

2026 DAYTON CHAMPIONSHIP RODEO

89TH ANNUAL DAYTON LABOR DAY RODEO

SEPTEMBER 4-7

RED, WHITE & RODEO
IN DAYTON!



www.daytonrodeo.com





The Dayton Labor Day Rodeo would not be possible without the support of our incredible partners. Time and time again, they amaze us with their willingness to contribute their time, talents, and generous donations. Their dedication and generosity help make this event a success year after year. We cannot thank them enough for their unwavering support!

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Dayton Rodeo Celebration Committee
Dayton Wranglers Saddle Club
Dayton Community Club
Dayton Fire Department
Dayton Rescue Squad
City of Dayton

Committee shirt & flag
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90 Years Strong in 2027!



DAYTON RODEO 2027

Dayton Rodeo celebrates 90 Years
of Rodeo Tradition in Dayton -
We can't wait to celebrate!

September 3 - 6, 2027

Planning starts NOW!
You won't want to miss the yearly
tradition in Dayton!



SEE YOU IN DAYTON!

RODEO WEEKEND SCHEDULE

FRIDAY | SEPTEMBER 4

7 PM Pro Rodeo | Military Night
FILL THE HILL with **RED** to show your support
Following Rodeo FIREWORKS
Rodeo Party Headquarters Dance @ Shed 37'

SATURDAY | SEPTEMBER 5

10 AM Slack - FREE
7 PM Pro Rodeo - FILL THE HILL
Following Rodeo FIREWORKS
Rodeo Party Headquarters Dance @ Shed 37'

SUNDAY | SEPTEMBER 6

7 PM Pro Rodeo | **COWBOY UP FOR CANCER** Night
FILL THE HILL with **PINK** to show your support
Following Rodeo FIREWORKS
Rodeo Party Headquarters Dance @ Shed 37'

MONDAY | SEPTEMBER 7

10 AM Dayton Labor Day Parade
1:30 PM Pro Rodeo | Kids Day
Kids 11 & Under FREE w/Adult Ticket
VENDORS in Park ALL WEEKEND

2026 Dayton Rodeo Celebration Committee



1937
DAYTON
RODEO

Dayton Rodeo
Tradition

1937
DAYTON
RODEO

Back Row: Travis Holmes, Jerry Niemeyer, Clayton Bills, Frank Green, Gary Schlieff, Jason Eckert, John Skoglund, Matt Johnson, Joe Tuel
Front Row: Heather Reck, Amanda Buenting



Welcome to the 89th Dayton Labor Day Rodeo!

We are excited to have you join us for another great Labor Day Weekend tradition filled with rodeo action, family fun, and community pride.

Each year, our committee looks for ways to improve the rodeo experience for our fans, contestants, and volunteers. One of our major ongoing projects is the replacement of aging bleachers throughout the arena. This is a significant investment, and we will continue upgrading seating areas as funding becomes available. We remain committed to providing a safe and enjoyable experience for everyone who attends.

We are especially grateful to the **United Way of Fort Dodge** and the **Dayton Community Club** for their generous contributions toward this important project. Their support, along with the generosity of our sponsors and donors, helps make these improvements possible. We will continue seeking additional partners who share our vision for the future of the Dayton Rodeo.

Thank you for being part of this special tradition.
Sit back, enjoy the excitement, and help us celebrate 89 years of rodeo in Dayton. Let's have a safe, fun, and memorable rodeo weekend!

Matt Johnson
Rodeo Chairman



Chairman - Matt Johnson



Download
Day Sheets & Program

AMERICA
250
1776 - 2026



America Celebrates it's 250th Birthday

RODEO 250 - The Evolution of the American Cowboy



Cervi Championship Rodeo Takes Western Heritage to the National Stage

When the story of **America's 250th birthday celebration** is told, **Cervi Championship Rodeo** will have played a significant role in bringing the traditions, values, and spirit of the American cowboy to the heart of our nation.

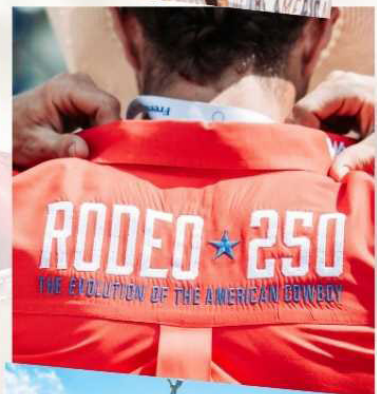
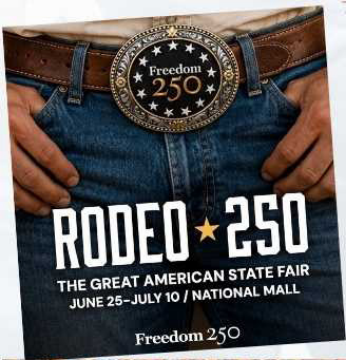
This year, Cervi Championship Rodeo showcased the spirit of the American West on one of the nation's most historic stages through **Rodeo 250 – The Evolution of the American Cowboy**, a featured attraction of the **Freedom 250 celebration** on the National Mall in Washington, D.C. The production brought western heritage to life through horsemanship demonstrations, storytelling, trick riding, and live rodeo performances, highlighting the traditions and values that helped shape America.

