

# JULY 29 & 30, 2022

Sweetwater Events Complex Outdoor Arena

Rock Springs, Wyoming

# RODEO

**6 PM ★ GATES OPEN**

**7 PM ★ PRE★SHOW**

MUTTON BUSTIN ★ FRI★SAT

TEEN CASH SCRAMBLE★FRI

ADULT CASH SCRAMBLE★SAT

**8 PM ★ RODEO**

**PATRIOT NIGHT ★ FRI**

**PINK NIGHT & SAT**

**GOLF TOURNAMENT - FRI**

**PARADE - SAT - 10 AM**



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# 2022 RED DESERT ROUNDUP RODEO SCHEDULE OF EVENTS

TENATIVE

## FRIDAY JULY 29

GOLF TOURNAMENT  
a chance for sponsors to play  
and help raise money for charity

## WRANGLER NATIONAL PATRIOT NIGHT

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## \$500 TEEN SCRAMBLE

the first 50-ticketed, willing teens  
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other great prizes

## EVERY NIGHT

6:00 PM

GATES OPEN  
VENDOR BOOTHS OPEN

7:00 PM

MUTTON BUSTIN'

8:00 PM

XTREME RODEO  
KID'S BOOT RACE

FOLLOWING RODEO  
RAMBLIN' BAND

## SATURDAY JULY 30

PARADE DOWNTOWN 10 AM

## WRANGLER TOUGH ENOUGH TO WEAR PINK NIGHT

brought to you by

**RDRR Committee**



## \$1000 ADULT SCRAMBLE

the first 50-ticketed, willing adults  
will compete for \$1000 as well as  
other great prizes

## TICKET OUTLETS

Rock Springs & Green River  
Chamber of Commerce

GENERAL ADMISSION

Senior: ages 60 &amp; older \$14

Adults: ages 12-59 \$16

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Information: 1-800-46-DUNES or 307-362-3771

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## KID'S BOOT RACE

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## COWBOY HOSPITALITY

Albertson's

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## THE RAMBLIN' BAND

Mandy Allred - ReMax

## MAIN EVENTS

BAREBACK- Sweetwater Technology Services / Park Hotel

STEER WRESTLING - Boot Barn / Les Schwab Tires

TEAM ROPING - RSNB Bank

SADDLE BRONC - Simplot / Murdoch's Ranch &amp; Home Supply

TIE DOWN ROPING - Genesis Alkali / Taco Time

BARREL RACING - Solvay / The Hitching Post

BULL RIDING - KREO 93.5 307 Country / Aaron's Semi Repair

## NATIONAL PATRIOT NIGHT

**KREO 93.5 307 Country**

## TOUGH ENOUGH TO WEAR PINK

**RDRR Committee**





# Cowboy Prayer

Our Heavenly Father we pause at this time  
mindful of the many blessings you have  
bestowed upon us We ask Lord  
that you will be with us in the arena of life

We as cowboys do not ask for special favors  
We dont ask to draw around the chute  
fighting horse the steer that wont lay  
or to never break the barrier

We dont even ask for all daylight runs  
We do ask Lord that you will help us live our lives here on  
earth as cowboys in such a manner that when we make that  
last inevitable ride to the country up there where the grass  
grows lush green and stirrup high and the water runs cool  
clear and deep that youll take us by the hand and say

**"Welcome to Heaven Cowboy, your entry fees are paid."**



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# RED DESERT ROUNDUP PARADE

## SATURDAY JULY 30TH



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# GRAND MARSHAL

## DR. PAUL ZANCANELLA



Dr. Zancanella descends from Italian and Slovenian people that came here to work in the coal mines. He was born in Rock Springs, Wyoming but spent his youth in Laramie, Wyoming. He attended the University of Wyoming and was accepted into Veterinary School at Colorado State University. Upon graduation in 1976, he returned to Rock Springs and established Mountainaire Animal Clinic, which is still in operation today.

