get their species in the spotlight have come aclamoring. Bison, alpacas and Angora rabbits have all found places at the show for judging, genetic improvement and unrivaled media coverage.

New facilities have been key to the National Western's growth. In 1909 the show moved indoors to the newly constructed National Amphitheater. Forty-three years passed before the Coliseum was built, followed by another 21 without major additions. Three big building projects, the Hall of Education (1973), Expo Hall (1991), and Events Center (1995), brought the National Western Complex to its current size. The Expo Hall and Hall of Education house children's exhibits, the Coors Western Art Gallery and the trade show, which features 360 commercial exhibitors who offer a dazzling array of goods ranging from ranch equipment to kitchen gadgets. The Events Center hosts seven multi-day equine events during the January extravaganza.

There are reasons aplenty for celebration as the National Western rounds out its first century. During its 16-day run, more than 600,000 folks will attend and 12,000-plus critters—from bunnies to bison and Leghorns to Longhorns—will face the scrutiny of judges. The show will offer more than 40 ticketed rodeos, horse shows and other entertainments. More than 40,000 people will admire fine art at the Coors Western Art Exhibit & Sale and 20,000 wide-eyed school kids will come on field trips. All of which would amaze and gratify those visionaries who launched the affair a century ago.



What's New!

Western Heritage Week

January 19-25, Stockyards

An all new Western Heritage Week will take place in the Stockyards the second week of the National Western. Activities range from a Celebrity Chuck Wagon Cook-off to an All-Breeds Bull Sale and our first annual Stock Dog Sale.

Ames Activity Pavilion

January 10-25, Ames Activity Pavilion

Open daily from 10 a.m. to 4 p.m., the new Ames Activity Pavilion will host events for the whole family to enjoy. Activities include stick horse rodeos, pedal tractor races, backstage with a rodeo clown, horseshoe pitching and dummy roping contests.

American Quarter Horse Association Ranch Horse World Championship Show

January 16-17 at 7a.m., Denver Coliseum

Returning for the second year, watch the top ranch horses in the world compete for the title of world champion. More than 30 working Quarter Horses compete in ranch trail, working ranch horse, ranch cutting, ranch riding and confirmation January 14 and 15 in the Coliseum. And, don't miss the world championship finals January 15 at 6 p.m. in the Events Center.

Team Mutton Bustin' 101

January 13 and 15, Stadium Arena

A spin-off from last year's event, Team Mutton Bustin' 101 is new and improved. It will pit sheep-clinging kids in head to head, team competition, all vying for a chance to perform at a ProRodeo. Don't miss three performances, Jan. 13 at 6:30 p.m. and Jan. 15 at 4 p.m. and 6:30 p.m.

Feed the Animals displays

January 10-25, Expo Hall Level 3

National Western visitors are invited to feed special displays of baby animals in Children's Ranchland each day. Feeding times are 10 a.m., 1 p.m., 4 p.m., and 7 p.m. daily. A limited number of spaces are available; check posted schedules when you arrive at the Complex. This activity is free with your paid grounds admission.

CSU Ag Adventure

January 10-25; Expo Hall Level 3

Take part in Colorado State University's Ag Adventure to learn about Colorado's Agriculture located in Children's Ranchland. Stations include; crop production, livestock production, animal husbandry, farm to plate and land stewardship. Open daily, 9 a.m. to 8 p.m., Sunday - Thursday and 9 a.m. to 9 p.m., Friday and Saturday.



Around Town

ProRodeo Qualifier – Jan. 6, 9 a.m., Jefferson County Fairgrounds

Unseeded contestants from the steer wrestling event in the ProRodeo must qualify through slack. Team Tie-down roping and team roping qualifications take place Jan. 7 at 8 a.m., and 4 p.m., consecutively, in the Denver Coliseum.

Team Penning – Jan. 10-11, 8 a.m., Jefferson County Fairgrounds

Qualifiers for the team penning competition take place at the Jefferson County Fairgrounds, moving to the Denver Coliseum Jan. 12-13. Finals will take place at the Coliseum during the Professional Bull Riding events on Jan. 12 and 13.

International Livestock Congress-USA – Jan. 13, Renaissance Denver Hotel

Hosted in partnership with the International Stockmen's Educational Foundation and the National Cattleman's Foundation, the International Livestock Congress-USA brings international leaders from all segments of the beef industry together for education, networking and information sharing.

National Western Barbecue Lunch – Jan. 13, 11:30 a.m., Wells Fargo Atrium, 17th St. & Broadway

Great barbecue, live music and a western fashion show make this event one you won't want to miss. This event benefits the 4-H International Foreign Youth Exchange program. Tickets are \$8 and can be purchased at the door.

Downtown Denver Stock Show Parade – Jan. 13, 12 noon, 17th Street

The Downtown Parade Begins at Union Station and marches 15 blocks down 17th Street. An annual tradition, the parade is the original kick-off for the National Western Stock Show. See Grand Marshal Baxter Black, a Longhorn cattle drive, horseback riders, drill teams, marching bands and more during this year's parade.

Citizen of the West Dinner – Jan. 14, 5:30 p.m.

Hyatt Regency Denver at the Colorado Convention Center

Brothers Richard L. Robinson and Edward A. Robinson receive National Western's award for individuals who embody the spirit and determination of the western pioneer. Proceeds from the dinner go to the National Western Scholarship Trust.

Collegiate Wool Judging Contest – Jan. 16, 9 a.m., Adams County Fairgrounds

College-aged contestants compete for the National Western's elite championship. Wool judging includes fleece grading and placing.

Grand Champion Steer at the Brown Palace – Jan. 23, 11 a.m., Brown Palace Hotel

A time-honored tradition, the grand champion junior market steer makes a visit to one of downtown's exclusive hotels.



Schedule of Events

Saturday, January 10

7 a.m.	Western National 4-H Horse Judging Contest - SA
7 a.m.	Quarter Horse English Performance Classes - EC
8 a.m.	4-H/FFA Livestock Judging Contest - C
8 a.m.	4-H/FFA Meats Judging Contest - CSU, Ft. Collins, CO
8 a.m.	Team Penning - Jefferson County Fairgrounds
9 a.m.	Colorado Fiddle Championships - BPAA
9 a.m.	Sheep Shearing Contest, Junior, Intermediate and Open - SH1
9 a.m.	Gelbvieh Bull Futurity - SYA
11 a.m.	Antique Tractor Exhibition - SA
11 a.m.	Junior Poultry Showmanship - SH1
12 noon	Quarter Horse Halter Classes – EC
1 p.m.	Poultry Judging - SH1
2 p.m.	(T) ProRodeo – C
4 p.m.	Catch-A-Calf Show, Photo Session & Final Awards - SA
4:30 p.m.	Mile High Select Quarter and Paint Horse Sale Preview - ECP
5 p.m.	Mile High Select Quarter and Paint Horse Sale - EC
7:30 p.m.	(T) Mexican Rodeo Extravaganza - C

Sunday, January 11

7 a.m.	Quarter Horse Western Performance Classes - EC
8 a.m.	Fellowship of Christian Cowboys Service - BPAA
8 a.m.	Team Penning - Jefferson County Fairgrounds
9 a.m.	Gelbvieh & Balancer Pen of Bulls Show - SYA
9 a.m.	National South Devon Show - SA
9 a.m.	Poultry Judging - SH1
10 a.m.	Mass – C
11 a.m.	Colorado Fiddle Championships - BPAA
12:30 p.m.	Dancing With Dogs – AP
1 p.m.	Limousin Junior Heifer Show - SA
2 p.m.	(T) \$15,000 Dodge Invitational Freestyle Reining - EC
2 p.m.	National Gelbvieh Junior Heifer Show – SA
2:30 p.m.	(T) Mexican Rodeo Extravaganza - C
3 p.m.	Limousin Sale Cattle Parade – SA
6 p.m.	Dog Pull - SA
7 p.m.	(T) ProRodeo - C
7 p.m.	National Gelbvieh Sale - BPAA

Monday, January 12

7 a.m.	National Western AQHA Versatility Ranch Horse Classic - Jefferson County Fairgrounds
8 a.m.	National Gelbvieh & Balancer Show - SA
8 a.m.	Red Angus Junior Breeding Heifer Show followed by Red Angus Open Show - SA

Legend:

BPAA – Beef Palace Auction Arena
 C– Denver Coliseum
 EC– Events Center

ECP– Events Center Paddock
 LCAA – Livestock Center Auction Arena
 SH1 – Stadium Hall (Level 1)

SYA – Stockyards Arena
 (T) – Ticketed Event

8 a.m. Team Penning - C
 9 a.m. Braunvieh Show - SYA
 12 noon Paint Horse Roping, Reining and Western Riding Classes - EC
 1 p.m. National South Devon Sale - BPAA
 2 p.m. Red Angus Junior Stock Growers Activities – BPAA
 5 p.m. Red Angus Mile High Classic Sale - LCAA
 6 p.m. Limousin Sale - BPAA
 7:30 p.m. (T) Professional Bull Riders Denver Chute-Out - C