We are especially proud to see **Cervi Championship Rodeo** representing rodeo and western heritage on a national stage through **Rodeo 250**. Their efforts reminded audiences across the country that rodeo is more than a sport—it's a celebration of family, hard work, tradition, and the enduring spirit of the American cowboy.

For rodeo fans, Cervi Championship Rodeo is synonymous with excellence. As one of the most respected stock contractors and rodeo producers in the country, the Cervi family has spent decades building a reputation for outstanding livestock, professionalism, and a deep commitment to the sport of rodeo. That commitment is something the **Dayton Championship Rodeo** knows firsthand.

As Dayton Championship Rodeo's stock contractor, Cervi Championship Rodeo plays a vital role in delivering the quality rodeo action our contestants and fans have come to expect. Their exceptional bucking stock, experienced crew, and dedication to western traditions help make the Dayton Rodeo one of the premier summer events in Iowa.

The Dayton Rodeo is honored to work with the entire Cervi crew, and we congratulate them on the success of Rodeo 250. From Washington, D.C., to Dayton, Iowa, they continue to share the story of the American West, and we are proud to call them part of the Dayton Rodeo family.



89th Annual Dayton Rodeo



1776 - 2026



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2026 Presidents

Dayton Wrangler President - Amanda Buenting

Celebration Committee Chair - Matt Johnson

Community Club President - John Skoglund



2026 Celebration Committee Officers

Secretary - Jerry Niemeyer

Vice Chairman - Clayton Bills

Chairman - Matt Johnson

Treasurer - Heather Reck

Dayton Rodeo Tradition
SINCE 1937

1937 DR

Dayton Rodeo PRCA Personnel

Stock Contractor: Cervi Championship
Rodeo Company

Announcer: Boyd Polhamus

Big Screen: Frostview Productions

Music: Josh 'Hambone' Hilton, Rock Star
Productions

Arena Director: Binion Cervi

Pick-up Men: Chase Cervi & Randy Britton

Rodeo Secretary: Sunni Deb Backstrom

2026 Dayton Rodeo National Anthem Singers

Friday: Elieli Netz

Saturday: Jordan Beem

Sunday: Harley Andrews

Monday: Alayna Longhorn, Lillie Longhorn
and Lydia Longhorn



Download
Day Sheets & Program



2026 PRCA Clown/Barrelman DUSTY MYERS

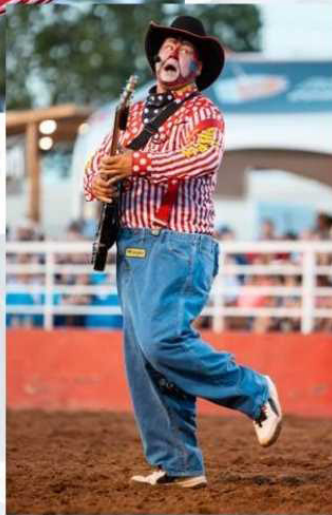
BRINGING LAUGHTER, TRADITION, AND TOP- NOTCH ENTERTAINMENT TO THE RODEO ARENA

When the rodeo action pauses, **Dusty Myers** takes center stage, keeping the crowd energized with his signature mix of comedy, audience interaction, and classic rodeo clown entertainment. A respected **PRCA rodeo clown and barrelman**, Dusty has become one of professional rodeo's most popular entertainers, earning recognition among the sport's elite and fulfilling a lifelong dream as the barrelman at the **Wrangler National Finals Rodeo (NFR)** in Las Vegas.

While bullfighters focus on protecting cowboys, Dusty's job is to keep the excitement high and the fans engaged. His blend of family-friendly humor, crowd participation, and rodeo tradition has made him a favorite with audiences across the country. As Dusty says, **"For two hours, I just want everyone to enjoy feeling like a kid again."** Be sure to give him a warm Dayton welcome and enjoy the fun and laughter he brings to the arena all weekend long!



**2026 DAYTON
CHAMPIONSHIP
RODEO**



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2026 SPECIALTY ACT

WESTERN WAY ENTERTAINMENT

Get ready for an unforgettable taste of the Old West as the Dayton Rodeo welcomes **Wild West Entertainment**, featuring husband-and-wife duo **Chance and Shelby Danison** of Western Way Entertainment. Known for their exciting performances across the country and around the world, they bring the spirit of the frontier to life with **trick riding, whip-cracking, lasso tricks, comedy shootouts, and Western stunt action** that will keep fans entertained throughout the rodeo.