He and his wife Vicky enjoy living in Sweetwater County and they participate in many activities involving horses. They are BIG supporters of the Red Desert Roundup Rodeo, Sweetwater County Fair and other events at the Sweetwater County Events Complex.

Dr. Zancanella's family all participate in rodeo and members of his family have competed at the National Finals Rodeo in Las Vegas.



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# Rodeo Basics

The basic seven events at PRCA ProRodeos are in three categories:

## Timed Events

Steer wrestling, team roping and tie-down roping require highly trained horses who work with their riders to catch and control cattle.

## Roughstock Events

Bareback riding, saddle bronc riding and bull riding match a cowboy's skill in staying aboard for eight seconds against a bucking horse's or bull's determination to remove him.

## Barrel Racing

Horse and rider complete a cloverleaf pattern around three barrels; fastest time wins.



## Why is success in rodeo measured by money?

Many ProRodeo contestants compete in dozens of rodeos across the country each year. Arenas vary greatly in size, which particularly affects results in the timed events. Each rodeo can use one or more of the PRCA's 80-plus stock contractors, many of whom own hundreds of bucking horses and bulls, whose average scores may vary. The only consistent measurement across all these variables is the amount of money earned.

# Your First Rodeo?

You're at the most exciting, most spontaneous, and most uniquely American sports event you've ever experienced! It's truly different from all other professional sports:

**Western heritage:** Most rodeo events are tied directly to skills that cowboys used to manage cattle on the vast open ranges of the frontier, and many of those skills are still used today.

**Animal athletics:** All rodeo events involve the participation of animals some highly trained, others operating on instinct. Owners take great care of their animals to ensure peak performance.

**Pay to play:** Contestants pay entry fees in order to participate. If they place high, they'll probably show a profit for the day. And if not, well, we hope you clap for their efforts anyway, because every contestant is doing his or her best.

**Cooperative competitors:** Cowboys frequently advise each other on how to ride particular horses or bulls, loan each other horses and equipment, and share travel expenses even with their closest rivals!

**No wealthy team owners:** Most rodeo committees are staffed entirely or almost entirely by volunteers who put in scads of hours producing the rodeo.

# Know Your Rodeo Lingo

**Barrier:** a line at the end of the box that the contestant and his horse cannot cross until the calf or steer has a head start

**Box:** in a timed event, the area a horse and rider back into before making a run

**Bulldogger:** a steer wrestler

**Bullfighter:** an athlete who protects the bull rider after he dismounts or is bucked off by distracting the bull and directing its attention to the exit gate, sometimes stepping between the bull and the bull rider

**Calf roper:** a tie-down roper

**Chute:** the pen that holds an animal safely in position; the timed-events chutes are usually across the arena from the roughstock chutes

**Covering:** staying on for at least eight seconds

**Draw:** each roughstock competitor who enters a PRCA rodeo is assigned a specific bucking horse or bull in a random draw conducted at PRCA headquarters three days before the rodeo; each timed-event contestant is assigned a calf or steer in a random draw on site, shortly before each performance of a rodeo begins

**Flank strap:** in the roughstock events, a sheepskin or Neoprene-lined strap placed in the area where a human's belt would go, which encourages the animal to kick out behind its body rather than "hopping" vertically, providing a showier, safer ride

**Hooley:** the knot that a cowboy uses to finish tying the calf's legs together in tie-down roping

**Judges:** trained professionals who check the livestock and arena before the rodeo, score riding events, flag timed events, and determine whether all rules were followed by the contestants

**Left (or right) delivery:** each bucking horse or bull is placed in a chute whose exit gate faces the direction it prefers to use

**Mark out:** a cowboy's feet must be above a bucking horse's shoulders when the horse makes its first move out of the chute, if so the cowboy "marked out," but if not, he "missed out" and the ride is disqualified

**Pickup men:** two mounted cowboys who help riders dismount, release the bucking horse's soft flank strap, and escort bucking horses and bulls to the exit gate after a ride

**Rank:** an adjective of praise and respect used to describe especially challenging roughstock

**Roughstock:** animals who possess the instinct and desire to buck off their riders

**Stock contractors:** ranching professionals who bring livestock to the arena: bucking horses, bulls, as well as steers and calves for timed events.