Tuesday, January 13

7 a.m. Paint Horse Trail and Halter Classes - EC
 8 a.m. International Livestock Congress-USA - Renaissance Hotel Denver
 8 a.m. National Limousin MOE & Lim-Flex Show - SA
 8 a.m. Piedmontese Pen Show - Stockyards - TBA
 8 a.m. National Red Angus Pen of Bulls/Females Show - LCAA
 8 a.m. Team Penning - C
 11:30 a.m. National Western 'Dress Western' Barbecue Lunch - Wells Fargo Atrium at 17th Street and Broadway
 12 noon Downtown Denver Stock Show Parade - 17th Street
 12:30 p.m. National Lowline Sale – LCAA
 1 p.m. Angus Junior Breeding Heifer Show – SA
 6:30 p.m. Team Mutton Bustin' 101 - SA
 7:30 p.m. (T) Professional Bull Riders Denver Chute-Out - C

Wednesday, January 14

7 a.m. AQHA Ranch Horse World Championship Show - Amateur Ranch Cutting, Amateur and Open Ranch Trail, Amateur and Open Ranch Riding - C
 7 a.m. Paint Horse Performance and Jumping Classes - EC
 8 a.m. American Lowline Pen Show - SYA
 8 a.m. Boer Goat Show - SH1
 8 a.m. Limousin & Lim-Flex Pen and Carload Bull and Female Show - Followed by Lim-Flex Heifer Sale - LCAA
 8 a.m. National Angus ROV Female Show - SA
 10 a.m. Lowline Junior Showmanship followed by American Lowline Percentage Show – SYA
 2 p.m. Hereford Junior Breeding Heifer Show – SA
 5 p.m. Junior Market Goat Showmanship - SH1
 6 p.m. Dog Agility Games - SA
 7:30 p.m. (T) Professional Bull Riders Denver Chute-Out Finals - C

Thursday, January 15

7 a.m. AQHA Ranch Horse World Championship Show - Amateur Working Ranch Horse and Conformation Phases followed by Amateur World Championship Awards Ceremony and Open Conformation - C
 8 a.m. Fullblood Lowline Show - SYA
 8:30 a.m. Angus Sale Bull Show - SA
 9 a.m. Hereford Pen of Heifers Show - LCAA
 9 a.m. Junior Market Goat Show - SH1
 11 a.m. Hereford Carload and Pen Bull Show – LCAA
 1 p.m. Denver National Maine-Anjou/MaineTainer Sale Bull Evaluation - SYA
 2 p.m. Angus Bull Sale - BPAA
 2 p.m. Junior Market Goat Championship Selection - SH1
 4 p.m. Team Mutton Bustin' 101 – SA
 6 p.m. AQHA Ranch Horse World Championship Show - Open Ranch Cutting and Working Ranch Horse Phases followed by Open World Championship Awards Ceremony - EC
 6 p.m. Red Meat Club Dinner - By Invitation Only – NWC

Legend:

BPAA – Beef Palace Auction Arena
 C– Denver Coliseum
 EC– Events Center

ECP– Events Center Paddock
 LCAA – Livestock Center Auction Arena
 SH1 – Stadium Hall (Level 1)

SYA – Stockyards Arena
 (T) – Ticketed Event

6:30 p.m. Team Mutton Bustin' 101 - SA
7 p.m. (T) ProRodeo - C

Friday, January 16

7 a.m. Hunter/Jumper Classes - EC
7:30 a.m. Collegiate Livestock Judging Contest - C
8 a.m. National Angus ROV Bull Show - SA
8 a.m. National Hereford Female Show - SA
9 a.m. Collegiate Wool Judging Contest - Adams County Fairgrounds
10 a.m. Denver National Maine-Anjou Pen of Heifers Show Followed by Pen of Bulls Show – SYA
12 noon Colorado Angus Association Foundation Female Sale – LCAA
2 p.m. (T) ProRodeo - C
4 p.m. Alpaca Show, Halter - SA
4 p.m. Llama Show (Performance) - SA
6 p.m. National Hereford Sale - BPAA
7:30 p.m. (T) \$10,000 National Western Gambler's Choice Open Jumper Stake - EC
7:30 p.m. (T) ProRodeo - C

Saturday, January 17

7 a.m. Hunter/Jumper Classes - EC
7:30 a.m. Collegiate Carload Judging Contest - SYA
8:30 a.m. Angus Carload/Pen Bull Show - LCAA
8:30 a.m. National Hereford Bull Show - SA
10 a.m. Free Workshops on Solar and Wind Power for the Farm and Ranch - BPAA
11 a.m. (T) ProRodeo - C
11 a.m. Shorthorn Pen of Bulls Show – SYA
1 p.m. National Charolais Pen of Bulls/Females Show - SYA
1 p.m. National Sales Futurity Bull Show - SA
2 p.m. Free Workshops on Solar and Wind Power for the Farm and Ranch – BPAA
3 p.m. Alpaca Show, Performance - SA
3 p.m. Llama Show (Halter & Groups) – SA
3:30 p.m. (T) ProRodeo - C
4 p.m. Denver National Maine-Anjou Bull Sale - LCAA
5 p.m. (T) Wild West Show - EC
6 p.m. An Evening with a Llama/Alpaca – SA
7:30 p.m. Jumper Classes - with \$5,000 Top of the Rockies Open Jumper Stake - EC
8 p.m. (T) ProRodeo - C

Sunday, January 18

7 a.m. Hunter Classes - EC
8 a.m. Simmental Pen of Bulls Show - SYA
8:30 a.m. Denver National Junior MaineTainer Breeding Heifer Show followed by Open MaineTainer, Junior
Maine-Anjou Breeding Heifers and Open Maine-Anjou Shows (in that order) - SA
9 a.m. Chianina/Chiangus/Chimaine Pen of Bulls Show - LCAA
11 a.m. Chianina/Chiangus Sale Cattle Evaluation - LCAA
11 a.m. Fellowship of Christian Cowboys Service/National Western Founders Memorial Service - C
11 a.m. Shorthorn Sale Cattle Parade – SA
12 noon Shorthorn Sale - BPAA
12:30 p.m. American Chianina Association Peak of Performance & Style Sale – LCAA
12:30 p.m. Wild West Show Preview – AP
1:30 p.m. Sales Pen Show - SYA
2 p.m. (T) ProRodeo - C
2:30 p.m. Charolais Sale - BPAA

Legend:

BPAA – Beef Palace Auction Arena
C– Denver Coliseum
EC– Events Center

ECP– Events Center Paddock
LCAA – Livestock Center Auction Arena
SH1 – Stadium Hall (Level 1)

SYA – Stockyards Arena
(T) – Ticketed Event

2:30 p.m. Shorthorn Junior Heifer and Junior ShorthornPlus Heifer Show
followed by Shorthorn PACE Bull Show - SA
4 p.m. (T) Wild West Show - EC
4 p.m. Denver National Maine-Anjou Sale Preview - SA
4:30 p.m. Salers Sale - LCAA
6:30 p.m. (T) ProRodeo - C
6:30 p.m. Denver National Maine-Anjou Sale - BPAA
6:30 p.m. Jumper Classes - EC

Monday, January 19

8 a.m. Hunter Classes - EC
8 a.m. National ROE Charolais Show - SA
8 a.m. Salers Junior Breeding Heifer Show/Salers Open Show - SA
9 a.m. Simmental Pen of Heifers Show - SYA
1 p.m. (T) Super Dogs - EC
1 p.m. Shorthorn PACE Female Show followed by Open ShorthornPlus Show - SA
2 p.m. (T) ProRodeo - C
2 p.m. American Galloway Show - SYA
4 p.m. Simmental Sale - LCAA
6 p.m. (T) Martin Luther King African-American Heritage Rodeo of Champions - C
6 p.m. Junior Market Swine Showmanship - SH1
7 p.m. (T) \$40,000 Jack Daniel's Grand Prix - EC

Tuesday, January 20

7 a.m. USEF Open Performance Classes - EC
8 a.m. Pens of Three and Five Prospect Calves Show – SYA
8 a.m. Simmental Junior Breeding Heifer Show followed by Simmental Bull Show - SA
9 a.m. Junior Market Swine Show - SH1
2 p.m. (T) ProRodeo – C
2 p.m. SuperDog Meet & Greet – AP
4 p.m. Pens of Three and Five Prospect Calves Sale - LCAA
6:30 p.m. (T) Super Dogs - EC
7 p.m. Junior Market Swine Championship Selection - SA
7:30 p.m. (T) ProRodeo - C

Wednesday, January 21

7 a.m. USEF Open Performance Classes - EC
8 a.m. Simmental Female Show - SA
9:30 a.m. National Western Commercial Heifer Show followed by CCA Producers' Show – LCAA
1 p.m. Andis Cattle Grooming Demonstration - BPAA
2 p.m. (T) ProRodeo - C
2 p.m. Bellringer Commercial Heifer Sale - LCAA
2:30 p.m. American Junior Highland Cattle Association Activities – BPAA
4:30 p.m. National Western All-Breed “Western Heritage” Bull Sale - LCAA
5 p.m. Dog Fly Ball Games - SA
6 p.m. Junior Market Lamb Showmanship - SH1
7:30 p.m. (T) An Evening of Dancing Horses - EC
7:30 p.m. (T) ProRodeo - C

Thursday, January 22

8 a.m. Draft Horse Halter and Performance Classes - EC
9 a.m. Stock Dog Sale Preview - Stockyards

Legend:

BPAA – Beef Palace Auction Arena
C– Denver Coliseum
EC– Events Center

ECP– Events Center Paddock
LCAA – Livestock Center Auction Arena
SH1 – Stadium Hall (Level 1)

