



WESTERN STAMPEDE

2017

JULY 1 ★ 3 ★ 4

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WELCOME FROM THE MAYOR



WELCOME TO the 2017 Western Stampede Rodeo! If you haven't been to a rodeo before, you're in for some fun! And if you're a repeat rodeo goer, you know the excitement that's in store as top-ranked cowboys and cowgirls test their skills against some of the best bucking stock in the business.

Audiences have been enjoying the thrills of the Western Stampede since 1954 when it started as a homegrown amateur rodeo.

Today's Stampede has grown into a pro rodeo where many top-ranked cowboys and cowgirls - including world champions - compete for prize money as they move one step closer to the National Finals Rodeo.

I've been going to the Stampede for over 40 years, and it's a part of our family's Fourth of July tradition. My thanks go out to the many volunteers who bring this show to life and our many generous sponsors who make it possible.

Cervi Championship Rodeo is back for their fifth year and have a loyal following of some of the best cowboys and cowgirls in the business. Cervi is also celebrating their 50th anniversary and produce some of the top rodeos in the country. They are also known for their "Born to Buck" program and have a loyal following of cowboys eager to test their skills on some of the best bucking stock in rodeo. Mutton Bustin' is also one of my favorites, and I'm looking forward to watching my grandkids test their sheep-riding skills.

The carnival is back too and is in Veterans Memorial Park, just north of the arena. In West Jordan, we celebrate our nation's independence and our rich heritage. I am so glad you could join us for the 63rd anniversary of the Western Stampede. Enjoy the show!

Kim V. Rolfe, Mayor



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WEST JORDAN — FROM FARM TOWN TO FULL-SERVICE CITY

ABOUT 115,000 PEOPLE call the City of West Jordan home, making it the fourth-largest city in the State of Utah. Much has changed since Mormon pioneers settled this area in 1849. They ventured across the Jordan River in search of good pastureland for their livestock and never looked back.

Located in the heart of the Salt Lake Valley, West Jordan is just minutes from a wealth of cultural, sporting and recreational activities found in Utah's world-class mountains. It's also conveniently located near major transportation routes, including I-15, I-215, I-80, Bangerter Highway which takes you straight to the Salt Lake International Airport, and the UTA TRAX line which connects West Jordan with the main Sandy/Salt Lake TRAX light rail line.

Since West Jordan became a town in 1941 much has changed. At the time, there were about 1,800 residents, and the city was largely a rural community of about 4,000 people until 1970. Building boomed from 1973 to 1979 when the city's population exploded 500 percent to 27,329 and growth has continued ever since. The city officially passed the 100,000 population milestone in 2007, making West Jordan a "first class" city according to state statute. With more than one-third of the city's land still undeveloped, continued growth is expected.

Find out more at WestJordan.Utah.gov or call 801-569-5100.

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MEET THE COMMITTEE



**NATHAN
GEDGE**
WESTERN
STAMPEDE
CHAIR



**LYNN
BOWLER**
RODEO

AS SOON AS THE 2017
Western Stampede wraps up, the Stampede Committee meets to evaluate what went well and what needs to be fine-tuned to make next year's event even better. The committee works hard to make sure the event continues to grow and thrive. Thanks to all who devote their time and talents to this long running community tradition! Hats off to Cervi Championship Rodeo for all they do to make our rodeo a success! If you have any feedback you'd like to share, please email wjprca@wjordan.com. Thanks and enjoy the show!



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BOOTH

DID YOU KNOW the West Jordan Arena has prize winning dirt? That's right. It takes a special mix and hours of working the dirt to make it the right consistency so that livestock and cowboys and cowgirls can safely compete on it. If it's too loose, horses can dig in too deep and risk injury. Too hard and riders can't get traction and might slip. Hard dirt also poses a safety risk to animals and riders alike and cowboys don't like to land on it. Ouch! The dirt should be light and fluffy, but not too light that it kicks up too much dust.



PRIZE WINNING DIRT

Our hats go off to volunteer extraordinaire Steve Brower who has spent countless hours on a tractor tilling and working the dirt so that it's ready for the different events that come to the West Jordan Arena like tonight's Western Stampede Rodeo! He's also a past chairman of the Western Stampede and has even logged time riding bulls. Thanks Steve for sharing your time and talents with the Western Stampede!



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CERVI CHAMPIONSHIP RODEO

celebrates
50
YEARS



CERVI CHAMPIONSHIP RODEO IS CELEBRATING 50 YEARS OF RODEO THIS YEAR!

