

PUBLISHER

Fred Dotts

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CONTRIBUTING WRITERS

Gary Williams

Fred Dotts

Beth Greiner

2009 GLOBAL RODEO CONFERENCE

HUGE HIT!

5th Year for the Omaha event draws record crowd.

The 2009 Global rodeo conference held in Omaha on September 24 and 25 attracted representatives from over 100 rodeo committees. Attendees received reports from PRCA Commissioner Karl Stressman, WPRA President Kathi Myers. PRCA Director of Member Relations, John Davis updated the group on the PRCA Tour and Waco's boss, Wes Allison reported on the changes to the Heartland ProRodeo Series.

The group saw advertising campaigns from rodeos around the country and heard from speakers discussing marketing strategies, new media, what sports fans want in the sporting experience and much more.

The conference broke up into large groups to discuss how to solve ten different scenarios that could possibly impact their rodeos. The groups then gave reports on the solutions that each team had decided on. These situational scenarios proved to be very popular and extremely valuable to conference attendees.

To download conference presentations, go to www.rodeocommittees.org



"R.C. Trotter, M.D. (right) talks with Mel Feurling of Sidney, Iowa. Doc Trotter showcased advertising campaigns used by rodeos from around the country."



WPRA President and ARC member, Kathi Myers chats with PRCA Commissioner Karl Stressman. Both spoke at the 2009 Global Rodeo Conference.

2009 Global Rodeo Conference Huge Hit (cont.)

ARC BOARD OF DIRECTORS

CHAIRMAN:

Gary Williams
P.O. Box 11006
Tucson, AZ 85734
520-294-8896

garywilliams@tucsonrodeo.com

At Large

Tucson Rodeo

Fiesta De Los Vaqueros

VICE CHAIRMAN:

Glen Alan Phillips
P.O. Box 200230
San Antonio, TX 78220
210-225-0575

glenalan@sarodeo.com

At Large

San Antonio Stock

Show & Rodeo

TREASURER:

Beth Greiner
302 S. 36th Street, Ste 800
Omaha, NE 68131
greinerb@aksarben.org
402-554-9600 x 101

AK-SAR-BEN

SECRETARY:

Fred Dotts
2767 Santa Fe
Corpus Christi, TX 78404
361-883-6327
ftd@moreheaddotts.com

At Large

Buc Days Pro Rodeo

PAST DIRECTOR

ADVISOR:

Keith Martin
San Antonio Stock
Show & Rodeo

VETERINARIAN

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Doug Corey
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John Davis, PRCA Director of Member Relations and Wes Allison, Waco, Texas gave a report on the Heartland ProRodeo Series and the changes coming for the 2010 year.



Over 180 rodeo committeemen attended the conference.

Meet Your ARC Board of Directors



Patrick A. Grant

Pat graduated from Colgate University in 1967 with a B.A., Honors in History; from University of Denver in 1973 with an M.B.A.; and from Drake University Law School in 1976 with a J.D. He has been the President and Chief Executive Officer of The Western Stock Show Association a/k/a National Western Stock Show since 1991. Prior to that, he was a Colorado State Representative (1985 - 1992) and was a Director and Shareholder of Grant-McHendrie Law Firm (1982 - 1993).

Pat is a member of the Board of Directors of Visit Denver; the Executive Board of the Denver Area Council of the Boy Scouts of America; and a member of the Board of Directors of The Urban Farm. He is a member and past chairman of the Board of Governors of the Colorado State University System, and a member and past chairman of the Board of Directors of the Association of Rodeo Committees.



Mike Lucke

Mike Lucke is a native of Reno, Nevada; he has been the owner of "Lucke's Saloon" in Reno, for 32 years, where he resides with his wife Wynn and daughter Megan.

Mike has been affiliated with the Reno Rodeo Association since 1981, serving on the board of directors since 1986 and 15 years on the executive board, along with being the arena director or co-director for the past 13 rodeos. His position as 1st Vice President is the prelude to holding the position of the Reno Rodeo President in 2011.

He also serves as a board member of the California 6 Pack Rodeos, and has served on the board of the Animal Welfare Council. In 2004 Mike was awarded the honor of being selected the Justin Committee Man of the Year.

Over the next several issues we will feature more of our Directors.

Association of Rodeo Committees

Emergency Scenario with Attendee Comments

The Emergency Scenario Exercise was a group project to develop possible solutions for situations that may occur on the grounds of any rodeo. The objective was for each group to develop a comprehensive plan of action based on the information given. Special attention was given to information shared with the public, media, exhibitors, contestants and other event customers. Comments shared with the group follow each scenario.

1. RODEO DISRUPTION

SCENARIO: One hour prior to your final performance, you receive word from the police that protesters have purchased a large block of tickets and intend to disrupt and/or shut down the rodeo. You don't know where the tickets are located, nor do you have any idea of what type of disruption is planned or how many people are involved. What steps do you take?

RESPONSE:

- Sit down with law enforcement prior to event and create the action plan if something like this is reported. Include committee members in the discussion.
- Written plan should include steps to take if a disruption occurs (i.e. chain of command for who removes them, media reaction, etc.).
- Include this plan in the production meetings during the event.
- Work to remove the people from the arena as quickly as possible. Leave this job up to the uniformed police, not committee or staff.
- Have disruptive behavior "right of removal" notice on back of ticket.
- Have uniformed and plain clothes officers on premise.
- Instruct crowd managers and staff to watch for disruptions during likely events (calf-roping).

2. CONTESTANT DISAGREEMENT

SCENARIO: A fight breaks out in your rodeo hospitality area between two contestants that are at your rodeo to compete. The media is on the grounds covering your Rodeo and how it benefits the community. They capture the fight on camera and plan to air the episode on the news. What do you do regarding the contestants? The media?

