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PRCA  
**RODEO**  
2022



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TOYOTA

*Jerome  
Robinson*

**AUGUST 7-9  
BUDWEISER EVENTS CENTER**

# FACES, PLACES, & VOICES OF



## Meet Morgan Crouse Larimer County Fair & PRCA Rodeo Queen 2022

Your co-op supports the Larimer County Fair and PRCA Rodeo Queen by donating to the Larimer County Queen's Scholarship Program. We're pleased to introduce PVREA member and this year's royalty, Morgan Crouse.

Read her full story at [www.pvrea.coop](http://www.pvrea.coop).

### Want to Share Your Story?

We love telling our members' stories. If you'd like to share your story or nominate someone, let us know – it could be the next Faces, Places, & Voices of Poudre Valley REA story!

Let us know at:

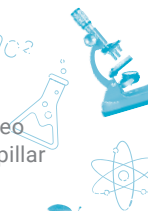
[communications@pvrea.coop](mailto:communications@pvrea.coop)  
or by calling **800.432.1012**

## Poudre Valley REA Supports Education

Do you know why we routinely sponsor the Larimer County Fair & PRCA Rodeo Queen's Scholarship Program? As a cooperative, supporting education is a pillar of how we do business.

- Electrical safety demonstrations – [www.pvrea.coop/electrical-safety-demonstrations](http://www.pvrea.coop/electrical-safety-demonstrations)
- Empower Grant Program funds classroom STEAM projects – [www.pvrea.coop/empower-grant-program](http://www.pvrea.coop/empower-grant-program)
- Youth trips for high schoolers – [www.pvrea.coop/youth-trips](http://www.pvrea.coop/youth-trips)
- And even if you're not a rodeo queen, you can still access continuing education scholarships – [www.pvrea.coop/scholarships](http://www.pvrea.coop/scholarships)

$E=mc^2$



# WELCOME RODEO FANS

## TO THE 74TH PRCA RODEO AT THE LARIMER COUNTY FAIR

The Larimer County Fair Rodeo Board is excited to welcome you to our action packed 2022 edition of the Larimer County Fair PRCA Rodeo. We are pleased to welcome back longtime rodeo fans and welcome first-timers to enjoy this true American sport.

Over the years, our rodeo has drawn some of the very best competitors in the business, many of which were ranked among the top 15 riders who were on their way to the National Finals Rodeo held each December in Las Vegas. We expect this year to be no different with another exciting lineup of national finalist competitors in the mix.

At the Larimer County Fair PRCA Rodeo, we strongly believe in hiring the very best to produce our annual event. We are excited to welcome back Beutler and Son Rodeo Company ("PRCA stock contractor of the year" with numerous bulls and horses named "rough stock of the year") who will again be providing some of the best bucking stock around.

Prepare to be entertained by our announcer Bob Edmonds and sound engineer Jill Franzen while world class bull fighters Dusty Tuckness and Nathan Harp provide protection for the rough stock contestants. Specialty act and Barrel Man, John Harrison is certain to keep you entertained!

Please sit back, relax and we hope that you enjoy the 2022 Larimer County Fair PRCA Rodeo. If it were not for our rodeo fans, there would not be PRCA Rodeo.



# NATIONAL SPONSOR



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## 74TH ANNUAL LARIMER COUNTY PRCA RODEO

### **ANNOUNCER**

Bob Edmonds

### **SOUND**

Jill's Sounds

### **BARREL MAN & SPECIALTY ACT**

John Harrison

### **BULLFIGHTERS**

Dusty Tuckness  
Nathan Harp

### **LARIMER COUNTY FAIR & RODEO QUEEN**

Morgan Crouse

### **RODEO BOARD**

Steve Humann  
Rick Harris  
Christian Southwick  
Rayne Rule  
Brandy Edmonds

### **RODEO COMMITTEE**

Gene Olson-Chair  
Dusty Williams  
Brandon Combs  
Danny Davis  
Gregg Melick  
Pat Young  
Drake Rule

### **PROGRAM**

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### **AMBULANCE & FIRST AID**

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## TUESDAY, AUGUST 9


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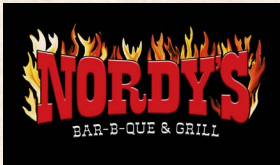
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# 2022 LARIMER COUNTY FAIR PRCA RODEO BOARD



Pictured from left to right:

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**RAYNE RULE**  
**STEVE HUMANN**  
**CHRISTIAN SOUTHWICK**  
**RICK HARRIS**  
**BRANDY EDMONDS**



# PRCA HISTORY

The Professional Rodeo Cowboys Association was created almost by accident in 1936 when a group of cowboys walked out of a rodeo at the Boston Gardens to protest the actions of rodeo promoter W. T. Johnson, who refused to add the cowboys' entry fees to the rodeo's total purse.