Fun Fact: Chance is a Nashville recording artist, and is known for his popular rodeo anthem, "Party Like Wade Sundell."

Please join us in giving Wild West Entertainment a warm welcome as they help make the **89th Annual Dayton Labor Day Rodeo** one to remember!





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Honoring Kevin Diehl

2026 Dayton Rodeo Grand Marshal

The Dayton Rodeo Celebration Committee is proud to announce that Kevin Diehl has been selected as the 2026 Dayton Rodeo Grand Marshal. This honor recognizes Kevin's many years of dedicated service, unwavering support, and countless contributions to the Dayton Rodeo.

His commitment has helped preserve and strengthen this cherished community tradition, making him a deserving choice for this special recognition. We congratulate Kevin and thank him for his outstanding service to the Dayton Rodeo.



Kevin Diehl has been a proud member of the Dayton Community since 1961, when his parents purchased the *Dayton Review* newspaper. A member of the Dayton High School Class of 1972, Kevin continued his education at Iowa Central Community College before enlisting in the United States Army in 1973. During his service, he worked in the Army's Criminal Investigation Division and was honorable discharged in 1975.

Upon returning to Dayton, Kevin resumed his education and began his professional career with Buckley & Busch, where he worked for ten years. Following the company's closure during the farm crisis, Kevin demonstrated his entrepreneurial spirit by founding Diehl's of Dayton, a business specializing in the sales and service of sprayer equipment. More than 40 years later, the business continues to serve customers throughout the region.

Kevin and his wife Janis have been together for 25 years. Kevin has two daughters, Tasha and her family from South Carolina and Alicia from Wisconsin, seven grand children with one deceased and one great granddaughter. Janis has a son, Nicolas from Louisiana.

A dedicated public servant, Kevin has contributed countless hours to the betterment of Dayton. His service includes 18 years on the Dayton City Council, 10 years with the Dayton Fire Department, and active involvement with the American Legion Post 323 and the Dayton Community Club. He is perhaps best known for his role at "Captain Expo," where he led the organization of the annual Dayton Expo for many years.

The Dayton Rodeo holds a special place in Kevin's heart. As a young boy, he fondly remembers selling pop, popcorn, and frosty malts on the hill, then spending his earnings at the carnival on his way home. Over the years, Kevin has volunteered in many roles, including working the cook shack, assisting with parking, and serving as Dayton's "Pyro," overseeing the Labor Day fireworks display for the past 11 years. He also contributes his leadership as head of security for the *Shed 37 Rodeo 'After Party'*.

Kevin says he loves Dayton simply because "it's home," and he values the strong sense of camaraderie among its residents. His message to others is heartfelt and straightforward: **"Wherever you live, be involved in your community and do positive things."**

Kevin wishes everyone a happy Labor Day and hopes you enjoy the rodeo and all the festivities.
"It's a touch of Heaven folks."

Dayton Rodeo Tradition
SINCE 1937

LET'S RODEO IN DAYTON!

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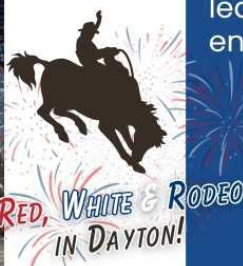


Farnhamville, Iowa • 515-544-3602

Youth Ponies & Bulls

2026 **DAYTON**
CHAMPIONSHIP
RODEO

Dayton Rodeo
Tradition | **SINCE 1937**



Future Rodeo Stars in Action - 🤠🐮🐾

The Youth Pony and Bull Riding event showcases the determination, courage, and enthusiasm of young rodeo participants as they take their turn in the arena. These talented riders embrace the challenge while building confidence, developing riding skills, and creating lasting memories.

More than just an exciting rodeo attraction, this event helps foster responsibility, sportsmanship, and a love for the rodeo tradition. It provides young riders with an opportunity to grow, learn, and gain valuable experience in a supportive environment surrounded by family, friends, and fans.

With plenty of excitement, energy, and crowd-pleasing action, Youth Pony and Bull Riding celebrates the spirit of rodeo and highlights the bright future of the next generation of rodeo competitors.



The Dayton Rodeo Celebration Committee, along with the Dayton Wrangler Saddle Club and the Dayton Community Club wish to pay tribute to the memory of people who have gave of themselves to make our Labor Day Weekend Rodeo and Celebration a success. At the Monday afternoon performance a cowboy or cowgirl on horseback escorts an empty saddle in honor of those who have gone before us...