SYA – Stockyards Arena
(T) – Ticketed Event

9 a.m. Junior Market Lamb Show - SH1
 10 a.m. Junior Market Beef Show - SA
 10:30 a.m. (T) ProRodeo - C
 11:30 a.m. Chuck Wagon Celebrity Beef Cook-Off – Stockyards
 1 p.m. Stock Dog Sale - LCAA
 2 p.m. American Junior Highland Association Junior Challenge - BPAA
 2 p.m. Yak Halter Show - SYA
 4 p.m. Junior Market Beef Championship Selection - SA
 5 p.m. Junior Market Lamb Championship Selection - SA
 6 p.m. Highland Junior Breeding Heifer Show followed by Highland Market Steer and Prospect Calves Show - SA
 7 p.m. (T) ProRodeo - C
 7:30 p.m. (T) An Evening of Dancing Horses - EC

Friday, January 23

8 a.m. Draft Horse and Mule, Halter and Performance Classes - EC
 8 a.m. National Bison Judging - Stockyards
 8 a.m. Stock Dog Trials (Cattle Preliminaries) - Stockyards
 8:30 a.m. Miniature Hereford World Show - SA
 8:30 a.m. National Highland Show - SA
 10 a.m. Texas Longhorn Show (Unaltered) – SYA
 11 a.m. Draft Horse & Mule Performance Classes – EC
 2 p.m. (T) ProRodeo - C
 2 p.m. Yak Pen Show - Stockyards
 5 p.m. Sheep Lead Competition - SH1
 6 p.m. Dog Agility Games - SA
 6:30 p.m. Auction of Junior Livestock Champions - BPAA
 7 p.m. (T) National Western Draft Horse and Mule Show - EC
 7:30 p.m. (T) ProRodeo - C

Saturday, January 24

7 a.m. Open Prospect Heifer Show followed by Open Prospect Steer Show - SA
 8 a.m. Draft Horse & Mule Performance Classes - EC
 8 a.m. Junior Ewe Lamb Showmanship (Wool breeds) - SH1
 8:30 a.m. Breeding Sheep Shows (Wool Breeds) - SH1
 8:30 a.m. Texas Longhorn Youth Halter Show - SYA
 10 a.m. National Highland Sale - BPAA
 10 a.m. Stock Dog Trials (Cattle Finals) - Stockyards
 10 a.m. Texas Longhorn Show (Haltered) – SYA
 11 a.m. (T) ProRodeo - C
 11 a.m. National Gold Trophy Bison Sale - LCAA
 1 p.m. (T) National Western Draft Horse and Mule Show - EC
 2 p.m. Miniature Hereford World Sale - BPAA
 3 p.m. Stock Dog Trials (Intermediate Sheep) – SA
 3:30 p.m. (T) ProRodeo - C
 7 p.m. (T) National Western Draft Horse and Mule Show - EC
 8 p.m. (T) ProRodeo - C

Sunday, January 25

8 a.m. Draft Horse & Mule Performance Classes - EC
 8 a.m. Junior Ewe Lamb Showmanship (Meat Breeds) - SH1
 8:30 a.m. Breeding Sheep Shows (Meat Breeds) - SH1
 9 a.m. Stock Dog Trials (Open Sheep) - SA

Legend:

BPAA – Beef Palace Auction Arena
 C– Denver Coliseum
 EC– Events Center

ECP– Events Center Paddock
 LCAA – Livestock Center Auction Arena
 SH1 – Stadium Hall (Level 1)

SYA – Stockyards Arena
 (T) – Ticketed Event

10 a.m. Free Workshops on Solar and Wind Power for the Farm and Ranch - BPAA
11 a.m. Fellowship of Christian Cowboys Service - C
12 noon (T) National Western Draft Horse and Mule Show - EC
2 p.m. (T) ProRodeo - Rodeo Finals - C
2 p.m. Stock Dog Trials (Open Sheep Finals) – SA
3 p.m. National Western Mule Trail Challenge - EC
6 p.m. Tradeshow closes - Coliseum, Events Center, Expo Hall (Levels 2 and 3), Hall of Education, Stadium
Arena, Stadium Hall

Legend:

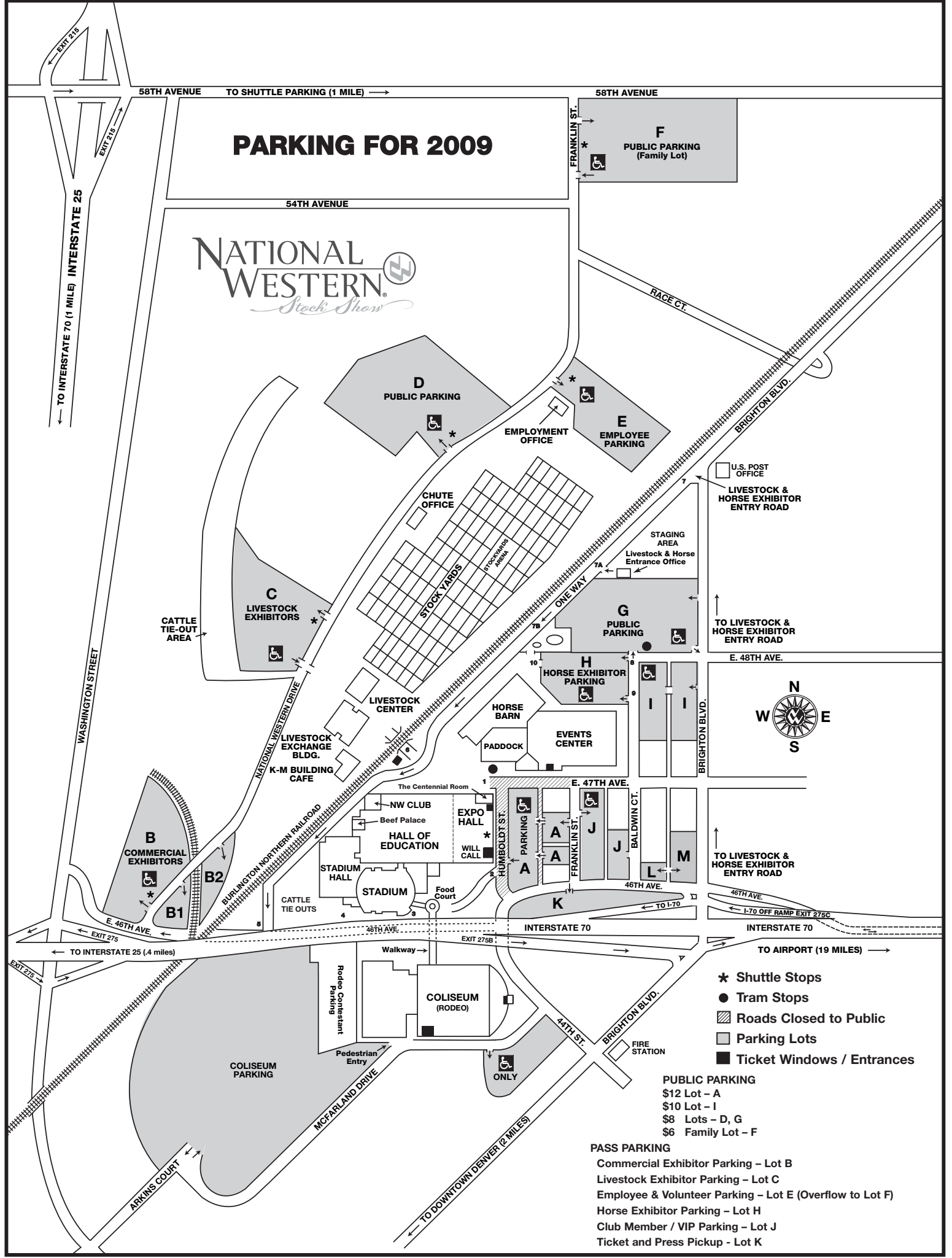
BPAA – Beef Palace Auction Arena
C– Denver Coliseum
EC– Events Center

ECP– Events Center Paddock
LCAA – Livestock Center Auction Arena
SH1 – Stadium Hall (Level 1)

SYA – Stockyards Arena
(T) – Ticketed Event

PARKING FOR 2009

NATIONAL WESTERN
Stock Show



- ★ Shuttle Stops
- Tram Stops
- ▨ Roads Closed to Public
- ▭ Parking Lots
- Ticket Windows / Entrances

PUBLIC PARKING
 \$12 Lot - A
 \$10 Lot - I
 \$8 Lots - D, G
 \$6 Family Lot - F

PASS PARKING
 Commercial Exhibitor Parking - Lot B
 Livestock Exhibitor Parking - Lot C
 Employee & Volunteer Parking - Lot E (Overflow to Lot F)
 Horse Exhibitor Parking - Lot H
 Club Member / VIP Parking - Lot J
 Ticket and Press Pickup - Lot K

News from the NATIONAL WESTERN® *Stock Show*



For Immediate Release: December 20, 2008
Contact: Kari deCastro - 303.299.5522

National Western has fun for all ages

*Children's Ranchland,
Pony Trails and the
Petting Farm are open
daily from 9 a.m. to 8 p.m.
Sun.-Thur. and 9 a.m. to
9 p.m. Fri. and Sat.*

*The Ames Activity
Pavilion is open daily
from 9 a.m. to 6 p.m., and
is located on the south
side of the Expo Hall.*

*Frontier Airlines Mutton
Bustin' will be held during
18 Mexican Rodeo and
ProRodeo performances.*

*Three performances of
Team Mutton Bustin' 101
will take place in the
Stadium Arena, Jan. 13 at
6:30 p.m. and Jan. 15 at
4 p.m. and 6:30 p.m.*

*Grounds admissions for
children ages 3 to 11 are
\$2 on weekdays and \$3 on
Saturdays, Sundays and
Martin Luther King Day.*

DENVER – Parents concerned about entertaining their children during the National Western Stock Show need not worry. The 2009 National Western offers many activities for Stock Show-bound children.