Johnson finally gave in to the cowboy's demands, and the successful "strike" led to the formation of the cowboys' Turtle Association. The cowboys chose that name because, while they were slow to organize, when push finally came to shove, they were not afraid to stick their necks out and stand up for themselves. In 1945, the Turtles changed their name to The Rodeo Cowboys Association, and in 1975, the organization became PRCA.

The PRCA staff consists of about 70 full-time employees, but grows to nearly 100 during the peak rodeo season. The PRCA headquarters, which also includes the pro rodeo hall of fame and museum of the American cowboy, was established in 1979 and is located just down the road in Colorado Springs, Colorado.



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# 2022 LARIMER COUNTY FAIR AND RODEO QUEEN



## **MORGAN CROUSE**

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Welcome to our amazing Rodeo! My name is Morgan Crouse and I am the 20 year old daughter of Jay and Dawn Crouse. My roots are planted here, as I was born and raised in Fort Collins, Colorado. Following my year as Queen, I will continue as a junior at Front Range Community College studying Surgical Technology. After graduating I plan on a career in Interventional Radiology, working at one of our local hospitals.

For 11 years now I have been part of our Larimer County Fair and Rodeo through the Larimer County 4-H program, as a proud member of the Desperados 4-H Club. The relationships I gained through the 4-H program are priceless and will last me a lifetime.

In the spring of 2021, I started riding my horse "Smart Lil Chilli Pepper", better known as Pepper. He is a friendly 17-year-old quarter horse who loves to work cows and run hot laps and, although I have not been riding him long, we have grown into an incredible team and he has learned to love Rodeo as much as me!

This past year has been filled with some of the best experiences of my life: representing our great Larimer County and traveling throughout Colorado, learning, sharing, and embracing our important western heritage. I am excited about this final opportunity to meet all of you and to inspire future generations to support our community, our roots in agriculture, and the sport of rodeo.

I am ever so grateful to be your 2022 Larimer County & PRCA Rodeo Queen!

# 2022 MISS RODEO COLORADO



## **ASHLEY BALLER**

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Ashley Baller is the 25-year-old daughter of Cheryl Sena and Chris Baller. A proud Colorado native, Ashley grew up in Parker, Colorado where she was an active 4-H member and spent her time showing in all-around and ranch events. In May 2018, she graduated from Colorado State University with a Bachelor of Science in equine science and minors in business administration and Spanish. During her time at CSU, she was a member of the American Quarter Horse Judging Team, Equine Science Steward's and was heavily involved with the CSU Legends of Ranching program.

Former Manager of Multilingual Resources and Communication for the American Quarter Horse Association International Department, Ashley assisted with the management of programs that are committed to improving the international AQHA member experience and growing the breed globally. Soon, she hopes to pursue a Master of Business Administration.

Ashley is thrilled to represent Colorado's rich western traditions by promoting the Larimer County Fair PRCA Rodeo's 74th year anniversary as the 66th Miss Rodeo Colorado!

As the first predominantly Latina Miss Rodeo Colorado, she is eager to exercise her Spanish to create stronger connections among English and Spanish speakers alike. A city-girl turned cowgirl, she can't wait to give back to the equine and agricultural industries that have fostered her personal and professional growth. Through this platform, she will showcase kindness and faith while passionately promoting and educating others about agriculture and the sport of rodeo.

Ashley is excited to serve, inspire and educate people from all walks of life in her community, state and beyond. As a first-generation cowgirl, graduate and bilingual Spanish speaker, she can't wait to inspire youth and to celebrate rodeo and our western heritage with new and seasoned fans and supporters.

Beyond the crown, you can find Ashley traveling, riding horses, enjoying Colorado's outdoors, or spending time with friends and family.

"Be joyful in hope, patient in affliction, faithful in prayer." Romans 12:12

# 2022 MISS RODEO AMERICA



## **HAILEY FREDERICKSEN**

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Hailey Fredericksen was crowned Miss Rodeo America 2022 on December 5, 2021 at the South Point Hotel in Las Vegas, Nevada. With family roots in ranching, Hailey is a first-generation college graduate from Colorado State University where she earned a Bachelor of Science in Animal Sciences with a minor in Agricultural Business. Following her reign as Miss Rodeo America 2022, she plans to obtain a masters in Agricultural Communications and use her ambition and passion to continue her work as an #advocate.