It all began in 1967 when the Cervi family purchased the renowned Beutler Brothers Rodeo Company. Then in 1974, they also acquired the Billy Minick Rodeo Company, which was formerly owned by well-known producers Harry Knight and Gene Autry. These two companies were the two largest companies in the rodeo business. With the acquisition, Cervi became the largest stock contractor in the nation and renamed the company Cervi Championship Rodeo.

FOUNDER MIKE CERVI began his rodeo career at age 14, traveling across North America from the great plains of Texas to the rolling hills of Grand Prairie Alberta, Canada working as a rodeo clown. Mike's two sons Binion and Chase run the company today.

BINION CERVI serves as the executive director and heads up the production side, oversees the breeding program for the bucking horses, manages the finances and public relations. Having experienced the "show business" part of rodeo through his trick-riding acts, Binion uses these skills to create audience appealing openings, closings and specialty acts that illustrate American patriotism and western heritage.

CHASE CERVI serves as the ranch manager and pick-up man. He is also very involved in the behind-the-scenes organization of the company and organizes the breeding program for the company's bucking bulls, oversees the management of staff who work each rodeo, and is a true stockman helping to tend to

Read more:

Cervi Championship Rodeo, page 12

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Cervi Championship Rodeo

continued from page 10

the Cervi saddle horses and all other stock at the rodeos. In 2010 and 2014 - 2016, the top 20 bareback riders and saddlebronc riders in the world standings selected Chase as a pick-up man to work the National Finals Rodeo in Las Vegas, NV. In 2016, he won the prestigious **PICKUP MAN OF THE YEAR AWARD.**

As a team, the Cervi boys control every aspect of Cervi Championship Rodeo performances, from raising great bucking stock to directing the movements of everything that goes on in the arena from the start of a rodeo to the end. Cervi Championship Rodeo produces 10 of the top 50 rodeos in the PRCA. In the past seven years, 98 Cervi Championship Rodeo animals have been selected for the NFR, and they were honored to win three go rounds at the 2016 NFR. Cervi Championship Rodeo's main goal as a renowned stock contracting company is to produce fast and exciting rodeo with the best bucking stock available. After watching the 2017 Western Stampede, we think you'll agree. They do just that.

BORN TO BUCK



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OKLAND



GRACE GREEN QUEEN

GRACE GREEN is the daughter of Kevin and Sandy Green. She wants to thank them and the many people who have helped her follow her dreams. She wants to give a special thanks to her sister whose contagious spirit is always making her and everyone around her smile. Grace was born and raised in the great city of West Jordan. She could not be more excited to represent her hometown rodeo where she competed in her first rodeo event, Mutton Bustin', many years ago.

In addition to her reign as Miss Western Stampede, Grace is also the 2017 3rd attendant for the Utah High School Rodeo Association. She has been involved with 4H for several years and

competed in the 2016 state finals. When Grace isn't riding, you can find her hiking on a local trail or playing volleyball.

Grace is taking honors and advanced placement classes to earn her associate's degree while in high school. She is concurrently enrolled in college and wants to attend the University of Utah and get her master's in physical therapy. Her goal is to be a part of the Justin Sportsmedicine Team staying involved in the sport of rodeo and helping others. Grace humbly looks forward to the upcoming year as Miss Western Stampede and to meeting new people and making memories that will last a lifetime.

LINDSEY PETERSON

1ST ATTENDANT

LINDSEY PETERSON is the 16-year-old daughter of Robert and Kimberly Peterson from West Weber, Utah. She is the oldest of four children and will be a junior at Fremont High School this fall. She has been riding since she was 4 years-old, making it to Little Britches Nationals the last two years. Lindsey is a member of the National High School Rodeo Association competing in barrel racing, pole bending, breakaway roping, and team roping. She is also a member of The National FFA Organization, where she will be serving as the chapter Historian for the 2017-2018 school year.

Lindsey also enjoys playing the piano and singing and has been invited to sing the National Anthem for the opening of many rodeos, including the National Little Britches Finals at the Lazy E Arena in Guthrie, Oklahoma. Her favorite event to compete in is Breakaway Roping, and her favorite event to watch is Tie Down Roping. When she graduates from high school, she plans on attending Utah State University and becoming a nurse, as well as participating in their rodeo and horse judging teams. Her advice to everyone, is to always follow your dreams, and never give up!