The entire third floor of the Expo Hall at the National Western Complex is dedicated to entertaining and educating children. The area also features rabbit and poultry displays, as well as Feed the Animals displays, which offer visitors the opportunity to feed baby animals at specific times during the day.

Also located on the third floor, Children's Ranchland offers numerous interactive displays of animals and agricultural facts to bring a balanced agricultural message to the participants.

The Stock Show's Ames Activity Pavilion features stick horse rodeos, kid's tractor pulls, horseshoe pitching, dummy roping contests and much more. The area is open from 10 a.m. to 4 p.m. for children's activities throughout the run of the show. Be sure to check the website for the most up-to-date Activity Pavilion schedules.

Pony Trails is an interactive area with access to the entire paddock in the Events Center. From basic information on caring for a horse to specific pieces of tack and how they're used to picture boards and saddles to climb on, Pony Trails gives you an idea of what it takes to own a horse.

Frontier Airlines Mutton Bustin' will be a featured event during 18 Mexican Rodeo Extravaganza and ProRodeo performances. While the new and improved Team Mutton Bustin' 101 will feature three performances in the historic Stadium Arena on Jan. 13 at 6:30 p.m. and Jan. 15 at 4 p.m. and 6:30 p.m.

For more information, contact the National Western Office at (303) 297-1166 or log on to our web site at NationalWestern.com

-NWSS-

News from the NATIONAL WESTERN[®] *Stock Show*



For Immediate Release: January 7, 2009
Contact: Kari deCastro - 303.299.5522

National Western Livestock Welfare Statement

The National Western Animal Care and Use Committee continuously reviews all livestock welfare policies and procedures. As a part of the process a new ground rule was submitted and approved by the PRCA and is in force at this year's rodeo:

“Hot shots will not be allowed to be used in the Denver Coliseum at anytime by anyone. The only exception would be if necessary for the safety of an individual or an animal.”

One electric prod will be on site for any situation deemed as necessary. To be used, a stock contractor, National Western representative and a PRCA judge must give approval.

The National Western Stock Show strives to be a constant leader in animal welfare.

-NWSS-

News from the NATIONAL WESTERN[®] *Stock Show*



For Immediate Release: December 20, 2008
Contact: Kari deCastro - 303.299.5522

Baxter Black named parade Grand Marshal

DENVER – Legendary cowboy poet Baxter Black serves as Grand Marshal of the 2009 Downtown Denver Stock Show Parade Jan. 13 at 12 noon.

And, the National Western Stock Show brings the click of hooves and creak of wagon wheels down 17th Street nearly a century after Longhorn cattle were common place on Market and Larimer Streets. Direct descendants of these bovines lead this year's parade.

The parade starts at Union Station and marches 15 blocks down 17th Street. The National Western's downtown kick-off event, the parade offers an exciting opportunity to experience a sampling of Stock Show activities and events, including bands, floats and performing cowgirls and cowboys.

Don't miss out on the Stock Show Barbecue held in conjunction with the Downtown Parade. Beginning at 11:30 a.m. in the atrium of the Wells Fargo Building at 17th Street & Broadway, visitors can listen to western music and catch a VIP western fashion show, all while eating some of the West's best barbecue. The Barbecue is open to the public and benefits the 4-H International Youth group; meal tickets are \$8.

For more information, please contact the National Western Stock Show at 303-297-1166 or log onto our website at www.NationalWestern.com.

News from the NATIONAL WESTERN[®] *Stock Show*

For Immediate Release: October 9, 2008

Contact: Colette Ratcliff - 303.777.5662

www.theisef.com



International Livestock Congress-USA 2009, Global Beef –*Meating* the Demand

DENVER – The 2009 International Livestock Congress-USA will be held January 13 in Denver, Colorado.

Beef producers, packers, retailers, students and other industry leaders will hear first-hand how the world’s largest retailers are meeting the protein demands of their consumers and, in turn, what those retailers are demanding of the suppliers of protein.

“Producers today need to know how to produce for the global market,” said Clint Peck, program committee co-chairman. Peck also serves as a director of Montana Beef Quality Assurance, Montana State University.

Dr. Lowell Catlett, world-renowned futurist will set the stage with his presentation on the **Globalization of the Beef Business**. This will be followed by a panel discussion, **Global Beef Market Drivers**, with speakers representing the largest food retailers in the USA - COSTCO, H-E-B, UK - Asda, Europe - TESCO or Carrefour and Mexico - Organizacion Soriana who will outline supply, demand and marketing strategies used to reach their customers.

Additional sessions will address critical issues facing today’s livestock industry, including: **Complying with COOL**, Dr. Craig Morris, Deputy Administrator Livestock and Seed, USDA Agricultural Marketing Service; **New Generation Growth Technologies – Where Do They Fit?** Moderated by Dr. Daryl Tatum, Professor of Animal Science, Colorado State University; **Places, to Save; Places to Spend at the Ranch**, Dr. John Paterson, Extension Beef Specialist, Montana State University, and **The State of Global Trade**, Dr. Chuck Lambert, Deputy Under Secretary for Marketing and Regulatory Programs, USDA. The program will conclude with **Wrapping It All Together**, Dr. Tom Field, Executive Director, Producer Education, National Cattlemen’s Beef Association and Dr. John Paterson.

ILC-USA 2009 Continued:

“Regulations, opportunities, fuel and finances are even larger challenges for livestock producers in today's global economy” said Van Ricketts, DVM, director of Sure Health and Corporate Accounts, Merial. “ Each of these presenters are recognized industry experts who can and will provide participants with valuable and useful 'hands on' information that is needed to succeed in today's business climate, ” continued Ricketts.

Two optional Pre-Congress tours are offered on Monday, January 12, 2009. Tour 1 will visit a packing plant and either an ethanol plant or a feedlot. Tour 2 will visit a major retail case-ready processing plant and new product demonstration at National Cattlemen’s Beef Association headquarters.

The ILC-USA 2009 will be held at the Renaissance Denver Hotel, 3801 Quebec Street, 303-399-7500. A special room rate of \$87 has been secured for conference attendees who specify ILC-USA. The cost of registration is \$165 through December 12, and \$195 thereafter. Students may attend for \$100. Registration includes the conference, grounds admission to the National Western, and all January 13 activities, including a beef tasting experience. For schedule and registration information, visit www.theisef.com or call 303-777-5662.

The International Livestock Congress is produced and sponsored in part by the National Cattlemen’s Foundation (NCF), the National Western Stock Show (NWSS) and the International Stockmen’s Educational Foundation (ISEF).

Another element of the ILC-USA is the Student Travel Fellowship Program, presented by the ISEF. The fellowship program allows 12 students from around the world to take part in the ILC-USA and a career workshop concentrating on their futures in the industry. The ISEF focuses on cultivating and encouraging future thought leaders of the industry by providing an interactive real-world environment and experience to senior or graduate-level students from universities around the world through the fellowship program.

Celebrating its 35th anniversary, the National Cattlemen's Foundation advances the future of the beef industry with passion and urgency. The Foundation's mission is accomplished by educating people of all ages and interests about the beef industry. Scholarship opportunities are offered by the Foundation to inspire young people to pursue careers in agriculture. The Foundation also provides funding for research to ensure safe, healthy and economical beef products. In the event of disaster, the Foundation provides emergency support to producers in crisis.

Established in 1906, the National Western Stock Show is recognized as the premier livestock show in the United States and has attracted more than 3000 international visitors from 44 countries in the past seven years. The National Western International Agribusiness Center was formed in 1981 to address the growing international interest in the show.

The International Stockmen’s Educational Foundation (ISEF) was created in 1986 as a 501 © (3) corporation/foundation. The ISEF works to partner with established livestock events or organizations in furthering its mission to build global beef networks and focus on the emerging issues and challenges facing the beef industry from an international perspective. These networks are developed with ISEF support and endorsement of International Livestock Congress (ILC) events.

News from the

NATIONAL

WESTERN



Stock Show

For Immediate Release: December 20, 2008

Contact: Kari deCastro - 303.299.5522

Robinson Brothers Named 2009 Citizens of the West

The Citizen of the West, selected by a committee of community leaders, is an honor bestowed yearly upon individuals who embody the spirit and determination of the western pioneer and are committed to perpetuating the West's agricultural heritage and ideals. The National Western Stock Show recognizes, Richard L. Robinson and Edward A. Robinson as the 2009 Citizens of the West.

"Dick and Eddie epitomize what is great about the west; they are open, friendly and giving. They are proud of their Colorado heritage and have worked hard to make the region a better place for us all," said Bob Malone, chairman and CEO Steele Street State Bank.