Prior to being selected as Miss Rodeo America 2022, the 24-year-old daughter of Trevin and Megan Fredericksen, represented the Centennial State as Miss Rodeo Colorado 2020-2021. Hailey enjoys riding horses, barrel racing, breakaway roping, and dancing.

During her reign as the official representative of the Professional Rodeo Cowboys Association, Hailey will travel around 150,000 miles and appear at nearly 100 rodeo performances, as well as making appearances at schools, civic groups and other special events in order to educate the public and create awareness about the sport of rodeo, its sponsors, and its opportunities.

Hailey will also serve as a spokesperson at a variety of promotional events and model in commercial advertisements for western clothiers, publications, sponsors and other service providers to the western industry. Miss Rodeo America symbolizes the youth of our nation who wish to further promote Agriculture, and the sport of Professional Rodeo, and in doing so, promotes the great western way of life. She is the ideal, agriculturally oriented American young woman, who embodies professionalism, speaks intelligently, and has integrity, good character, knowledge and grace. She consistently models and demonstrates these characteristics as she travels extensively across our country and at times, to other countries as well.

[www.missrodeoamerica.com](http://www.missrodeoamerica.com)

# 90 YEARS OF BEUTLER FAMILY RODEOS

## **BEUTLER BROTHERS ★ 1929-1955**

Elra, Jake & Lynn Beutler

## **BEUTLER & MORGAN ★ 1956-1958**

Elra & Jiggs Beutler & Buster Morgan

## **BEUTLER & SON ★ 1959-1988**

Elra, Jiggs & Bennie Beutler

## **BEUTLER & GAYLORD ★ 1989-1999**

Bennie Beutler & Ed Gaylord

## **BEUTLER & SON ★ 2000-PRESENT**

Bennie & Rhett Beutler

### **BAREBACK OF THE YEAR**

### **BULL OF THE YEAR**

### **SADDLE BRONG OF THE YEAR**



1998 - Commotion  
1999 - Commotion  
2000 - Commotion  
2019 - Killer Bee

1959 - Old Speck  
1960 - Old Speck  
1985 - Cowtown  
2007 - Voodoo Child  
2008 - Voodoo Child

1973 - Sam Bass  
1985 - Blow Out  
1987 - Challenger Skoal  
2017 - Wound Up

2019 Pro Rodeo Hall of Fame Inductie - Elra and Jiggs

2019 Bareback Horse of the year - Killer Bee

2019 Pro Rodeo Hall of Fame Inductie - Bareback Horse Commotion



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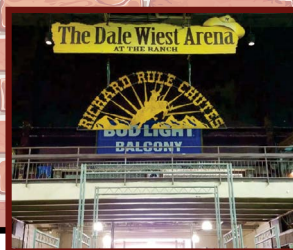
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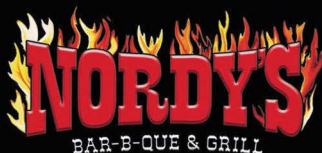
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# NATHAN HARP



Nathan Harp grew up in Tuttle, Oklahoma. Nathan was not brought up in a rodeo family, but since he can remember he has always had a love for rodeo. At the age of 16 he started to pursue his love for rodeo through bullfighting. After highschool he put all of his effort into his career and before long found success in the freestyle bullfights. In 2011 he won the Rex Dunn World Championship Freestyle Bullfights. Not long after that he was acknowledged for his cowboy protection and joined the PRCA. Since joining the PRCA in 2012, he has worked some of the most prestigious rodeos and has been voted on four times to work the Ram Prairie Circuit Finals and The Ram National Circuit Finals Rodeo once.

# DUSTY TUCKNESS



Dusty Tuckness grew up in the small town of Meeteetse, Wyoming and as a young kid knew that bullfighting would be his future. His dad was also a bullfighter, so the rodeo life was nothing new to him. He is a man of great faith and is one of the best bullfighters with being selected 12 times to work the National Finals Rodeo and having the honor of being named bullfighter of the year 10 times in the industry with a great future still ahead of him. When asked who Dusty looked up to as a young kid he responded "a lot of people inspired me growing up. My dad fought bulls, and he's still a barrel man. I grew up around it. I looked up to guys like Rob Amets, Miles Hare, Frank Newsome, Mike Matt, Lance Brittan, and Rex Dunn. Those guys were the foundation of what bullfighting is today." Everyone's number one question is always, what made you decide to become a bullfighter? His response, "at a young age, I enjoyed watching bullfighting. It was something I knew I wanted to do, but I didn't realize at the time it would turn into a career. God gave me a strong heart to not quit on anything, so I have stuck with it. He has put the right people in my life, and I am very thankful and blessed to be where I am today."