SAVANNAH OGDEN

2ND ATTENDANT

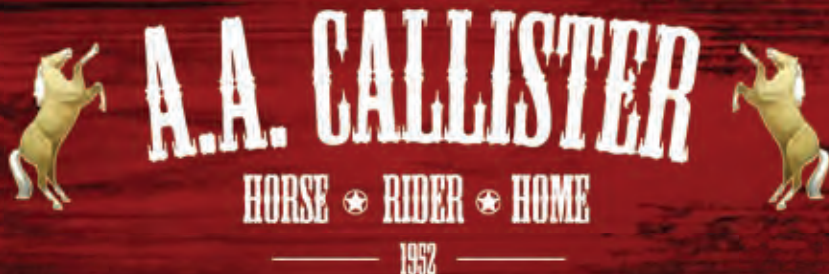
SAVANNAH OGDEN is the daughter of Bret and Laura Ogden and a recent graduate of Riverton High school. As a young girl, Savannah participated in many activities, including competitive swimming, showing horses, horse judging, training horses, competing in high school rodeo (reined cow horse, pole bending, barrel racing,) karate, hunting, fishing, reading, and working with children.

Her honors and achievements include: 4H horse program state qualifier, horse bowl team captain 1st place at state, 9th place at nationals, hippology team 1st place state winner, high school rodeo state qualifier, president of youth group, president 4H club, honor roll member, varsity letter recipient

Riverton High school swim team, black belt in karate, and 2nd Attendant Utah State Fair Rodeo Royalty.

Savannah received a scholarship to Southern Utah University where she will be attending school in the fall. She is working toward a degree in Business Administration. Her goal is to become an attorney specializing in contract law.

Representing West Jordan Western Stampede as a member of its rodeo royalty is a dream come true. She loves having the opportunity to work and serve with the rodeo committee, and the other royalty to promote the West Jordan Western Stampede and the sport of rodeo.



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NATIONAL ANTHEM SINGERS



JULY 1

NISSA NEWTON

NISSA NEWTON and her family are new to West Jordan. Nissa is the Executive Director for Community Action Partnership of Utah (CAP Utah), a nonprofit that supports Community Action agencies throughout the state, working collectively to end poverty and operating its "Earn It. Keep It. Save It. Utah!" program which has over 60 Volunteer Income Tax Assistance sites.

While serving eight years in the U.S. Army, Nissa performed with the 14th Army Showband of the South in Alabama. Nissa enjoys singing patriotic songs and jazz. She is preparing to launch The West Jordan Jazz Jam, where musicians of all ages and abilities can enjoy playing jazz together. Nissa has been composing music since she was a teen, growing up in Elmira, Oregon. This year, Nissa recorded "Birdie Lullaby" to honor Peanut, her beloved cockatiel, who passed in 2015 at 29 years of age. This tribute is posted on the blog BeyondRainbowBridge.blog.



JULY 3

JULIE GEDGE

JULIE GEDGE and her husband Nate are former residents of West Jordan and are the proud parents of five children, who have all been involved with the Western Stampede and the City of West Jordan their entire lives - you may even see a couple on sheep during the Stampede.

When not helping with the ticket booth or with mutton bustin' signups, Julie spends her time working as a full-time mom and also for a doctor in West Jordan. She is also very active in the community as a volunteer for the Foundation for Children and Youth with Diabetes, a West Jordan-based charity that runs Utah's diabetes camp for kids; as a Cub Scout leader; helping out at Hawthorn Academy, and putting too many miles on her van driving kids from school to dance to cheer to the West Jordan rodeo arena.

Julie has always loved singing and is in a local choir, but this will be her first time singing the National Anthem as a soloist. Better late than never!



JULY 4

MAGIC WALLER

DAVE MAGIC WALLER, a graduate of Layton High School and resident of West Jordan for 15 years, attended the U of U and was also a member of the Weber State University Chorale. He performed a variety shows on four USO tours overseas, singing to the troops on bases, desolate outposts and aircraft carriers. He then sang for Eastern Onion singing telegram service for 15 years, as well as local night club bands Destiny, Oasis and currently The Reactor, who have played the BYU Valentines' Day dance for married couples the past six years.

In 2000, he performed at the Hale Centre Theatre in "Joseph & the Amazing Dreamcoat." He has performed the National Anthem for the Utah Jazz, Denver Avalanche, Tooele Army Depot Change of Commander and for the last six years at the Salt Lake County Fair for the Utah Horsepullers competition. Dave recently sang for a Utah Symphony Guild party and enjoys doing free shows for nursing homes and care centers.

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ENTERTAINMENT

HOLLYWOOD HARRIS

Hollywood Harris has entertained crowds since 1984, including two prior visits to the Western Stampede in 2012 and 2014! Behind the painted face and rag tag clothes, lies a Texas native, Clifton Harris. Harris always dreamed of being a rodeo clown. "I was born into the livestock business and grew up around rodeo, said Hollywood." He competed for a while, but was more suited for comedy, and clowning was a natural progression.