The parallel lives of these two outstanding men made it important to choose both for this honor. Dick and Eddie are fourth-generation natives of Denver; their great-grandfather, Lewis Robinson, settled in Lakewood, Colo., in 1885. Dick was born in 1929, followed two-and-one-half years later in 1932 by his brother, Eddie. Both graduated from East High School, and attended Colorado A&M, now known as Colorado State University. Dick earned a Bachelor of Science degree in animal husbandry, and Eddie earned a Bachelor of Science degree in agriculture.

Both men served in the U.S. Army with overseas duty. First Lieutenant Eddie Robinson received an honorable discharge in 1962. Retired Major Dick Robinson, currently U.S. Army Reserve, received the Silver Star, Bronze Star and Purple Heart awards during his tour of duty.

Robinson Dairy was established in 1885 by their Great Grandfather. Dick and Eddie joined the family business in 1954 and 1956 where they spent their entire working careers. Being active in community and charitable organizations was a mutual passion. They not only joined, but also chaired and tirelessly served many of Denver's prestigious boards, foundations and philanthropies.

"No other individuals are more deserving to be Citizens of the West than brothers Dick and Eddie Robinson. They have set an example of giving for all of us to follow," said Barry Hirschfeld, president and CEO of National Hirschfeld.

Dick and Eddie sold Robinson Dairy in 1999, but continue to serve as co-chief executive officers of Robinson's Dairy, LLC.

Dick and his wife, Marcia, have two children and four grandchildren. Eddie and his wife, Susan, have six children and 10 grandchildren. Both reside in the Denver area.

The brothers will accept the prestigious award at the annual award dinner on January 14 at the Hyatt Regency Denver at the Colorado Convention Center. The annual dinner helps kick off the National Western Stock Show, and the proceeds benefit the National Western Scholarship Trust, which supports 74 scholarships for colleges in Colorado and Wyoming.

News from the

NATIONAL WESTERN



Stock Show

For Immediate Release: December 20, 2008
Contact: Kari deCastro - 303.299.5522

NATIONAL WESTERN FUNDS 74 SCHOLARSHIPS

DENVER – The National Western Stock Show organizes and produces several events annually to benefit the National Western Scholarship Trust. The Trust, in turn, awards 74 scholarships for the 2008-09 school year. The grants range from \$2,500 to \$6,000 and are presented to students who study agriculture and practice medicine in rural areas at colleges and universities in Colorado and Wyoming.

New recipients for 2008-09 are:

Adams State College: Martin Diaz, Alamosa, Colo.; Brady Schreibvogel, Keenesburg, Colo.; Amanda Gylling, La Jara, Colo.

Casper College: Jake Berg, Burns, Wyo.; Amy Henline, Vernal, Utah.

Colorado Northwestern Community College: Jessie Moon, Craig, Colo.

Colorado State University: Kacie Bernhardt, Otis, Colo.; Rex May, Brush, Colo.; Jeffrey Sterkel, Erie, Colo.; Lacie Hoffman, Rockham, S.D.; Samantha Plaggemeyer, Big Timber, Mont.; Antonia Elliot, Boulder, Colo.; Silvia Otabachian, Buffalo, N.Y.; Cory Pendley, Powell, Wyo.; Jennifer Schutz, Akron, Colo.; Scott Martell, Hudson, Colo.; Alissa Neitenbach, Boulder, Colo.; Britt Stubblefield, Springfield, Tenn.

Lamar Community College: Nicolas Benedetto, Parker, Colo.; Ashley Guterrez, Kim, Colo.

Laramie County Community College: Michael Baylie, Keenesburg, Colo.; Randa May, Pine Bluffs, Wyo.; Beth Wood, Pine Bluff, Wyo.

Northeastern Junior College: Cashley Ahlberg, Longmont, Colo.; Kaitlyn Lingus, Trinchera, Colo.

University of Colorado Medical School: Casey Beardsley, Sterling, Colo.; Asa Ware, Wray, Colo.

University of Wyoming: Brent Horton, Riverton, Wyo.; Lauren Schiermiester, Buffalo, Wyo.; Rives White, Daniel, Wyo.; Kassie Bauman, Cheyenne, Wyo.; Elizabeth LeSatz, Wheatland, Wyo.; Kaitlin McDaniel, Powell, Wyo.

University of Northern Colorado: Shauna McWilliams, Glenwood Springs, Colo.



2009 Livestock Show - Hill

Arrival and Release Dates

Division/Breed	Arrival	Show Dates	Begin Release
Gelbvieh	Jan. 6, 8 a.m.	Jan. 12	Jan. 12, 5 p.m.
Limousin	Jan. 6, 8 a.m.	Jan. 13	Jan. 13, 3 p.m.
South Devon	Jan. 6, 8 a.m.	Jan. 11	Jan. 12, 5 p.m.
Red Angus	Jan. 6, 8 a.m.	Jan. 12	Jan. 13, 12 noon
Angus	Jan. 6, 8 a.m.	Jan. 14, 16	Jan. 16, 3 p.m.
Catch-A-Calf	Jan. 8, 8 a.m.	Jan. 10	TERMINAL
Hereford	Jan. 13, 3 p.m.	Jan. 16-17	Jan. 17, 5 p.m.
Maine-Anjou	Jan. 15, 5 a.m.	Jan. 18	Jan. 19, 5 p.m.
Salers	Jan. 16, 8 a.m.	Jan. 13-14	Jan. 20, 3 p.m.
Shorthorn	Jan. 16, 5 p.m.	Jan. 19-20	Jan. 20, 5 p.m.
Charolais	Jan. 17, 6 a.m.	Jan. 19	Jan. 20, 3 p.m.
Simmental	Jan. 18, 6 a.m.	Jan. 20-21	Jan. 22, 4 p.m.
Junior Market Beef	Jan. 20, 8 a.m.	Jan. 22	TERMINAL
Highland	Jan. 20, 12 noon	Jan. 22-23	Jan. 25, 12 noon
Miniature Hereford	Jan. 21, 8 a.m.	Jan. 23	Jan. 25, 12 noon
Prospects	Jan. 22, 6 a.m.	Jan. 24	Jan. 25, 12 noon
Sheep Shear	Jan. 9, 8 a.m.	Jan. 10	Jan. 10, 3 p.m.
Poultry	Jan. 9, 1 p.m.	Jan. 10-11	Jan. 11, 3 p.m.
Boer Goat	Jan. 12, 1 p.m.	Jan. 14	Jan. 14, 7 p.m.
Junior Market Goats	Jan. 12, 1 p.m.	Jan. 14-15	TERMINAL
Alpaca/Llama	Jan. 15, 5 p.m.	Jan. 17-18	Jan. 17, 10 p.m.
Junior Market Swine	Jan. 18, 4 p.m.	Jan. 19-20	TERMINAL
Junior Market Lambs	Jan. 21, 6 a.m.	Jan. 21-22	TERMINAL
Open Sheep	Jan. 22, 8 p.m.	Jan. 24-25	Jan. 25, 12 noon



Livestock Show - Yards

Arrival and Release Dates

Division/Breed	Arrival	Show Dates	Begin Release
Gelbvieh	Jan. 6, 8 a.m.	Jan. 11	Jan. 13, 7 a.m.
Braunvieh	Jan. 6, 8 a.m.	Jan. 12	Jan. 13, 7 a.m.
Limousin	Jan. 6, 8 a.m.	Jan. 14	Jan. 15, 7 a.m.
Red Angus	Jan. 6, 8 a.m.	Jan. 13	Jan. 14, 7 a.m.
Angus	Jan. 6, 8 a.m.	Jan. 17	Jan. 17, 5 p.m.
Hereford	Jan. 6, 8 a.m.	Jan. 15	Jan. 18, 7 a.m.
Lowline	Jan. 6, 8 a.m.	Jan. 14-15	Jan. 15, 5 p.m.
Piedmontese	Jan. 6, 8 a.m.	Jan. 13	Jan. 14, 4 p.m.
Maine-Anjou	Jan. 10, 7 a.m.	Jan. 16	Jan. 19, 7 a.m.
Charolais	Jan. 14, 7 a.m.	Jan. 17	Jan. 19, 7 a.m.
Simmental	Jan. 15, 7 a.m.	Jan. 18-19	Jan. 21, 12 noon
Chianina	Jan. 14, 7 a.m.	Jan. 18	Jan. 19, 7 a.m.
Shorthorn	Jan. 14, 12 noon	Jan. 17	Jan. 19, 7 a.m.
Prospects	Jan. 14, 7 a.m.	Jan. 20	AFTER SALE
Salers	Jan. 16, 8 a.m.	Jan. 18	Jan. 21, 7 a.m.
Galloway	Jan. 17, 7 a.m.	Jan. 19	Jan. 20, 7 p.m.
Commercial Bulls	Jan. 19, 7 a.m.	Jan. 21	AFTER SALE
Commercial Heifers	Jan. 20, 8 a.m.	Jan. 21	AFTER SALE
Bison	Jan. 20, 12 noon	Jan. 23	AFTER SALE
Longhorn	Jan. 20, 7 a.m.	Jan. 23-24	Jan. 24, 7 p.m.
Yak	Jan. 21, 12 noon	Jan. 22-23	Jan. 25, 8 a.m.