**Timed Event:** events in which the contestant(s) who make the fastest qualified runs win.





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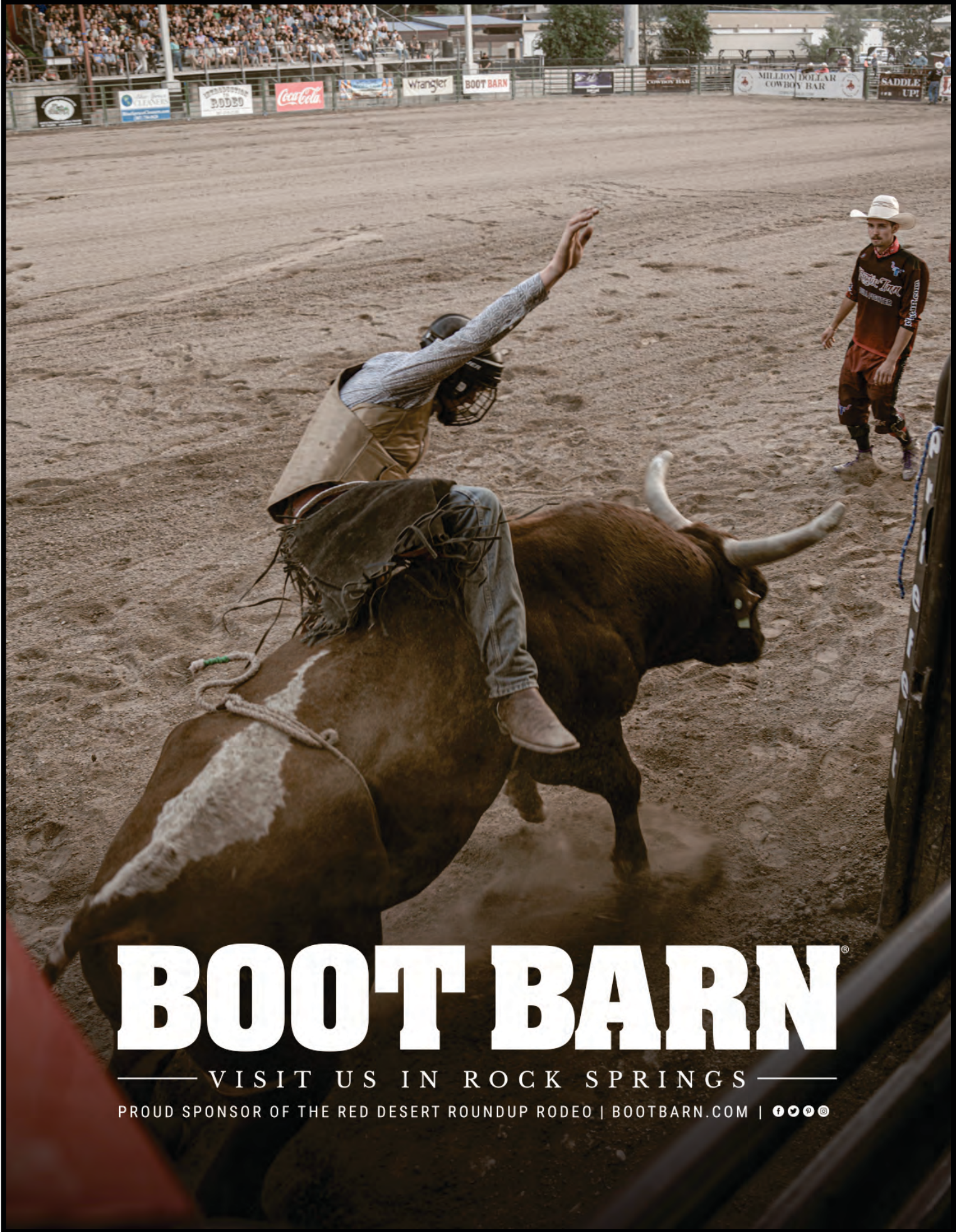
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A composite image featuring a bull rider and a bottle of Coors Banquet Beer. On the left, a bull rider in a blue protective vest and helmet is riding a brown bull. The bull has a "Coors Banquet" logo on its side. On the right, a large, condensation-covered bottle of Coors Banquet Beer is shown. The bottle label includes the text "Coors GOLDEN Banquet BEER", "12 FLUID OUNCES", and a circular logo with "ADOLPH COORS GOLDEN, COLORADO".