Hollywood has performed at International Finals Rodeos, both as Comedy Act and Barrel Clown, and won a record

6 events at the IFR Contract Act Show in Oklahoma City including Comedy Act, Dress Act, and the Barrel Man Competition! After his move to the Professional Rodeo Cowboys Association, the PBR embraced Hollywood's brand of comedy and, more importantly, his ability to protect the riders. The Tuff Hedeman Bull Riding Challenge in Fort Worth was his first Bud Light Cup Event, followed by the PBR Finals in Las Vegas.

Hollywood prides himself on keeping his act fresh and original. He knows that what keeps him in tune with the younger crowd is that he is still a kid himself.



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What is it? **Tough Enough To Wear Pink?** provides a nationally-recognized campaign and framework for rodeos and western events to promote breast cancer awareness and fund-raising to benefit their local communities.

The Western Industry joined together to raise awareness and funds for the fight against breast cancer. The campaign is titled: **Tough Enough To Wear Pink?** The color pink is not something you would associate with the tough sport of rodeo however breast cancer has touched the lives of many rodeo and western lifestyle families and the Tough Enough to Wear Pink? partners want to put this important health issue top-of-mind at rodeos and extreme sporting events across America and Canada.

Rodeo committees, western event producers, western manufacturers and cowboys and cowgirls have gotten behind this campaign and the momentum continues to build. Over \$25 million dollars has been raised since the inception of the campaign to support local breast cancer groups across the country.

Why is it successful?

Every community that participates through their rodeo or their western event is encouraged to keep their money locally to do good in their own back yards through contributions to their women's breast cancer center, the women's breast cancer wing of the local hospital or whatever breast cancer support group is in need in their community. It is the decision of the local rodeo committee or event on who receives their donation. The success of the campaign is that it is truly grass-roots...people raising \$5 at a time to support someone in their community.

You must register your event ANNUALLY. To be an approved event, please complete the enrollment form and return. You will receive an approval to use the trademark for your fundraising efforts. Your event is required to purchase a minimum of \$250 TETWP merchandise which you purchase at a reduced wholesale price and then sell in your fundraising at full retail price.

How you can get involved

In order to maintain the integrity of the campaign and garner maximum public relations for the Western Industry, you are required to let us know the amount of money your group raised at the end of your event and to whom the donation was given so we can highlight your efforts in our public relations campaign. No amount of money raised is too small. It will be the efforts of many that will continue to make the campaign successful.

Posted on our website www.toughenoughtowearpink.com are forms for enrollment. Rodeo Committee pink shirts are available for purchase at a reduced price from the Rodeo Department at Wrangler. Enclosed is ordering information.

Information If you have additional questions after checking out the website, please give us a call. Again, thank you so much for your interest.

Lacey Wheatley | Katie Wheatley | Terry Wheatley

866.910.PINK (7465)

or

Lacey@toughenoughtowearpink.com

Katie@toughenoughtowearpink.com

"Tough Enough to Wear Pink" is a licensed trademark for the initiative. In order to maintain the integrity of the campaign and garner maximum public relations for the western industry, prior to using the tagline in your promotion, please obtain trademark usage permission by contacting: katie@toughenoughtowearpink.com

EHCAPA BAREBACK RIDERS



The EHCAPA Bareback Riders, ages 8 through 19, have developed a unique relationship with their horses based on sound horsemanship principles. They control their horses with leg cues, their voices, and a one-inch wide leather strap around the horse's neck known as a "tack rein." These talented young riders take their audiences on breathtaking journeys through maneuvers and jumps that even few experienced riders can handle, all without the aid of saddles or bridles. EHCAPA believes that when a young person learns to build trust with the horses they love, the results can be remarkable. The club's style is reminiscent of the Native American Indians. The organization rides in the hope of bringing honor to the Native Americans -from their beautiful handmade clothing to the traditional native symbols painted on their horses.



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PROFESSIONAL RODEO ANNOUNCER

ANDY SEILER

Andy Seiler's passion and love for the sport of rodeo combined with his broadcast journalism degree make his career choice as a rodeo announcer a winning combination. Seiler has announced all over the country in the Professional Rodeo Cowboys Association and has been called "an up-and-coming voice for professional rodeo," by Boyd Polhamus. "I have always enjoyed talking to people and discussing everything rodeo," Andy explains. "I just never knew that the years of roping the dummy and working to be a champion translate later in life in trying to give contestants and fans alike that same winning feeling."