# RODEO TERMS

**AVERAGE:** Usually used to describe the aggregate score for a contestant who competed in more than one round, E.G., "he had times of 9.3 and 9.8 seconds in the two rounds and placed third in the average with 19.1 seconds on two head"

**BARRIER:** In timed events, a line at the front of the box that the contestant and his horse cannot cross until the steer or calf has a head start, usually marked with a rope and a flag so the timers can see it drop and start the clock.

**BREAKING THE BARRIER:** If the contestant rides through or breaks the barrier before it is released a penalty of 10 seconds is added to the time.

**CROSSFIRE PENALTY:** In team roping, if the header does not change the direction of the steer before the heeler catches, the run is disqualified.

**DALLY:** In team roping, each roper, after throwing his loop, wraps the loose rope around his saddle horn - dalties - and the two ropers move their horses to face each other, pulling the ropes taught to stop the clock.

**DRAW:** Each roughstock competitor who enters a PRCA rodeo is assigned a specific bucking horse or bull in a random draw. Each timed-event contestant is assigned a calf or steer in a random draw on site, shortly before each performance.

**FLANKMAN:** A cowboy or cowgirl who works in the bucking chutes, adjusting the flank strap around the animal before the ride; the best flankmen and women are familiar with each individual animal and know exactly how much flank to give each animal to encourage optimal bucking.

**FLANK STRAP:** A soft sheepskin - or neoprene - lined strap placed in the area where a human's belt would go. It encourages the animal to kick out behind itself rather than rear up, which provides a safer, showier ride.

# RODEO TERMS

**HAZER:** In steer wrestling, the cowboy who rides on the right side of the steer from the contestant to make sure the steer runs straight.

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

**MARK OUT:** In the bareback and saddle bronc riding, a cowboy's feet must be above the point of the horse's shoulders when the horse's front feet hit the ground - if so, he "marked the horse out," but if not, he "missed him out" and the rider is disqualified.

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

**PIGGIN' STRING:** In the tie-down roping, the small rope used to tie calf's legs together.

**PIGTAIL:** A piece of string attached to the barrier that breaks if a timed-event contestant's horse exits the box too soon, not giving the calf or steer enough of a head start according to PRCA rules.

**RANK:** An adjective of praise and respect used to describe especially challenging roughstock.

**REIDE:** If a cowboy's score is affected by equipment failure or a horse or bull that doesn't buck to performance specifications, the judges may offer the cowboy a clean-slate chance on a different horse or bull.

**SLACK:** Excess entries at some rodeos may be scheduled for preliminary (slack) competition, usually before or after the rodeo is open to the public.

# JOHN HARRISON



John Harrison and team are affectionately known as “The Clown Family” among rodeo fans and professionals. You rarely see John at a rodeo without his tribe. He and his wife, Carla have had 4 children. Addy, their oldest is embarking on a fun journey of her own. She interviews contestants & personnel and then asks them questions kids want to know about. Cazwell, their

son, is often dressed just like John entertaining and doing flips during the mutton busting. The father - son duo have opened the WNFR 3 times. Next in line would be Billie, a daughter that is an angel in Heaven now. Capping off the crew is the youngest girl, Charlee, who is the self proclaimed “leader” of everything, but especially the Clown Family!

John comes by the family aspect honestly, while he is a noted rodeo clown and barrelman, his late grandfather was rodeo legend, Freckles Brown. (Freckles rode the “unrideable” bull Tornado, the subject of Western Music songs, and was a World Champion Bull Rider in 1962) John was around rodeo and rodeo people his whole life. He became a member of the Professional Rodeo Cowboys Association (PRCA) in 1999, as a trick and roman rider, and trick roper. He later diversified and added barrelman to his PRCA card.

John has worked rodeos from coast to coast and has made 10 appearances at the prestigious Wrangler National Finals Rodeo, three times as a specialty act performer and 7 times as a barrelman. 2012, 2014-15, 2020-21, John picked up the coveted award of Comedy Act of the Year. Capping his achievements he brought home the gold buckle, that represents the work he does in the barrel, of Coors Man in the Can 4 times. He feels blessed to be doing what he loves and with those he loves at his side.