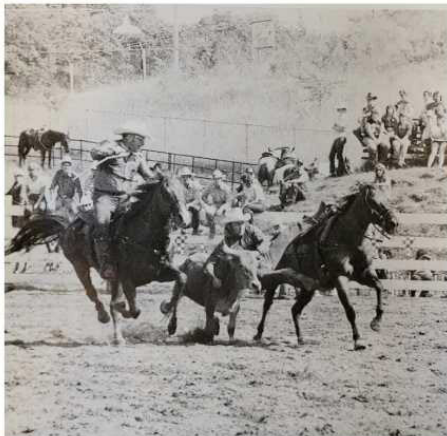


Empty Saddle 2026 - Robert Lauer

Robert Dean Lauer was born on May 3, 1943 in Fort Dodge, and he passed away last December 31st at the age of 82 at Grandview Health Care Center in Dayton. He was the son of Donald and Mary (Dean) Lauer. The family lived on a farm on US 169 south of Fort Dodge. Robert attended school in Burnside and Callender and graduated with Callender High School class of 1962. On September 21, 1968, Robert was united in marriage to Joan O'Hearn at Immaculate Conception Church in Lehigh, and they made their home in Lehigh. They were blessed with one son, Patrick. Survivors include his son, Patrick, of Lehigh, three sister-in-laws, Sharon O'Hearn Hrubes, Beverly O'Hearn, both of Lehigh and Diane Lauer of Atlantic, and many nieces and nephews.

Robert began working for Webster County Secondary Road Department in 1966. He retired in 2023, having been employed by Webster County Road Department as a heavy equipment operator for 57 years - probably one of the longest tenures for the county. He also farmed the family farm for 60 years. Rob enjoyed attending farm machinery auctions, especially in Pocahontas, Humboldt, and Stratford.

Robert was a lifelong fan of and participant in the sport of rodeo. In the early days of our rodeo, when the rodeo was held on the top of the hill where the new golf event center has been built, the entire Lauer family: Don, Mary, Gene, Rob (5 years old), and Keith became very involved in the Dayton rodeo. Don and the boys built a rodeo arena at the farm for the boys to practice.

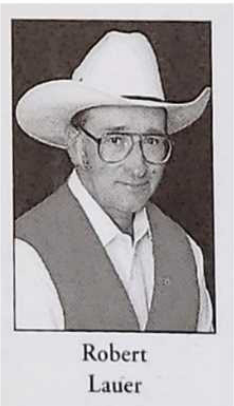


Gene & Rob Lauer - Bulldogging
from 50th Anniversary program

Rob rode bulls in the National High School Rodeo Finals in South Dakota in 1960. Throughout his rodeo years, he won several saddles and belt buckles in bull riding and bulldogging. Rob was a member of the Dayton Wrangler Saddle Club and served several years on the Rodeo Celebration Committee. In 2023 he was Grand Marshall of our rodeo.

The empty saddled horse is being led into the arena by Rob's good friend, Travis Klingson.

Happy Trails, Rob



Robert
Lauer

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PRCA AWARDS BANQUET 2025



2025 PRCA Committee of the Year Medium Rodeo Nominee



2025 PRCA Committee of the Year - Medium Rodeo Nominee

The Dayton Rodeo Committee proudly accepted being nominated as one of the **Top 5 Medium Rodeo Committee for 2025**. The hardwork and efforts by everyone involved made this possible - **Thank you and Congratulations to All!**



RODEOS OF THE YEAR Presented by Priefert

TOP 5 NOMINEES FOR EACH CATEGORY SMALL RODEO

Cody, Wyoming | Cody Nite Rodeo
Goliad, Texas | Goliad County Fair & PRCA Rodeo
Mesquite, Texas | Mesquite Championship Rodeo
Sonora, California | Mother Lode Round-Up
Woodstown Pilesgrove, New Jersey | Cowtown Rodeo

MEDIUM RODEO

Belle Fourche, South Dakota | Black Hills Roundup
Blackfoot, Idaho | Gem State Classic Pro Rodeo
Dayton, Iowa | Dayton Championship Rodeo
Strong City, Kansas | Flint Hills Rodeo
Tyler, Texas | East Texas State Fair Rodeo

The Dayton Rodeo works
with the **BEST** in Rodeo -
Check Them Out!

Many of the award
nominees are a part of,
or have been a part of
the Dayton Rodeo!

- Matt Tarr
- Dusty Myers
- Justin Rumford
- Sunni Deb Backstrom
- Haley Proctor
- Dale "Gizmo" McCracken
- Joshua "Hambone" Hilton (named 2025 Music Director of the Year)
- Taos Muncy
- Cervi Championship Rodeo
- Even Randy Britton's horse 'Badger' was nominated!