Andy's first-hand knowledge and experience keep the crowd tuning into the action to see what exciting development will unfold next. A former National High School Finals Champion Team Roper and a three-time qualifier to the College National Finals Rodeo, Andy has been able to win at multiple levels and now enjoys describing the joy of victory and the heartbreak of defeat to rodeo spectators nationwide.

"I truly enjoy being a part of an industry that embodies an American icon that is the cowboy," Seiler said. "I grew up on a farm, loving the honesty, toughness, and the integrity that comes with the ranching and farming way of life, and today's contestants keep that tradition of yesterday alive."



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BULLFIGHTERS

TYLER TRAVIS

Tyler Travis hails from Lubbock, Texas. He is a five-time Texas Cowboy Rodeo Association Bullfighter of the Year and has been chosen nine times to fight at the TCRA Finals. Tyler is a 25-year veteran Bullfighter and participated in the 2016 Backyard Bull Riding Protection Match Finals and was a 2017 Championship Roughstock Challenge (CRC) Bullfighter.

Tyler's grew up in rodeo. After playing college baseball, he used his athletic ability to fight bulls. His favorite part of bullfighting is "making kids smile. It makes my day," he said. "It's also pretty great to be help keep cowboys safe, too."

JIMMY LEE

Jimmy Lee was born and raised in Lowake, TX and spent his childhood farming and ranching. After high school, he went to college and attended firefighting school. It was here he developed a passion for helping people. As fulfilling as firefighting was, it kept him away from the cowboy culture he was born and raised in.

Jimmy found his way back and into the sport of rodeo as a bull rider when he was in his mid-twenties. Though short lived, it led him back to his passion for helping people, and he started his career in bull fighting. In three short years, he has become certified as a professional bullfighter in both the PRCA and the PBR.



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A COUPLE OF REASONS TO VOTE DIRK BURTON FOR MAYOR

NEGOTIATOR: Dirk has had experience negotiating through owning his own successful businesses for over 25 years, he was able to resolve occasional concerns with his customers and employees. As mayor He will use his experience to help resolve city issues.

LOBBYING: He has experience lobbying. Dirk has helped push through bills and help defeat other bills he saw that would adversely affect business. Local state legislators all know Dirk and know they can rely on his thoughts and insight, and so can you!

BRING WEST JORDAN HOME: Dirk Burton has made it his practice to support local business. West Jordan City should do the same. Keep our money here and support our own first!

phone: 801.440.7035

PAID FOR BY THE COMMITTEE TO ELECT DIRK BURTON

email: vote@DirkBurton.com • facebook.com/Vote4Dirk



ELECT

JAY THOMAS

WEST JORDAN CITY COUNCIL

Jay Thomas for West Jordan City Council

I have lived in West Jordan for over 20 years and have raised my family here. I have been active in government for over 30 years.

Vote for the future!

West Jordan is facing some challenges as we grow in the next few years and I am looking forward to taking on those challenges.

I want to hear from you!

I would love hear your views and concerns on what is important to you and your vision for the future of West Jordan City.

www.jayforwjcouncil.com

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STAMPEDE DAYS EVENTS

Events take place at Veterans Memorial Park (8030 S 1825 W) and the Rodeo Arena (8035 S 2200 W). Details online at WesternStampede.com.

JULY

1

VETERANS MEMORIAL PARK

- 8a Linda Buttars Memorial Fun Run
- 10a-8p Food & Vendors
- 10a-11p Carnival
- 10a-11p Photo Scavenger Hunt
- 1p Children's Parade
- 5p Home Run Derby

WEST JORDAN ARENA

Western Stampede Rodeo

- 7:30p Pre-rodeo mutton bustin'
- 8p PRCA Rodeo

JULY

3

VETERANS MEMORIAL PARK

- 10a-8p Food & Vendors
- 10a-11p Carnival
- 10a-11p Photo Scavenger Hunt

WEST JORDAN ARENA

Western Stampede Rodeo

- 7:30p Pre-rodeo mutton bustin'
- 8p PRCA Rodeo

JULY

4

VETERANS MEMORIAL PARK

- 8a Free City Council Breakfast
- 10a-11p Carnival
- 10a-11p Photo Scavenger Hunt
- 10:30a Grand Parade
- 12p-8p Food & Vendors
- 1p Pie Eating Contest
- 1:30p Band Concert
- Dusk Movie in the Park - "Sing"
- 10p Fireworks Finale

WEST JORDAN ARENA

Western Stampede Rodeo

- 7:30p Pre-rodeo mutton bustin'
- 8p PRCA Rodeo



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Key Issues:

- Council Civility
- Economic Development
- Budget Management
- Great Quality of Life
- City Zoning

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After



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