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SEPTEMBER 2015

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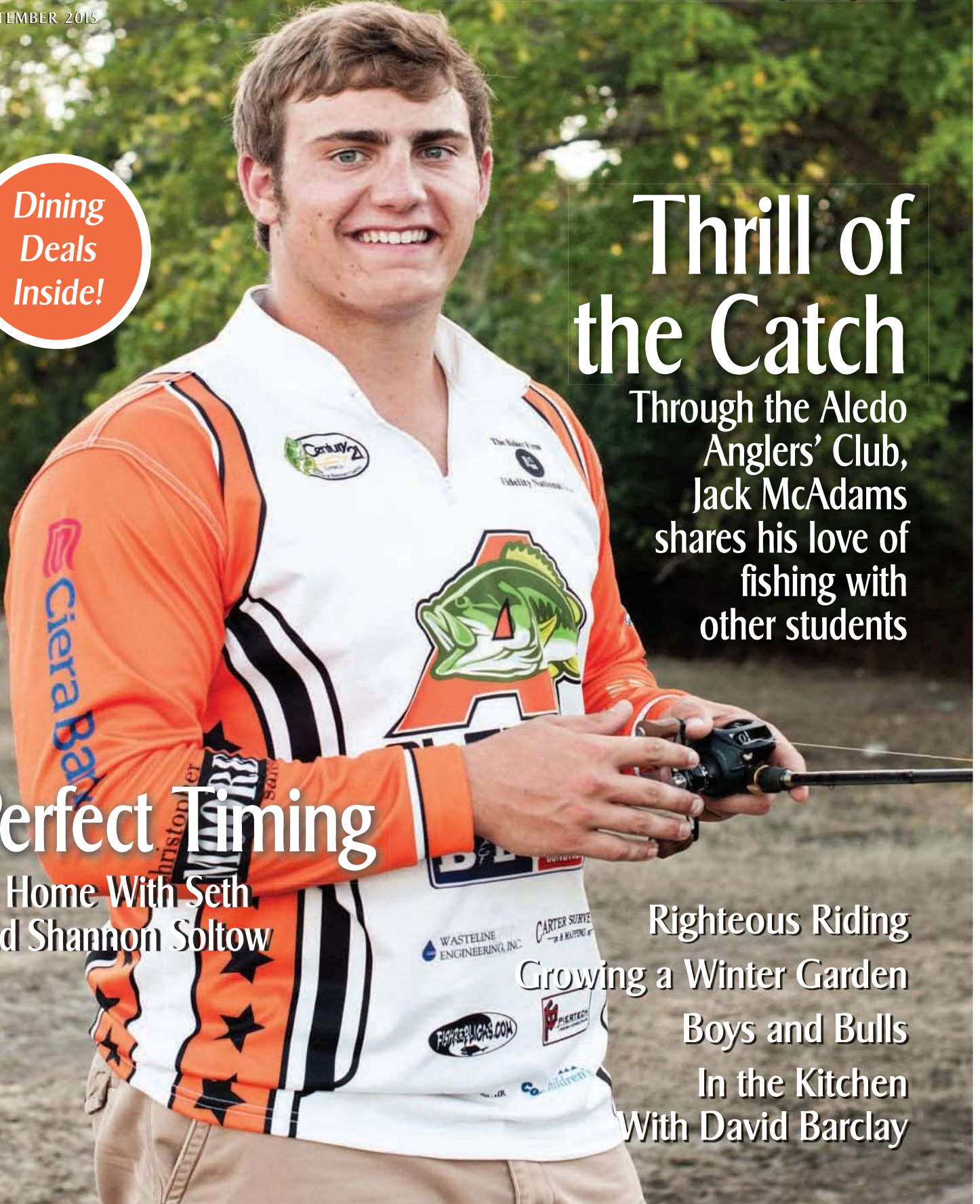
Thrill of the Catch

Through the Aledo
Anglers' Club,
Jack McAdams
shares his love of
fishing with
other students

Perfect Timing

At Home With Seth
and Shannon Soltow

Righteous Riding
Growing a Winter Garden
Boys and Bulls
In the Kitchen
With David Barclay



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ON THE COVER



As a senior at Aledo High School, Jack McAdams plans to spend time fishing local lakes for the big one.