2009 Horse Show

Arrival and Release Dates

Division/Breed	Arrival	Show Dates	Vacate By
Quarter Horses	Jan. 1, 10 a.m.	Jan. 3-11	Jan. 11, 8 p.m.
Quarter Horse & Paint Horse Sale	Jan. 9, 12 noon	Jan. 10	Jan. 11, 12 noon
Freestyle Reining	Jan. 8, 3 p.m.	Jan. 11	Jan. 11, 1 p.m.
Paint Horses	Jan. 12, 6 a.m.	Jan. 12-14	Jan. 15, 8 a.m.
AQHA Ranch Horse	Jan. 13, 2 p.m.	Jan. 14-15	Jan. 15, 9 p.m.
NWSS Ranch Horse	Jan. 11, 8 a.m.	Jan. 12 - JeffCo	Jan. 12, 9 p.m.
Hunters/Equitation	Jan. 15, 12 noon	Jan. 16-19	Jan. 19, 12 noon
Jumpers	Jan. 15, 12 noon	Jan. 16-19	Jan. 20, 8 a.m.
USEF Open AQHYA/Equitation	Jan. 19, 2 p.m.	Jan. 20-21	Jan. 21, 9 p.m.
Draft Horses	Jan. 21, 4 p.m.	Jan. 22-25	Jan. 26, 12 noon
Mules & Donkeys	Jan. 22, 12 noon	Jan. 23-25	Jan. 26, 12 noon
Pulling Contest Horses	Jan. 22, 12 noon	Jan. 23-25	Jan. 26, 12 noon



Defending Champions

National Western Rodeo 2008

Bareback Riding:	Cleve Schmidt, Belle Fourche, S.D.
Barrel Racing:	Brittany Pozzi-Pharr, Victoria, Texas
Bull Riding:	Spud Jones, Tohatchi, N.M.
Saddle Bronc Riding:	Samuel Kelts, Millarville, Alberta
Steer Wrestling:	Luke Branquinho, Los Alamos, Calif.
Team Roping – Heading:	Riley Minor, Ellensburg, Wash.
Team Roping – Heeling:	Brady Minor, Ellensburg, Wash.
Tie-Down Roping:	Tyler Garten, Kingman, Kan.



Understanding Rodeo

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.

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 spurs set above the horse's shoulders and hold them there until the horse's front feet hit the ground after its first jump. Failing to do so results in disqualification.

During the regular season, two judges each score a cowboy's qualified ride by awarding 0 to 25 points for the animal's performance and 0 to 25 points for the rider's performance. The judges' scores are combined to determine the contestant's score. A perfect score is 100 points.

In the **timed events** – **tie-down roping**, **steer wrestling**, **team roping** and **women's barrel racing** – a contestant's goal is to post the fastest time in his event.

In the cattle 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 opens into the arena. A rope barrier is stretched across that opening and tied to the calf or steer. Once the calf or steer 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 release, he is assessed a 10-second penalty.

In women's barrel racing, a horse and rider follow a cloverleaf pattern around three barrels and then dash across the finish line.



Understanding Rodeo

The Rodeo Athlete

Professional rodeo is a sport, perhaps the fastest growing sport in the nation. But to the cowboys and cowgirls who compete, it is a lifestyle. The cowboy doesn't compete at rodeo as much as he lives it.

The best cowboys, those within reach of a top-15 finish and an invitation to the lucrative Wrangler National Finals Rodeo, will travel to as many as 75 rodeos per year, covering perhaps 100,000 miles.

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

They pursue glory in the dust and rain of rodeo arenas across North America. But 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, one lost grip and the cowboy doesn't even recoup his entry fee.

That's why 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 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 work into sport.



Understanding Rodeo

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**, a cast that includes announcers, stock contractors, rodeo secretaries, timers, pickup men, chute laborers, specialty-act personnel and rodeo producers.

The **announcer** informs and entertains the audience, provides contestant background and scores and generally lends atmosphere to the event.

Stock contractors supply the animals and often serve as producers. The **producer** is responsible for every aspect of the event, from hiring laborers to promoting the rodeo to producing opening ceremonies.

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.

Specialty acts entertain the audience with vaudeville routines, animal acts and trick riding. **Pickup men** assist the saddle bronc and bareback riders to dismount after their rides, and to 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.

Behind the scenes at the **National Western Rodeo**, you'll find Wrangler® National Finals Rodeo announcer **Boyd Polhamus** calling the action in the arena.

John Payne, the One-Armed Bandit; the Jerry Diaz Family; Max Reynolds; and Troy Lerwill will entertain rodeo spectators with their wild western antics, while 12 stock contractors from across North America buck out world-class stock.



Understanding Rodeo

Animal Welfare

Like most people, cowboys believe animals should be treated humanely and with dignity. Professional Rodeo values its animals, and staunchly protects them with rules specifically designed to prevent cruelty or even unintentional mistreatment.

The truth is, it would be senseless for anyone connected with professional rodeo to treat their animals with anything less than the best of care. Like a well-conditioned athlete, an animal can perform well only if it is healthy. Any cowboy will tell you he takes home a paycheck only when the animal is in top condition. Stock contractors, the ranchers who raise and provide livestock to rodeos, also have an obvious financial interest in keeping the animals healthy. Simple logic dictates that no sensible businessperson would abuse an animal that is expected to perform in the future.

But many – if not most – of the PRCA's approximately 11,000 members have more than an economic tie to animals. Nearly all have lived and worked around animals most their lives, and they possess a high degree of respect and fondness for the livestock.

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

PRCA members are bound by the not-for-profit corporation's bylaws and rules, including a section that deals exclusively with the humane treatment of animals. Anyone who violates these rules may be disqualified and reported to the PRCA, which will levy fines.

Professional rodeo judges, who are charged with the enforcement of all PRCA rules, believe in these humane regulations and do not hesitate to report violations.

Among the 60 PRCA rules that protect animals is one that authorizes the officials to disqualify a contestant and levy a \$250 fine on the spot for unnecessary roughness. The fine doubles with each offense.

The National Western Stock Show takes great strides to meet and exceed the expectations of the PRCA and our community. Not only have we implemented and enforced each PRCA-mandated regulation, but we also maintain our own animal care and use committee.

Consisting of representatives of the veterinary and animal care industries, as well as professionals in the fields of ethics and psychology, the animal care and use committee works with the specific goal of ensuring proper treatment of all animals at the National Western Complex. The committee is continually developing and implementing policy to ensure the safety and health of each animal at the National Western and safeguard their well-being through consistent monitoring.



Understanding Rodeo

Bareback Riding

Bareback riding offers a sensation about as enjoyable as riding a jackhammer, pogo stick-style, using only one hand.

And that's the easy part. The bareback rider's real challenge is to look good while he's being punished.

Bareback riding is the most physically demanding event in rodeo, its toll on the body is immense.

Muscles are stretched to the limit, joints are pulled and pounded mercilessly, 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 ProRodeo 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 spurs 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 spurs up the horse's shoulders. As the horse descends, the cowboy straightens his legs, returning his spurs 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 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.



2008 Defending Champion

Cleve Schmidt

Bareback Riding

By Susan Kanode.

Bareback riding is often described as the most physically demanding event in rodeo. Cleve Schmidt, the 2008 National Western Champion wholeheartedly agrees.

"I don't know what it is to not hurt somewhere," the 14 year veteran from Belle Fourche, S.D., said. "One part of my body hurts, another part compensates, it's a vicious cycle.

All that a cowboy has to work with in bareback riding is a rigging that is placed behind the horse's front shoulders. The cowboy places his hand in a handle made out of leather and rawhide and his riding hand and arm take an extreme amount of pressure.

Playing with pain isn't an attractive thought to most, but for Schmidt, the love of getting on bucking horses surpasses the pain. "I just put it in the back of my mind, nod my head and wait for them to open the gate. When I'm on the back of the horse, I concentrate on doing my job and pain isn't a factor. It's the get off that's tough," he said.

The get off was a little easier in Denver in 2007 and 2008 as Schmidt was named the champion. In 2007, he had a total score on three head of 250 points and won \$11,006. The 2008 rodeo saw him beat his previous total by 4 points and win \$14,719.

En route to the title, Schmidt placed second in the first round and won the second round. Coming into the finals, he had a five-point lead on the field and needed every bit of it. An 84-point ride in the finals placed him just out of the money but was enough to give him the title by a one-point margin.

"It didn't matter if it was by one-point or seven, I won." He said. "Anytime you can win a big rodeo like this it helps your checkbook and your confidence. It's just great to take that victory lap around the arena and hear the fans."

Schmidt finished the year in the top 50 of the Professional Rodeo Cowboys Association and while he had hoped to be among the top 15 and qualify for his fifth Wrangler National Finals Rodeo, the 33-year-old cowboy remains optimistic.

"If I can crawl on a bareback horse and be competitive, I'm going to get on," he said. "I'm confident that there are still more paychecks coming my way, hopefully another one at Denver,"

When he does decide to retire, Schmidt will not be leaving the sport. He has already taken his love of riding outside of the arena and made a commitment to raising bucking horses.



Understanding Rodeo

Steer Wrestling

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

The cowboy's objective is to use strength and technique to wrestle a steer to the ground as quickly as possible.

The need for speed and precision make steer wrestling, or bulldogging as it is commonly known, one of rodeo's most challenging events.

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

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

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

In order to catch up to the running steer, the cowboy uses a hazer, another mounted cowboy who gallops his horse along the right side of the steer, keeping it from veering away from the bulldogger.

The hazer can make or break a steer wrestler's run, so his role is as important as the skills the bulldogger hones. For that reason, and the fact a hazer sometimes supplies the bulldogger a horse, the hazer usually receives a fourth of the payoff if the steer wrestler places.