RESPONSE:

- Have the event media coordinator or chair handle the situation. This is the person that the media is used to communicating with.
- Do not try and cover the situation up.
- Craft messaging to the media that indicated what happened and the actions that were taken by the committee. Notify the appropriate PRCA representatives and include all communication information with them as well.

3. FIRE ON GROUNDS IN STALL BARN

SCENARIO: A fire breaks out in the middle of the night in the stall barn that houses the timed event contestant horses. Several animals were injured, others got loose and are on the grounds. What actions do you take? Who do you contact?

RESPONSE:

- Rodeo Committee should have a prepared and posted action plan for what to do in case of a fire.
- Stall manager information should be posted and contestant information in a safe place for tracking.
- A fire extinguisher must be on site.
- Once a fire is found, notify security who will call for firemen, stall manager and animal control to find and assist in movement of animals, committee media and other appropriate chairpersons.
- Establish a safe perimeter and close area down allowing for movement of animals and people quickly.
- Take all able animals to a safe location and injured animals to a closed area for care by a vet.
- Contact contestants as needed.
- Fire personnel will treat the fire, the committee needs to address concerns of contestants and public.
- Don't forget to contact and involve your insurance carrier.

4. EQUIPMENT FAILURE

SCENARIO: You have completed timed event slack and the first performance of a five performance rodeo. One hour prior to performance time for the second performance, the tractor driver hits the calf chute while working the arena rendering the chute inoperable and beyond repair. What do you do?

RESPONSE:

- The Committee Chair and the Arena Director decide where the quickest place for a replacement is and contacts them.
- Committee should have after-hours contact numbers and a backup plan in place for this type of concern.
- Notify the judges and work with them on options.
- Could run rough stock events to buy time. May run risk of a rider not being there. Don't turn out the horse if the rider isn't there when running an event early.
- May run an intermission, special entertainment acts to fill time.

ARC BOARD OF DIRECTORS

DIRECTORS:

Bob Morton
20544 E. 410 RD.
Chelsea, OK 74016
918-341-8699
Morton BA@aol.com
Up to \$9,999
Will Rogers Round-Up

Kent Meshishnek
739 Tammy Creek Rd.
Lewiston, ID 83501
kentmeshishnek@hotmail.com
\$25,000 to \$49,999
Lewiston Round-Up

Bill Cole
Cheyenne, WY 82009
307-778-7200
bcole@cfdrodeo.com
Over \$50,000
Cheyenne Frontier Days

Jim Hensarling
18 Chukar Lane
Riverside, WA 98849
509-322-1299
At Large
Omak Stampede

Kevin Hudson
P.O. Box 1748
Pendleton, Oregon 97801
kevin@tribalfarming.com
At Large
Pendleton Round-Up

Mike Lucke
10750 Wells Fargo Rd.
Reno, NV 89506
mikelucke@renorodeo.com
At Large
Reno Rodeo

Patrick A. Grant
4655 Humboldt St.
Denver, CO 80216-2818
303-297-1166
Admin@nationalwestern.com
At Large
National Western Stock Show

Thomas Atwell
P.O. Box 182
Gerry, NY 14740
716-969-4488
tomnshar@windstream.net
At Large
Gerry Volunteer
Fireman's Rodeo

Terry Fitzsimmons
252 Lake Lucerne Way S.E.
Calgary Alberta Canada
T2j-3J5
403-540-9478
tjfitz@shaw.ca
Calgary Stampede

Find out more from our website: rodeocommittees.org

2010 Rule & Bylaw Changes

The following amendments which may impact rodeo committees have been passed by the PRCA Board of Directors and will be effective for all rodeos which begin after September 28, 2009. For additional changes, please see the PRCA Business section in future issues of PSN.

Rule 1.6.2 - Maximum Number of Official Entries. The number of official entries for tie-down ropers has increased from 70 to 100. This change could result in more entries in this event.

Rule 9.10 - Mistreatment of Animal. This change clarifies and strengthens the penalty for any mistreatment of animals while on the rodeo grounds. The rule applies to all members of the PRCA.

Bylaw 1.5.13.6 - Rodeo Producer. In the past, holders of this category of membership could and did represent committees on our executive council. Their goals were not always consistent with ours. No new Rodeo Producer memberships will be issued, effectively, over time, eliminating this category.

Bylaw 2.3.1 - Rodeo Committee Executive Council. The two committee representatives from the council to the PRCA Board will be selected as follows: one will represent rodeos that have total added money of under \$20,000 and one over \$20,000.

Bylaw 7.2.1 - Rodeo Committee Executive Council. Among other qualifications committee representatives to our council must be the Rodeo Committee Contact, rather than just a member of the committees governing body, as was the case in the past.

Bylaw 15.2.9 - Co-Approval for Two or More Circuits. Rodeos that add \$5,000 or less and meet the other criteria may apply for co-approval. The former cap was \$3,500 or less, allowing more rodeos who meet all criteria to apply. This may help rodeos attract more contestants.

Bylaw 15.9.2.7 - Team Roping Entry Fees. Entry fees have increased, resulting in larger total rodeo prize money in this event.

Bylaw 15.9.2.4 - Bull Riding Entry Fees. Entry fees at day-money rodeos that add \$5,000 or more have decreased slightly. While this will decrease total purses a little, the thought is that the bull riders will enter more rodeos if they can get a break on entry fees.

Bylaw 15.1.17.3 - Back to Back. This change sets a time deadline for rodeos featuring up to two contestants in performances in the timed events where the format is back to back the same day.



Committee Connection

Association of
Rodeo Committees

302 S. 36th Street, Ste 800

Omaha NE 6813

www.rodeocommittees.org