Also represented at
the NFR - Dayton
Rodeo timers - **Kris
Fleener and Vicky
Pack.**

AWARDS CEREMONY

Congratulations to the following 2025 PRCA Awards Nominees

NUTRENA HORSE OF THE YEAR

Steer Roping:
Son Of A Glo "Junior"
Unbreykable "Big Country"
JS Frosty Badger "Goose"

Steer Wrestling:
Marked Up Cat "Banker"
Off the Fence "Swamper"
Finding Meno "Crush"

Tie-Down Roping:
Cut Off My Spots "Rudy"
Haldas Texas Jewel "Bird"
Daddys Shiner Cat "Paso"

Team Roping Heeler:
Cut Off My Spots "Coon"
Oz Ona Hot Streak "Oz"
Bodak Yello "Bodak"

Team Roping Header:
Mr Joes Shadow Bar "Joe"
RK Tuff Trinker "Bob"
Espuela Bro "Spur"

Pickup Man:
Baby Fries Hot "BABY"
Sundayredwood Breeze "Badger"
Jack On Moon "Spyder"

Barrel Racing:
DM Sissy Hayday "Sister"
Seis Corona "Jagger"
Force The Goodbye "Jarvis"

Breakaway Roping:
Stylish Drifter "Dutch"
Aladdins Approach "Lexus"
Jigsaw Wildcard "Jigsaw"

COMMITTEEMAN OF THE YEAR
Austin Curtis, Sikeston, Mo.

BUCKING STOCK OF THE YEAR
Bareback: 813 Lunatic Heaven
Saddle Bronc: F13 Virgil
Bull: 508 Magic Touch

MEDIA AWARDS

Photographer Nominees:
Clay Guardipee
Click Thompson
Fernando Sam-Sin
Hailey Rae
Beverly Sales

Broadcast:
Randy Taylor

Multimedia:
John Letasky, Print Journalism

REMUDA AWARDS

Stock Contractor:
Brookman Rodeo

Rodeo Committee:
Cheyenne Frontier Days

HESSTON SOWING GOOD DEEDS

Top 5 Nominees:
Chief Joseph Days Rodeo
Franklin Rodeo
Prescott Frontier Days
Sheriff's PRCA Rodeo
St. Paul Rodeo

COORS MAN IN THE CAN

Top 5 Nominees:
J.J. Harrison
John Harrison
Matt Merritt
Matthew Tarr
Rider Kiesner

CLOWN/BARRELMAN OF THE YEAR

Top 5 Nominees:
Dusty Myers
J.J. Harrison
John Harrison
Justin Rufford
Matt Merritt

VETERINARIAN OF THE YEAR
Dr. Leslie Schur

TIMER OF THE YEAR

Top 5 Nominees:
Courtney Morehead
Jayme Pemberton
Molly Jane Twitchell
Sandy Gwatney
Tammy Braden

SECRETARY OF THE YEAR

Top 5 Nominees:
Cindy Rosser
Eva Chadwick
Sandy Gwatney
Shawna Ray
Sunni Deb Backstrom

DRESS ACT OF THE YEAR

Top 5 Nominees:
Bobby Kerr
Dusti Grain
Haley Proctor
Rider and Bethany Kiesner
Tomas Garcilazo

COMEDY ACT OF THE YEAR

Top 5 Nominees:
Dale "Gizmo" McCracken
Dusty Myers
John Harrison
Justin Rufford
Matt Merritt

RODEOS OF THE YEAR

Small Rodeo Nominees:
Cody, Wyo.
Goliad, Texas
Mesquite, Texas
Sonora, Calif.
Woodstown Pilesgrove, N.J.

Medium Rodeo Nominees:

Belle Fourche, S.D.
Blackfoot, Idaho
Dayton, Iowa
Strong City, Kan.
Tyler, Texas

Large Indoor Rodeo Nominees:

Denver, Colo.
Fort Worth, Texas
Houston, Texas
Rapid City, S.D.
San Antonio, Texas

Large Outdoor Rodeo Nominees:

Cheyenne, Wyo.
Deadwood, S.D.
Pendleton, Ore.

Reno, Nev.
Springdale, Ark.

MUSIC DIRECTOR OF THE YEAR

Top 5 Nominees:
Austin Lopeman
Bradley Narducci
"Jersey" Jake Ostrum III
Jill Franzen Eaden
Joshua "Hambone" Hilton

PICKUP MAN OF THE YEAR

Top 5 Nominees:
Bobby Marriott
Matt Twitchell
Shawn Calhoun
Tas Muncy
Tyler Kraft

BULLFIGHTER OF THE YEAR

Top 5 Nominees:
Beau Schueth
Cody Emerson
Cody Webster
Dusty "Tuck" Tuckness
Nathan Jestes

ANNOUNCER OF THE YEAR

Top 5 Nominees:
Anthony Lucia
Garrett Yerigan
Roger Mooney
Wayne Brooks
Will Rasmussen

STOCK CONTRACTING FIRM OF THE YEAR

Top 5 Nominees:
Cervi Championship Rodeo
Frontier Rodeo
Pete Carr Pro Rodeo
Pickett Pro Rodeo Co.
Smith Pro Rodeos



JOSH HILTON
MUSIC DIRECTOR OF THE YEAR



KRIS FLEENER
TIMER



PRORODEO

Exciting Mutton' Bustin' & Sheep Scramblin'

Mutton Bustin' at the Dayton Rodeo! 🐑 🤠

Get ready for one of the most crowd-pleasing events of the rodeo—**Mutton Bustin' at the Dayton Rodeo!**

Young cowboys and cowgirls, ages 4–7, will have the chance to take on a woolly challenge as they climb aboard a sheep and hold on for the ride of a lifetime. It's all about courage, determination, and having fun in front of a cheering crowd!