# ANIMAL WELFARE VS. ANIMAL RIGHTS

**ANIMAL RIGHTS:** Organizations that support animal rights philosophies seek to end the use and ownership of animals. Animal rights organizations seek to abolish by law: The raising of farm animals for food and clothing, rodeos, circuses, zoos, hunting, trapping, fishing, the use of animals in lifesaving biomedical research, the use of animals in education and the breeding of pets.

**ANIMAL WELFARE:** Based on principles of humane care and use. Organizations who support animal welfare principles seek to improve the treatment and well-being of animals. Supporting animal welfare premises means believing humans have the right to use animals, but along with that right comes the responsibility to provide proper and humane care and treatment.

**RULES:** The PRCA has more than 60 rules to ensure the proper care and treatment of rodeo animals included in its official rules and regulations. While the rules and regulations are too numerous to list here, several of the safeguards for the proper treatment of animals are listed below. For a complete list of the rules and regulations dealing with the proper care and treatment of animals, please send your request to PRCA Animal Welfare Coordinator, PRCA 101 Pro Rodeo Drive, Colorado Springs, CO 80919

- A veterinarian must be on-site at all PRCA-sanctioned rodeos.
- All animals are inspected & evaluated for illness, weight, eyesight & injury prior to the rodeo, and no animals that are sore, lame, sick or injured are allowed to participate in the event.
- Acceptable spurs must be dull.
- Stimulants and hypnotics may not be given to any animal to improve performance
- Any PRCA member caught using unnecessary roughness or abusing an animal may be immediately disqualified from the rodeo and fined. This holds true whether it is in the competitive arena or elsewhere on the rodeo grounds.
- Weight limitations are set for both calves (between 220 and 280 pounds) & steers (450-650 pounds)
- The flank straps for horses are fleece- or neoprene-lined & those for bulls are made of soft cotton rope & may be lined with fleece or neoprene.
- Steers used in team and steer roping have a protective covering placed around their horse.
- The use of prods & similar devices is prohibited in the riding events unless a bull is stalled in the chute.
- All rodeos must have a conveyance available to humanely transport any injured animal.
- Chutes must be constructed with the safety of the animals in mind.

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A background image of a rodeo event. A rider in a helmet and vest is on a bucking bull. Spectators are visible in the stands behind a wooden fence. The scene is dusty and captures the action of a rodeo.

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TO ANNOUNCE ITS**

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# JEROME ROBINSON



Legendary rodeo cowboy Jerome Robinson, 74, passed away on Jan. 9, 2022, at his home in Fort Collins, Colorado. Robinson was born Oct. 16, 1947, in Ogallala, Nebraska. He graduated from Venango High School in 1965 and went on to Colorado State University where he was an integral part of the university's rodeo team. Simultaneous with collegiate competition, Robinson quickly established himself as one of the top bull riders on the Professional Rodeo Cowboys Association circuit. He qualified for his first of 11 National Finals Rodeo appearances in 1970 and twice finished as high as fourth in the PRCA's world bull riding standings.

Though Robinson retired from rodeo competition in 1982 his impact on the western sports world lived on for decades. He seamlessly turned his focus from bull riding to rodeo production, and his Colorado-based Western Trails Rodeo Company produced rodeos and western-themed events in countless small towns, major U.S. cities and international venues. His final weekend was spent doing what he loved at the PBR event in New York City's iconic Madison Square Garden.

Robinson was inducted into the PBR's Ring of Honor in 1999; the PRCA's ProRodeo Hall of Fame in 2019; the Bull Riding Hall of Fame in 2019; and the Rodeo Hall of Fame at the National Cowboy & Western Heritage Museum in 2020.

He is preceded in death by his father, Graydon Robinson; mother, Marjorie (Southard) Robinson; and his sister, Marsha Robinson. He is survived by his wife, Dorya Huser; his sister, Ginger Robinson; his daughter, Amy (Robinson) Russ; son-in-law, Steve Russ; granddaughter, Saylor Jade Russ; grandson, Bohdy Brandon Russ; and a large contingent of proud aunts, uncles, and cousins from the Couch, Stewart, Southard, and Remington families who were instrumental in supporting Robinson's childhood dream of becoming a rodeo cowboy.



# UPCOMING EVENTS



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AUGUST 13-14



**WOLFPACK NINJA TOUR**  
AUGUST 19-21



**CIRQUE DU SOLEIL - OVO**  
AUGUST 26-28



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