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The Red Desert Roundup Rodeo is proud to have the best livestock in the world from Powder River Rodeo and D & H Cattle.

Hank and Lori Franzen are the founders and owners of Powder River Rodeo, LLC. Powder River Rodeo has been nominated 10-times as PRCA Stock Contractor of the Year. In 2019 they received the prestigious PRCA Remuda Award. After 40 years in the business, they have established a reputation and pattern for success.

*"We love the livestock; we love our horses and the people in rodeo." - Lori Franzen*

Since they began supplying livestock to PRCA rodeos, the Franzen's have become known for their world-class bucking horses. Some of these incredible horses include **Khadafy Skoal**, 3-time Bareback Horse of the year, selected 16 times to NFR, 2-time Top Bareback Horse at the NFR and 2012 Pro Rodeo Hall of Fame Inductee; **Miss Congeniality**, 2-time Saddle Bronc Horse of the Year, selected to NFR 11 times and selected as Top Saddle Bronc Horse of the NFR once; also **Craig At Midnight**, the 2016 Bareback Horse of the Year, NFR top Bareback Horse and selected 8-times to NFR; other notable bucking horses include **Two Buck Chuck**, **Knot So Foxy**, **Look Again**, **Rich N Fancy**, **Bet The Ranch**, **Double Take** and **Miss Valley**, daughter from World Champion Miss Congeniality and World Champion Painted Valley.

Powder River Rodeo LLC's crew consists of Hank and Lori's daughter Jill Franzen-Loden and their son John Franzen.

*"Our biggest accomplishment is our children. My two kids have worked in the rodeo business since they were born. Jill was only three years old when we started and John was born into the business" - Lori Franzen*

Roughly 15 years ago Powder River partnered with D&H Cattle. *"We felt our horse program was so elevated and good, we wanted to elevate our whole product by partnering with six-time PBR stock Contractor of the Year, D&H Cattle. The partnership elevated our bull program to the top and our product as a whole to level we've never seen." - Lori Franzen*

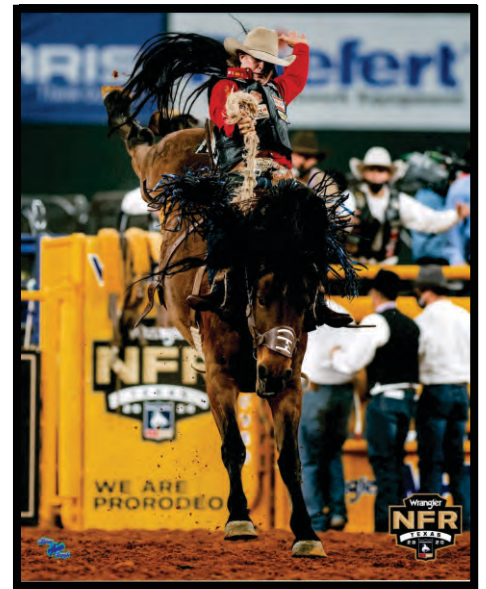


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Some of their incredible bulls include **Mossy Oak Mudslinger**, 2006 PBR Bucking Bull of the Year; **Shepherd Hills Tested**, 2013 PRCA Bucking Bull of the Year; **Long John**, 2015 PBR Bucking Bull of the Year; and **Bruiser**.