Photo by Jen Thompson.

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Editor's Note

Happy September, WeatherfordNOW Readers!



Although the temperatures may allow us a few more weeks of swim time, the official start of fall will be here soon. Autumn is my favorite season, and I can't wait to enjoy the cooler temperatures and soak in the multitude of earthy colors as the leaves change. Students are back in school, and I plan to make the most of our free time on the weekends with my children. We will roast a few marshmallows and assemble s'mores around the campfire during the cooler months.

Labor Day falls on September 7 this year. According to the U.S. Department of Labor, the day was first observed as a national holiday in 1894 to celebrate the social and economic accomplishments of the American workforce. Labor Day recognizes all that American workers have contributed to benefit the prosperity of the United States.


Enjoy yourselves!

Amber


Amber D. Browne
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Championship Bull Riding rodeo competitions entertain spectators across the U.S.

Boys and Bulls

Championship Bull Riding provides an avenue for cowboys to show their bull-riding talents and win big. — By Amber D. Browne

Eight seconds may not seem like much time to many, but for professional bull riders, it can put them at the top in bull-riding competitions. The cowboy must hold the rope tightly as the bull tries feverishly to buck him off during the competition, but if the time is met, he will move one step closer to the prize. Championship Bull Riding in Weatherford offers cowboys from across the globe the opportunity to compete atop some of the best bulls in the industry.

“A lot of people watch bull riding for the danger and for the wrecks,” said Chelsea Murphy, CBR chief operating officer. “That’s not what we want.” Instead, CBR wants their cowboys to have great rides on strong bulls. “We want our cowboys to make money. We want our stock contractors to make money.”

A bull rider can purchase a permit to compete in the CBR

Horizon Series, which features rodeo competitions across the U.S. An invitation provides the top CBR bull riders access to compete in the Fox Sports-televised, 13-tour Mahindra Road to Cheyenne competition, which culminates each July at Cheyenne Frontier Days in Wyoming.

Each event includes 24 riders in the first round, and the top 12 cowboys are selected based on ride scores and times. Once the top four bull riders are selected, the scores reset to zero, so every cowboy has a chance for the big cash prize. “The pot is up for anybody to grab. It makes it fun to root for somebody, because everybody has a chance,” explained Kay-Lee Pearson, CBR event coordinator.

CBR’s events are full of excitement with fireworks, concerts and, of course, the dangerous sport of bull riding. “It truly is

about good bulls and good cowboys making good rides,” Kay-Lee shared. “They have to prove they can walk the walk and talk the talk. It’s a tough group of bulls and a tough group of guys.”

Most of the cowboys ranked in the top CBR standings are also in the top Professional Rodeo Cowboys Association world standings. “The way that CBR is structured is appealing to them,” Chelsee explained. “We don’t limit them to where they can compete.”

“It truly is about good bulls and good cowboys making good rides.”

CBR’s 2015 list of competitors features more than 100 cowboys, including Cody Teel, Chandler Bownds and the Mahindra Young Guns: Corey Bailey, Eli Vastbinder and Cody Rostockyj. CBR also has some great rookies, including 18-year-old Wyatt Rogers. “He’s exclusive to us at this point. He won \$43,000 in the state of Texas, which is the biggest purse in CBR history,” Kay-Lee shared.

Championship Bull Riding was founded in 2002. CBR’s corporate headquarters moved from the Fort Worth Stockyards to downtown Weatherford in December 2014. The move has been a welcome change. “We really like the town. It’s the Cutting Horse Capital of the World,” Chelsee remarked. Chelsee and Kay-Lee enjoy it when locals stop by the storefront and share their rodeo stories. Visitors can get a peek of the trophy from Cheyenne and learn more about the CBR cowboys.

CBR offers a very personalized relationship with the cowboys and stock contractors. At each rodeo, the bull riders compete for more than \$30,000, while the bull contractors vie for over \$45,000. The 2015 season wrapped up with the CBR World Finals in July. The 2016 season is now in full swing, with cowboys and bulls, once again, putting on a show for CBR spectators. Chelsee shared, “We want them to make those eight seconds.” **NOW**

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