As the gate swings open, the sheep races across the arena while riders do their best to stay on as long as possible. Every ride is packed with excitement, laughter, and unforgettable memories for participants and spectators alike.

**2026 DAYTON
CHAMPIONSHIP
RODEO**



Whether they're seasoned little daredevils or first-time rodeo stars, these young riders are sure to win the hearts of the crowd. Make sure to cheer them on as they experience the thrill of rodeo action in a fun and entertaining event.

Don't miss Mutton Bustin' at the Dayton Rodeo—where big rodeo dreams begin on the back of a little sheep! 🐑 ⭐ 🤠



Dayton Rodeo Tradition
SINCE 1937

**RED, WHITE & RODEO
IN DAYTON!**

🐑 Sheep Scramblin' for Cash! 💰



Get ready for one of the crowd's favorite events—Scramblin' for Cash!

This fast-paced, fun-filled contest gives young participants the chance to test their speed and determination as they chase sheep around the arena.

The goal is simple: grab a ribbon or tag attached to a sheep and win the cash prize!

No riding, no experience required—just quick feet, lots of energy, and a willingness to join the fun. Parents, grandparents, and friends will love cheering on these young wranglers as they dash, dodge, and laugh their way through the scramble.

With plenty of excitement, smiles, and unforgettable moments, Scramblin' for Cash is sure to be a highlight of the show and a crowd favorite for all ages! 🐑 ✨ 💰

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Dayton Rodeo Royalty

Miss Dayton Rodeo Queen 2026 – Addison Anderson

Hello! My name is Addison Anderson, and I am 16 years old. My parents are Amanda and Lane Sether, and I am incredibly proud to be your 2026 Miss Dayton Rodeo!

I have been riding since around age 3, and have not stopped since! I have always had a deep passion for animals, and aspire to be a large animal veterinarian after high school while continuing my rodeo career.

Having grown up around Dayton all my life, the Match of the Broncs series and the Labor Day weekend rodeo have helped shape me into the person I am today, and gifted me an irreplaceable family that I will be forever grateful for. That sense of community has been one of the biggest inspirations in wanting to become queen, and it is such an honor to be able to be an ambassador for not just the rodeo, but for the family that comes with it.

I can't wait to be able to talk to everyone and get to have my part in passing along the traditions and the magic of the rodeo!



Miss Dayton Rodeo Jr. Queen 2026 – Millie Egli



My name is Millie Egli and I'm the 14 year old daughter of Justin and Shanna Egli. I've grown up in Barnum, IA and currently attend Manson Northwest Webster Junior-Senior High School. I have always had a burning passion for horses, which has played a big role in shaping who I am.

One of the most important experiences in my life has been training my first horse "Doc" — teaching me patience and perseverance. Family has always been a huge part of my life, providing me with love, support, and guidance through every challenge and success. In my free time, I enjoy wrestling and welding.

Currently, I am focused on my horses and hope to improve my riding. I believe my greatest strength is being outgoing and personable and I want to use these qualities to make a positive impact on future generations of rodeo.

I am beyond excited to serve as your 2026 Miss Dayton Rodeo Jr. Queen. If you see me out and around at a rodeo, make sure to say hi and grab an autograph!



WILD Horse Race

*THREE COWBOYS. ONE WILD HORSE.
UNLIMITED EXCITEMENT!*

TEST OF TRUE GRIT AND COURAGE

Few events capture the raw excitement and unpredictable nature of rodeo quite like the Wild Horse Race. A longtime fan favorite at the Dayton Rodeo, this thrilling event puts three cowboys to the ultimate test of teamwork, determination, courage, and grit.

The challenge is simple—but far from easy. One cowboy serves as the rider while his teammates work to saddle and mount a powerful, untamed horse that would rather be anywhere else. When the signal is given, the race is on as teams battle the clock, the horse, and the competition in a fast-paced display of skill and sheer determination.

Here's to staying on the
saddle at the end of the day.

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It's rough, it's rugged, and it's definitely not for the faint of heart. Whether you're a lifelong rodeo fan or attending your first rodeo, the Wild Horse Race is an event you won't want to miss.



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Ranch Bronc Riding:



Where Everyday Cowboys Become Rodeo Heros

Ranch Bronc Riding is one of rodeo's most authentic events, celebrating the skills and determination of the working cowboy. Unlike professional saddle bronc riders who compete week after week on the rodeo circuit, many of these competitors are local cowboys and rodeo enthusiasts who spend their days working cattle, fixing fence, and working their regular jobs.