**Bruiser** passed away May 11, 2022. He won 2016, 2017 and 2018 PBR Bucking Bull of the Year, was selected as the 2017 PRCA Bull of the Year and in 2015, 2017 and 2019 named top bull of the NFR. He retired in 2021.

**Bruiser is one of the greatest of all-time and will be remembered throughout rodeo history.**





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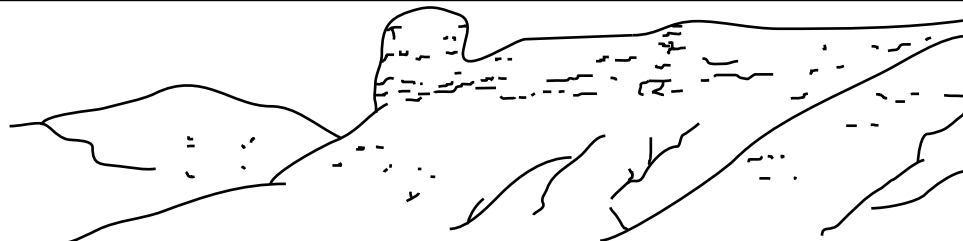
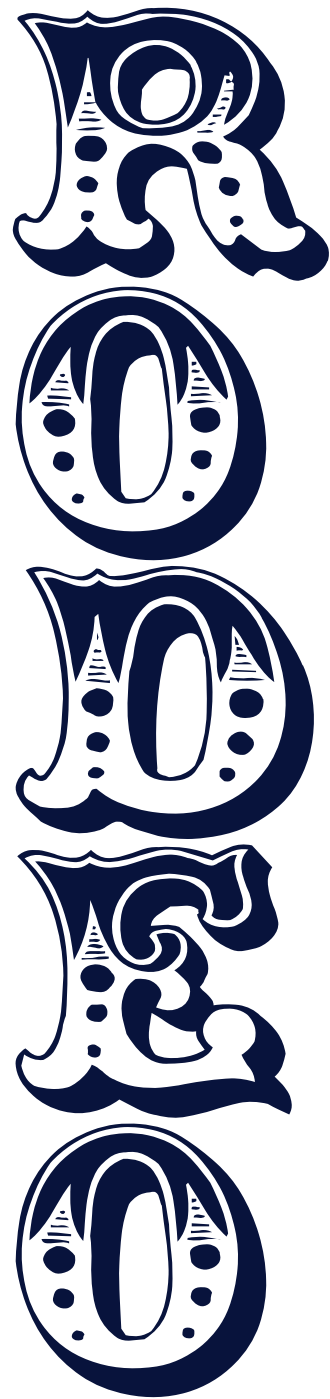
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Jon is a Surface Maintenance Supervisor at Tata Chemicals and is a native of Rock Springs. Jon's knowledge and respect for the animals and people involved in a rodeo was developed at a young age. He spent his childhood summers helping on his uncle's ranch in Riverton, Wyoming and his grandparents' ranch in southwestern Nebraska. After graduating from Rock Springs High School, Jon attended WyoTech in Laramie, Wyoming where he volunteered for the Laramie Jubilee Rodeo. After graduating WyoTech, he moved back to Rock Springs where he married his wife Dawn and started his family, which now consists of his three daughters Sierra, Alyssa, Karlee, and his grandson Kodah. Jon has been volunteering for the Red Desert Roundup Rodeo for many years and loves every aspect of it, especially watching and helping the little kids with Mutton Bustin'.