2008 Defending Champion

Luke Branquinho

Steer Wrestling

By Susan Kanode.

Steer wrestling is one of the most intense events in professional rodeo. A lot has to happen in a short amount of time.

In 10.5 seconds, Luke Branquinho won \$15,787 and the National Western Stock Show Rodeo championship. The Los Alamos, Calif., resident used momentum from Denver's rodeo to his advantage the rest of the season and qualified for his seventh Wrangler National Finals Rodeo.

"It's always good to start out the season with a big win like Denver," the 2004 world champion commented. "Anytime you get a check it's good, but winning a title at the buildings can give you an edge the rest of the season if you just keep it going."

Denver's rodeo is traditionally the first big one of the season and is part of a run known as the buildings held in the winter. Branquinho's success at the National Western came aboard Willie who was selected as the American Quarter Horse Association Steer Wrestling Horse of the Year in 2007.

Willie is owned by the Cassidy family from Donald, Alberta and like the cowboys, he makes appearances at most of the major rodeos. The top cowboys in the Professional Rodeo Cowboys Association voted to give him the award.

"Willie is so good. There were only three rodeos where I rode him that I didn't get a check this year," Branquinho said of his 2007 season. "He lets you get a good start and catch up fast."

While Willie puts a steer wrestler in perfect position to grab the steer by the horns, it also takes strength and athletic ability for the man to get the 600- pound steer on the ground. The steer wrestler also depends on a hazer who is also horseback keeping the steer running straight.

"Everything worked right for me at Denver," Branquinho said. "I'd like to do it all over again."

He won the first round of competition, tied for fourth in the second and won the final. When all of his times were totaled, he beat the field by over a second.

While winning Denver's rodeo was important for him professionally, the highlight of his year was when his wife Lindsay gave birth to their first child, a son named Mark Cade. Rodeo is a family affair for Branquinho whose brother Casey competes in tie-down roping and steer wrestling. Tony, the oldest brother also ropes and is the rodeo coach at Cal Poly State University –San Luis Obispo.

"I grew up being a cowboy," Branquinho said. "We raise cattle and hay in California. It was a great way to grow up and that's what I want for my kids, the chance to be cowboys and cowgirls."



Understanding Rodeo

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 calf 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. The calf gets a head start determined by the length of the arena. One end of a breakaway rope barrier is looped around the calf's neck and stretched across the open end of the box. When the calf reaches its advantage point, the barrier is released. If the roper breaks the barrier before the calf reaches its head start, the cowboy is assessed a 10-second penalty.

When the cowboy throws his loop and catches the calf, the horse is trained to come to a stop. After roping the calf, the cowboy dismounts, sprints to his catch and throws it by hand, a maneuver called flanking. If the calf is not standing when the cowboy reaches it, he must allow the calf to get back on its feet, then flank it. After the calf is flanked, the roper ties any three legs together with a pigging string – a short, looped rope he carries in his teeth during the run.

While the contestant is accomplishing all of that, his horse must pull back hard enough to eliminate any slack in the rope, but not so hard as to drag the calf.

When the roper finishes tying the calf, he throws his hands in the air as a signal that the run is completed. 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.



2008 Defending Champion

Tyler Garten
Tie-Down Roping

By Susan Kanode.

Tyler Garten got his start in rodeo like so many contestants, he learned from his dad. As soon as he was big enough, the Kingman, Kan., resident was on the back of a horse and swinging a rope. He had the biggest win of his career when he won the tie-down roping championship at the 2008 National Western Stock Show Rodeo. For the title, Garten roped and tied three calves in 26 seconds to win \$12,127.

His first success in Denver came at the qualifier roping where he won second in the first round. The top contestants in the timed events automatically have the opportunity to compete at the National Western. The qualifier gives other Professional Rodeo Cowboys Association timed-event contestants the opportunity to join the elite in their quest for a title. Garten took advantage of that opportunity, never dreaming that he would win the championship.

He roped his first calf in the Denver Coliseum in 7.8 seconds to tie for third place. He came back on his second and was 10.0 seconds. He anxiously waited to see if his 17.8 second total would qualify him for the final round. It barely did, as he was the 12th and final man to make it back.

As the 12th place finisher, he was the first man to rope in the finals. He and his horse worked well together and took advantage of having a calf that ran good and didn't kick. They stopped the clock in 8.2 seconds to win the round. Now all they had to do was wait and watch the remaining 11 contestants to see what would happen.

"I was just hoping that I would get a check," Garten said. "I never expected that I would win it. I had some good luck and there were a lot of guys ahead of me that had some bad luck."

While his success at Denver gave him hopes for the rest of the season, a string of drawing calves he didn't get along with, switching horses and costly mistakes saw his hopes of a 2008 Wrangler National Finals Rodeo qualification growing dim. He finished the season 48th in the standings. The top 15 make the trip to Las Vegas to compete at the championship event.

Garten has big plans for 2009. He will be competing at all the winter rodeos, including San Antonio and Houston, that only the best competitors can enter. His success at Denver in 2008 put him there.

"I like the fact that Denver has a qualifying event," he said. "It worked really well for me last year. Then, I was first in the world standings and couldn't get into San Antonio or Houston. I'm going to all those rodeos this year no matter what."



Understanding Rodeo

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 breaking and training horses to work the cattle ranches of the old West.

Many cowboys claim riding saddle broncs is the toughest rodeo event to learn because of the technical skills necessary to master it.

Every move the bronc rider makes must be synchronized with the movement of the horse. The cowboy's objective is a fluid ride, as opposed to the wilder and less-controlled ride of bareback riders.

Among the similarities shared by saddle bronc riding and bareback riding is the rule that riders must mark out their horses on the first jump from the chute.

To properly mark out his horse, the saddle bronc rider must have both heels on the animal's shoulders when it makes the first jump from the chute. If the rider misses his mark, he receives no score.

While a bareback rider has a rigging to hold onto, 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 action. While striving to keep his toes turned outward, the rider spurs 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.



2008 Defending Champion

Samuel Kelts
Saddle Bronc Riding

By Susan Kanode.

At the 2008 National Western Stock Show Rodeo, Sam Kelts joined Brittany Pozzi-Pharr as the only contestants to place in every round of competition on the way to their championships.

Kelts, from Millarville, Alberta won the saddle bronc riding title with 264 points on three head. Pozzi-Pharr was the barrel racing champion. While every contestant that enters the Denver Coliseum has the goal of winning money in every round, in 2008, only two out of the over 700 entries accomplished that goal.

"I was able to get on some good horses," Kelts said. "It was awesome to draw something that I could place on in every round." In saddle bronc riding as well as bull riding and bareback riding, known as rough stock events, the animals that the cowboys ride are chosen through a random draw.

In fact, Kelts and the horses that he got on were so consistent that he had 88, 87 and 88 point rides respectively. His first round score placed him second. In the second round he was second. Then, he won the final round and the over-all championship by seven points. When all of his money was added up, he left Denver with \$16,396.

In the rough stock events, one-half of the possible 100 points are given to the animal for how they perform. The cowboy earns the other half. Kelts did take advantage of getting on some of the best horses in the Professional Rodeo Cowboys Association (PRCA).

All of the horses that Kelts got on in Denver are so good at their jobs that they were selected for competition at rodeo's championship event, the Wrangler National Finals Rodeo (NFR) last December. In the first round at Denver, Kelts got on the horse named Smiling Cat from Kesler Rodeo out of Montana and Alberta, Canada. A Wyoming horse, Fu Man Chu, from Burns Rodeo got him the 87. And, Kelts had a good time on the horse by the same name, Good Times in the finals. That horse also came out of Montana and is owned by Brookman Rodeo.

"It's good to see these big rodeos bringing in more stock contractors," Kelts said. "In my five years as a PRCA member I've watched the bucking horses continue to improve in their ability. Bringing great horses together at one rodeo makes it a much better contest. It's better watching for the fans as well."

The success that Kelts had in Denver should have carried him through the rest of the year and sent him to Las Vegas and hopefully ride one of the horses that he got a check on in Denver. However, it didn't work out the way that he had planned. He finished 22nd in the world standings, the top 15 qualify.

"Of course I'm disappointed that I didn't qualify for the finals (NFR)," he said. "But winning Denver was a great way to start out the year last year. Hopefully I can have the same success this year."



Understanding Rodeo

Team Roping

The only team event in professional rodeo, team roping requires close cooperation and timing between two highly skilled ropers – a header and a heeler.

The event originated on ranches when cowboys needed to treat or brand large steers and the task proved too difficult for one man.

As in other timed events, the team ropers start from boxes on each side of the chute from which the steer enters the arena. The steer gets a head start determined by the length of the arena.

One end of a breakaway barrier is attached to the steer then stretched across the open end of the header's box. When the steer reaches its advantage point, the barrier is released and the header takes off in pursuit, with the heeler trailing slightly further behind. If the header breaks the barrier before the steer completes its head start, the ropers are assessed a 10-second penalty.

The header ropes first and must make one of three legal catches on the steer – around both horns, around one horn and the head or around the neck. Any other catch by the header is considered illegal, and the team is disqualified.

After the header makes his catch, he dallies the rope, 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.



2008 Defending Champions

Riley and Brady Minor
Team Roping

By Susan Kanode.

