

KADEE COFFMAN

FROM RODEO QUEEN TO NETWORK TELEVISION REPORTER, THIS COWGIRL'S FUTURE IS AS BRIGHT AS HER TRADEMARK MEGA-WATT SMILE
STORY AND PHOTOS BY KEN AMOROSANO

The western industry has a way of making stars of its sons and daughters, and each and every one of them will tell you how important hard work, determination and respect for the lifestyle is when making it to the top.

Kadee Coffman is no exception. With her megawatt smile and classic cowgirl good looks, the spunky former rodeo queen has taken her love for the western lifestyle and parlayed it into an impressive broadcast career that rivals even the most prominent network personalities. And Coffman gets to do her job in her cowgirl boots! As a national television host and rodeo sideline reporter for the Wrangler National Finals Rodeo, and networks including CBS Sports, NBC Sports, GAC and RFD-TV, Kadee Coffman is one of the West's brightest stars.

Growing up on her grandparents' horse and cattle ranch in Clovis, California, Kadee spent her youth gathering cattle, showing horses (western pleasure, reining, working cow horse) and spending quality time with her family. She credits these formative years, and the people she grew up with, for instilling in her the dogged determination to achieve her goals. She has never lost her passion for the Western way of life.

Kadee at home in Fort Worth. Black leather dress by Western Reflections Original Donna Riva.



“My parents are the most supportive parents in the entire universe,” says Kadee. “My dad is such a realist, and my mom is rainbows and butterflies, all the time. If I said ‘Mom, I want to run for president of the United States,’ she’d go ‘Okay, what’s the next step?’ And my dad’s like ‘Really...that’s just not in the cards Kadee.’”

“[When I was] a little girl, many of our family friends had daughters who aspired to be rodeo queens,” Kadee recalls. “I always looked up to them because they were cowgirls but they still wore sequins and a cowgirl hat. They really signified the Western way of life to me.”

Kadee’s pursuit of the Miss Rodeo title began in high school, and took her on a multi-year journey of discovery and career-building. She was crowned Miss Clovis Rodeo in 2004, then went on to win the title of Miss California Rodeo Salinas in 2006. In 2007, she grabbed the state’s most coveted Miss Rodeo California title, and that’s when



ABOVE: KADEE TAKES A BREAK BETWEEN SHOTS FOR COWGIRL. BELOW: MISS RODEO CALIFORNIA SALINAS; KADEE AND RODEO BRONC RIDER SPENCER WRIGHT.

the broadcasting bug bit.

“We did a lot of PR and marketing and I was always being interviewed,” says Kadee. That’s when I thought to myself ‘I want to be on the other side of the microphone asking the questions.’”

Watching the Wrangler National Finals Rodeo (WNFR) on television and its sideline reporter, Pam Minick, also left a lasting impression on a young Kadee. “[Pam’s] a mentor to every rodeo queen,” she says. “When I was growing up, she was someone I really looked up to. I wanted to follow in her footsteps.”

Kadee set her sights on a broadcast career and went on to San Jose State University, where she graduated as a dean’s scholar with a Bachelor of Science degree in Broadcast Journalism. Although her education prepared her for hard-news reporting, her passion for the western way of life stood strong.

Kadee landed a summer internship with Superior Livestock Auction in Fort Worth in the summer of 2010, where she finally met her idol, Pam Minick. Pam was hosting *The American Rancher*, a show on RFD-TV post-produced



KADEE STROLLS ON THE M BAR RANCH NEAR ARGYLE, TEXAS, WITH RED HOT DINERO, BOTH BELONGING TO FRIEND AND MENTOR, PAM MINICK.





OPPOSITE PAGE: KADEE AND HER FRIEND AND MENTOR, PAM MINICK ON THE MINICK RANCH NEAR ARGYLE, TEXAS.

hear how a horse could help them and not judge them—just being out in the pasture and spending time with them, being able to share their story and what they are going through—is something that I hold very dear to my heart.”

A Fashionista at Heart

In her “spare” time, Kadee works on her own fashion line of western chic belt buckles for Denver-based Johnson & Held, a prominent manufacturer of handcrafted custom buckles. Her designs feature colorful inlaid stonework over brilliant backgrounds of turquoise, abalone, onyx and coral.

“You always have to be on,” says Kadee. “Like Pam and I say, you to have an on-and-off switch. When you’re on, you’re on. You might not be having a great day, but you need to be having a great day because people want to see that, and they expect to see that from you. That’s the job you signed up for.”

through Superior. The two instantly became friends.

“I really feel like Pam took me under her wing, and it is something that I will always be grateful for,”

Kadee fondly recalls. “Now she’s not only my boss for *Gentle Giants*, but she’s like a second mom and truly like a best friend.”

Following the internship, Kadee graduated from college and immediately moved back to Fort Worth, where she began hosting the *Superior Sunrise* show for Superior Auctions, a world leader in livestock marketing.

A Big Break

“I am a goal-setter, and the Wrangler National Finals Rodeo was a goal of mine,” says Kadee. “I sent my reel in for three years and never got a call back. When I finally got that call, Pam and I were together in Jackson Hole shooting. They needed someone for Cheyenne Frontier Days. I did the gig in July, and

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in October, I got the call for the National Finals.”

Kadee’s career has been in overdrive ever since, and she now calls Fort Worth home.

She continues to work as a WNFR sideline reporter and stays busy on the road, as a reporter for the Ram National Circuit Finals Rodeo, and the All American Finals Rodeo. Coffman remains host of *Superior Sunrise* for Superior Livestock Auction, and is co-host of RFD-TV’s *Gentle Giants* with her friend and mentor, Pam Minick.

A Most Important Gig

“I did a special for the AQHA on horses that heal,” Kadee recalls. “That is something I will remember for the rest of my life. I interviewed soldiers who had just returned home from being in combat, and we spoke about things that were really tough—not only physical scars but emotional scars that, from the outside, you cannot see. To be able to listen to them and



KADEE’S CREATIONS



CALIFORNIA POPPY (TOP) features mirrored flowers in silver and golden yellow. The centerpiece of inlaid turquoise is accented with orange spinney and bloody basin jasper. DIA DE LOS MUERTOS: This traditional Day of the Dead skull features colorful inlaid stonework over a turquoise background.

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