That doesn't make the challenge any easier. When the chute gate swings open, riders must stay aboard a powerful bucking horse for eight seconds while maintaining control and proper riding form. Every jump, kick, and twist tests their balance, strength, and grit.

For these cowboys, **Ranch Bronc Riding** is a chance to showcase the toughness and horsemanship it takes to climb aboard a bronc that outweighs you by hundreds of pounds and the courage and determination to **hang on** when every **instinct says let go**.

At the **89th Annual Dayton Labor Day Rodeo**, fans will witness ordinary cowboys doing extraordinary things. It's a thrilling display of western heritage, heart, and raw cowboy courage that reminds us why Ranch Bronc Riding remains one of rodeo's most respected traditions.



Dayton Rodeo American Flag Carrier 2026 – Amanda Sether



My name is Amanda Sether and I am proud to be this year's Dayton Rodeo American Flag carrier. I grew up in Gowrie Iowa. My parents are Shawn and JoAnn Anderson. I now live in Lake Park Iowa with my husband Lane and our two kids Addison and Clint.

I have been involved with horses and the Dayton Rodeo as long as I can remember. I rode with the Serpentine Riders through high school and college, coached the team for a few years after that, carried the American Flag in 2013, and held the title of Dayton Rodeo Queen in 2014. I have stayed active carrying sponsor flags in the rodeo since then and volunteering my time to the saddle club as the Match of the Broncs secretary for the last 13 years.

I attended college at Iowa State University and now work as a Loan Officer for United Community Bank. Outside of my full-time job I run my own business, raising and training Quarter Horses and teaching riding lessons during the summer months. I compete in barrel racing and have recently started

competing in team sorting. I volunteer as a 4-H horse project leader in our county and try to help give kids opportunities to get involved with horses whenever I can.

The two horses that have carried me through all the parades and rodeos this year representing the Dayton Rodeo are Bud and Jewel. Bud is a 17-year-old bay Quarter Horse gelding. He is my go-to horse for pretty much anything I need. I trained Bud and have been riding him since he was a 2-year-old. Jewel is a 25-year-old sorrel Quarter Horse mare. We have only owned her for a few years, but she is steady and trustworthy and handles anything we ask of her. I wouldn't be able to do what I do without the amazing horses God has blessed me with to call my partners.

I hope you all have a great time at the 2026 Dayton Championship Rodeo!

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Dayton Rodeo Iowa Flag Carrier 2026 – Lynnlee Campbell

Lynnlee Campbell is a 14-year-old from the small town of Linn Grove, Iowa, and attends Sioux Central Community School. She is the daughter of Don and Nikkie Campbell and the little sister of Hunter, Gauge, and Bo Smith.

One of Lynnlee's proudest accomplishments is training her own barrel horse—the very first foal ever born on her family's place in 2022. Her hard work, determination, and partnership with her horse continue to grow with every ride.

In 2025, Lynnlee had the honor of serving as the Reining Queen for the Town and Country Saddle Club in Sutherland, Iowa. She is also an active member of the Pony Express Riders of Iowa, where she enjoys volunteering her time, and she proudly participates in her local 4-H club.

When she's not competing or volunteering, Lynnlee enjoys trail riding, spending time with her horses, and making memories with her family. She is honored to represent the great state of Iowa as an Iowa Flag Carrier and looks forward to carrying that honor with pride, sportsmanship, and respect.





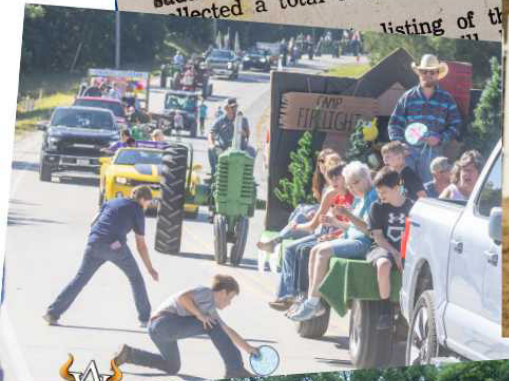
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MOMENTS THAT SHAPE DAYTON RODEO HISTORY

Dayton Rodeo
Tradition

over 1966 but the cold even-
held down the attendance
1966.
There were about 120 cowboys
contesting in the IRA approved
show. The top all around cowboy
for 1967 was T. R. Stalley of Ran-
dall, Minnesota. Randall com-
peted in the bare back bronc,
saddle bronc and bull riding. He
collected a total of \$567.14 for his
listing of the