When brothers, Riley and Brady Minor entered the team roping at the National Western Stock Show Rodeo, they already had won two rodeos for the 2008 season.

The Ellensburg, Wash., residents were coming off wins in Billings, Mont., and Odessa, Texas. With younger brother Riley roping the horns and Brady catching heels, they had three runs to total 16.3 seconds, winning the title by just two-tenths of a second. A solid run in the first round of 6.1 seconds didn't get them any money but gave them an opportunity. They made the most of that opportunity in the second round stopping the clock in 4.8 seconds and qualifying for the finals in third place.

"Our horses worked great in those buildings," Brady said of the three wins. "It was unbelievable to get three big wins that close together. We always have a game plan, but it doesn't always work. It's awesome when it does."

When the Minors left Denver with the title, they were the hottest ropers in the Professional Rodeo Cowboys Association. They each earned \$6,515 for the win along with championship buckles and prizes.

"It was great," Riley said. "Brady cleaned up on the heels every time and we just made good clean runs. I was really happy it worked out like it did."

Thanks in part to their success in Denver, the brothers roped at the 2008 edition of the Wrangler National Finals Rodeo (NFR). It was Brady's second appearance and Riley's first, but the first time they would rope at rodeo's championship event together.

It's a dream come true for them. As children growing up on their family's ranch they roped together. Their family's roots in the Western lifestyle and rodeo run deep and they are looking forward to carrying on the tradition. In 2006, Brady competed at the NFR with Garrett Tonozzi from Fruita, Colo. They won the sixth round of competition and when they made it to the stage of the Gold Coast Casino, Brady brought his family up there with him. Surrounded by three generations of his family, he gave the buckle that he won to his grandfather.

"We couldn't do anything that we do or be where we are without the support of our family," Brady said. "My mom's a school teacher and my dad's a rancher. They deserve all the credit we can give them."

With the talent that the brothers show, the commitment that they have to their event and the support of their family, they are likely to have much more success in their future.



Understanding Rodeo

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. Matter of fact, in 1999, the world champion barrel racer took home the highest season earnings check of any professional rodeo athlete.

Once considered a sideline event of traditional rodeos, barrel racing is now an integral part of most PRCA rodeos. The lure and the thrill of barrel racing lies in the excitement of seeing equine athletes and their skilled trainers perform at their best.

From the grandstands, the event seems simple. Horse and rider cross the start line at a run, follow a cloverleaf pattern around three barrels, then dash across the finish line. What is not seen are the years of practice required to train that horse to run barrels.

The times of top riders are so close that electronic timing devices accurate to the hundredth of a second must be used.



2008 Defending Champion

Brittany Pozzi-Pharr
Barrel Racing

By Susan Kanode.

When a barrel racer is asked the secret to their success, most of them are quick to answer "my horse." Brittany Pozzi-Pharr is no exception and she quickly gives credit to her horse "Stitch" for her back-to-back National Western titles.

"He really likes it there," Pozzi-Pharr said of Stitch. "He's an awesome horse anywhere, but I think he knows when we get to Denver, it's the start of a new season and an opportunity to get it going in a positive way."

In 2007, the Victoria, Texas, cowgirl took her Denver momentum all the way through the Wrangler National Finals Rodeo (NFR) and left there as the world's best barrel racer. When she entered the NFR, she had nearly a \$50,000 lead on the field, thanks in part to the more than \$10,000 she won at Denver.

Last year's title saw Pozzi-Pharr taking home \$13,439 for her three runs on Stitch. In the first round, she finished in 10th place with a 15.71-second time. The second round saw her fastest time of the event at 15.47, good enough for second. She entered the finals in first place and won that round with a 15.51 run. She won the title by two-tenths of a second, a huge margin in an event that is timed by the hundredths.

Starting the year out right and with another Denver title saw Brittany and Stitch making the trip to Las Vegas last December to compete at their fifth NFR.

"Any time we can be out there doing what we love it's a great year," Pozzi-Pharr said. She travels with her husband Doug who is a tie-down roper that has also been successful at Denver. In 2008 he won the second round of competition and added over \$5,000 to the couple's earnings.

Denver's pattern offers special challenges to barrel racers. They come through a long alley and a big gate to get in the arena. The barrels are set at an angle that coincides with the gate, but a rider needs to put her horse in the right position to be successful. Pozzi-Pharr and Stitch have that angle down pat.

"He's a sensitive horse and he listens to me really well," she said. "We have a lot of trust in each other. He trusts me to put him in the right position and I trust him enough to let him do his job."

That relationship works at the National Western Stock Show Rodeo and throughout the year. This dynamic duo will be looking at collecting their third title at the Denver Coliseum this year.



Understanding Rodeo

Steer Wrestling

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

The cowboy's objective is to use strength and technique to wrestle a steer to the ground as quickly as possible.

The need for speed and precision make steer wrestling, or bulldogging as it is commonly known, one of rodeo's most challenging events.

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

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

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

In order to catch up to the running steer, the cowboy uses a hazer, another mounted cowboy who gallops his horse along the right side of the steer, keeping it from veering away from the bulldogger.

The hazer can make or break a steer wrestler's run, so his role is as important as the skills the bulldogger hones. For that reason, and the fact a hazer sometimes supplies the bulldogger a horse, the hazer usually receives a fourth of the payoff if the steer wrestler places.



2008 Defending Champion

Spud Jones
Bull Riding

By Susan Kanode.

As a 20-year-old, Spud Jones is just coming into his own as a bull rider. The Tohatchi, N.M., resident joined the Professional Rodeo Cowboys Association in 2007.

He started his first full season in 2008 the way all cowboys want to, with a win at the National Western Stock Show Rodeo. Jones rode three bulls in Denver for 238 points to win \$9,551. That win set him on a path that would see him qualifying for his first Wrangler National Finals Rodeo (NFR).

The top 15 money winners in each event make the trip to Las Vegas each December to compete at the NFR, rodeo's championship event. Jones squeaked into the finals in the 15th position and if he wouldn't have won Denver, he would not have fulfilled a lifelong dream.

"Riding bulls at the NFR has been a goal all my life," Jones said. "After I won Denver, things started clicking. It really built up my confidence. It was exciting."

Jones' win wasn't without trials. His first and second round competitions were during the middle weekend of the rodeo, then he headed to Las Vegas to ride at the Championship Bull Riding Finals. He qualified for Denver's finals in second place and with the opportunity that he had to win the rodeo, made his plans to fly back in time for the competition.

He missed his first flight and was late getting to Denver. He got his bags, made the trip from DIA to the Denver Coliseum, and made it in time to get ready and get down to business, but it was a little too close for comfort.

"It made me a little nervous," Jones said. "The timing was a little tight, I took some deep breaths and just went out there and had fun."

Jones' rodeo career started when he was three years old in the mutton busting. He went from riding sheep to calves and steers and as he progressed in his endeavors he added saddle bronc riding, tie-down roping and team roping. He competed in all of those events in the National High School Rodeo Association for Tohatchi High School. While Jones is a talented all-around cowboy, he now is focusing on bull riding and his win at the 2008 National Western Stock Show Rodeo confirms that he made the right decision.

"I like all the other events," he said. "But, there's nothing like bull riding. For me, it's where my heart is. I may change my mind, but I'm really focusing on bull riding right now and as long as that's working, that's where I'll stay."



Sponsors

Sponsors play large role in National Western success

DENVER – More than 60 sponsors from across the United States contribute generous donations to the National Western Stock Show, Rodeo and Horse Show. The National Western's sponsorship program began in the early 1990s and has continued to grow steadily.

The sponsor program offers businesses a variety of levels of participation. In return, sponsors receive hospitality tickets, promotional displays and inclusion in National Western advertising.

Sponsors for the 2009 National Western Stock Show include:

Partners:

Coors Brewing Company
Dodge Trucks
Frontier Airlines
Qwest
John Deere
Toyota

Media Partners:

9News
The Denver Post and *Rocky Mountain News*
KYGO FM Lincoln Financial Media
Univision Colorado and Radio TriColor

Major Sponsors:

Cinch
Corral West Ranchwear
Denver Marriott Hotels
Jack Daniel's
Justin Boots
King Soopers
Pepsi
St. Anthony's Hospitals
Transwest Trucks Inc.
Wagner Rents
WeatherPort

Official Sponsors:

Ames Construction Company
Anadarko Petroleum
Andis Company
Bank of the West
Barn Builders
Children's Hospital
Colorado Beef Council
Colorado Business Bank
Comfort Dental
Cross Bar Gallery
Featherlite Mfg. Inc.
Frameworks
Honnen Equipment Company
Hutchison, Inc.
IDEXX
JBS Swift and Co.
Jeffrey Scott Fine Magnetics
John Cavey / Service Star
Kitchen Craft
Las Delicias
Mirr Ranch Group, LLC
Nelowet Business Machines
Pfizer Animal Health
Priefert Ranch Equipment
Sleep Number by Select Comfort
Tote-A-Shed
Touchstone Energy
Town & Country Foods
University of Colorado
University of Colorado Health Sciences Center
US Bank
Wells Fargo Bank
Wrangler
Western Images, LTD
Wick Buildings

Patron Sponsors:

Display Devices
Gallagher Scales
Heiniger
Joe's Industrial Supply
Rolling Thunder
Schaefer Outfitter
Skyway Trading
VitaFerm
Williams Scottsman
Y-TEX Corp
Versteel