## 2022 Volunteer of the Year



# Jon Lewis

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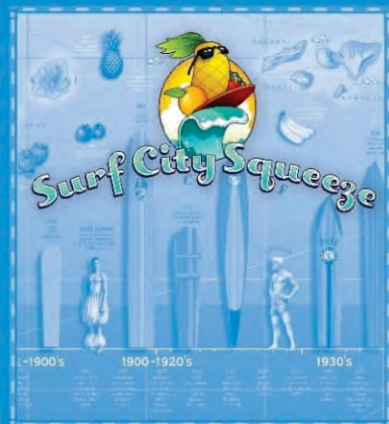


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# STEVE KENYON

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Professional Rodeo Announcer Steve Kenyon has spent nearly 30 years sharing the story of Professional Rodeo with fans in arenas across the country, and on the radio and internet on ProRodeoLive.com and on Rural Radio Sirius XM Channel 147.

In addition to announcing more than 25 rodeos a year, Steve is the host of the daily Western Sports Round Up Show on Rural Radio, and the voice of PRCA Rodeo on ProRodeoLive.com and on radio presenting live play by play coverage of the biggest events in ProRodeo, including the Wrangler National Finals Rodeo every December from Las Vegas. Steve is a frequent contributor to the Western Sports programming on RFD TV, including hosting RFD TV's Western Sports Round Up on television during the WNFR.

A native of the state of Oregon, Steve lives today with his family at the home of Kenyon Barrel Horses in Gainesville, TX.



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# Brandon Milburn

## PRCA Music Director



Brandon has been running music for the past 8 years. He got his start in Cody, running music for the Cody Night Rodeo. He currently resides in Cody Wyoming and runs a professional golf tour owned by John Daly on the side.



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## Miss Rodeo Wyoming 2022 Madelaine McElwee

**M**adelaine McElwee was born and raised in Laramie, WY with a natural love of horses, competing at the AQHA Youth Worlds Horse Show in 2018. When she was 16, she took up an interest in aviation and began taking flying lessons. In May of 2020, she earned her private pilot's license, followed by various other licenses. In 2019, McElwee was crowned Miss Laramie Jubilee 2020 and due to the COVID-19 pandemic was not able to fulfill her duties and had her title extended to 2021. Madelaine will travel extensively across the state of Wyoming as well as across the United States this year representing the Cowboy State and the sport of rodeo.







## KYRA FOLKS

### Rodeo Princess

Kyra will attend Farson-Eden High School as an 11th grader. She is from Rock Springs. Club memberships include Sagehoppers 4-H, Sweetwater County 4-H Shooting sports, Wild West Outlaws Gymkhanas, Little Sandy FFA, and basketball. Her hobbies are riding horses, dirt biking, snowmobiling, and working on her 1973 International truck. She plans to join the US Air Force.

## TRACIE WESTERBERG

### Rodeo Jr. Princess

Tracie calls McKinnon home and is going into the 7th grade at Manila, UT. She is the 5th generation to work on her families Triple A Cattle Ranch. She is a member of the McKinnon Wranglers 4-H club. She competes in the Cow Country Jr Rodeo and Wild West Outlaws Gymkhanas. Her hobbies are volleyball, basketball and riding her colt. She plans to continue ranching.



## ASHTEN FOLKS

### Rodeo Jr. Princess Attendant

From Rock Springs, Ashten will be a 5th grader at Farson Eden Elementary. She is in the Sagehoppers 4-H club, Sweetwater County 4-H Shooting Sports, Hotdoggers 4-H, and Southwest Wyoming BMX. She is involved in the Wild West Outlaws and R & R rodeo series. She enjoys riding her horse, dirt biking, snowmobiling, and hopes to be involved in agriculture.



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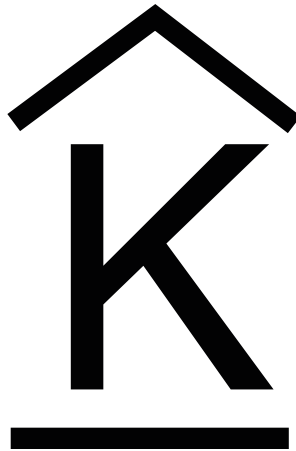
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