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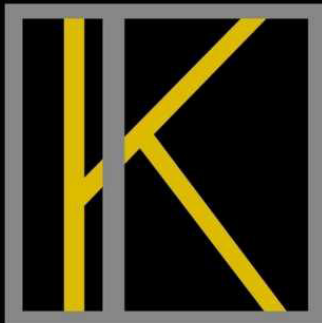
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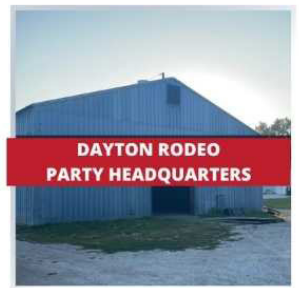
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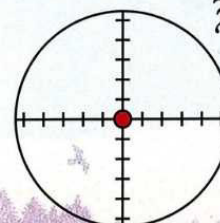
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WRANGLER ROUGH RIDERS DRILL TEAM

L-R: Harley Andrews, Caitlyn Klingson, Rylie Holder, Shelby Sorenson, Avelyn Lovig, Elizabeth Hill
Coached by: Jenny Eckert



One of the highlights of the Dayton Rodeo is the exciting performance by the **Wrangler Rough Riders Drill Team**. Showcasing precision horsemanship, teamwork, and western tradition, these talented riders captivate audiences with fast-paced maneuvers, intricate patterns, and impressive synchronization performed at full speed.



The drill team represents the heart of rodeo spirit, combining dedication, skill, and countless hours of practice to create an entertaining performance for fans of all ages. Mounted on beautiful, well-trained horses and dressed in coordinated western attire, the Rough Riders bring energy, color, and excitement to every appearance.

Their performances celebrate the rich traditions of the American West while highlighting the strong partnership between horse and rider. Whether carrying flags, executing precision formations, or thrilling the crowd with daring patterns, the Wrangler Rough Riders Drill Team adds a unique and memorable element to the Dayton Rodeo experience.



Be sure to watch for this outstanding group as they proudly carry on a tradition of horsemanship, sportsmanship, and community pride that perfectly reflects the spirit of the Dayton Rodeo.



JOHN JUSTIN STANDARD OF THE WEST COMMITTEEMAN OF THE YEAR



Justin created the John Justin Standard of the West program to recognize the hundreds of thousands of hours of work that volunteer rodeo committee members donate to put on rodeos. Each year, the Dayton Rodeo Chairman selects one outstanding volunteer to receive the prestigious John Justin Standard of the West Award. The recipient is honored with a pair of custom-embroidered Justin boots and is nominated for consideration at the PRCA level, joining other exceptional rodeo volunteers from across the country. This award serves as a tribute to the commitment, leadership, and volunteer spirit that help preserve and promote the tradition of rodeo.

Frank Green

The Dayton Rodeo Celebration Committee is proud to recognize Frank Green as the recipient of the **2026 John Justin Standard of the West Committeeman of the Year Award**.

Frank is being honored for his unwavering dedication, outstanding service, and willingness to step forward whenever and wherever help is needed. His commitment to the Dayton Rodeo extends far beyond the arena, reflecting a genuine passion for preserving and advancing the western traditions that are the foundation of our celebration.

A longtime member of the **Dayton Wranglers Saddle Club**, Frank has played a vital role in developing opportunities for young people through the **Match of the Broncs** series. His vision of introducing youth to the sport and values of rodeo is helping ensure that rodeo traditions remain strong in Dayton, Iowa, and for future generations. Through his mentorship, Frank has not only taught young people about rodeo but has also instilled important life skills, responsibility, sportsmanship, and a strong work ethic.

Frank's contributions to the Dayton Rodeo Celebration Committee have been equally significant. He was instrumental in implementing the horse-drawn wagons that now showcase sponsors, committee members, and the Grand Marshal during the parade and rodeo festivities, enhancing the event's heritage and western tradition. He also played a key role in assisting with the installation of the new bleachers, helping improve the experience for rodeo fans and visitors.

Like all members of the Dayton Rodeo Celebration Committee, Frank has devoted countless hours to preparing for and supporting this event. While this award recognizes his exceptional contributions, it also serves as a reminder of the dedication and commitment demonstrated by every committee member who works behind the scenes to make the Dayton Rodeo a success.

Please join us in congratulating **Frank Green**, the **2026 John Justin Standard of the West Committeeman of the Year**, and thanking him for his leadership, service, and commitment to the Dayton Rodeo tradition.



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We Have Incredible Volunteers!

The Dayton Labor Day Rodeo is made possible by the dedication and generosity of our outstanding volunteers. We are deeply grateful for the countless hours, hard work, and enthusiasm you contributed to help make this event a success.

From helping behind the scenes to assisting guests and supporting activities throughout the rodeo, your commitment, teamwork, and willingness to lend a hand were essential every step of the way. Your efforts helped create a memorable experience for everyone who attended.

Thank you for sharing your time, talents, and positive spirit with our community. We truly could not do it without you, and we appreciate all that you do to make the Dayton Labor Day Rodeo a tradition to be proud of.

Thank you for being the heart of our event!



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