



2012

MEDIA GUIDE

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# About CBR

Led by bull riding icon, Tuff Hedeman, Championship Bull Riding, Inc. (CBR) is a nationwide, professional bull riding organization. The CINCH CBR Tour events are professionally produced live shows designed to be an adrenaline rush the whole family will enjoy. Starting in May of 2012 the CBR can be seen on their new host network, FOX SPORTS NETWORK (FSN), with over 26 weeks of gripping, primetime television seen by over 20 million viewers. Combined with its subsidiary tour, the Horizon Series, CBR will visit over 70 venues throughout the United States reaching more than 350,000 fans in live attendance this year. CBR is the home of THE REAL COWBOY SPORT™ - the best bull riders and bulls in the world. We are committed to the riders, the fans, corporate sponsors, and all those involved in the professional bull riding industry. For more information on CBR, please visit [www.CBRbull.com](http://www.CBRbull.com) or call us today at 817.626.BULL (2855).



# History of the CBR

In sultry, smoky tones, Grammy Award winner Paula Cole croons the ultimate question, “Where have all the cowboys gone?” Think about it. The typical urbanite is probably not at all familiar with the slow swagger and honest manners of the favorite son of the old west. He’s not likely to turn up on the subway, and you won’t spot him at that trendy, new wine bar nibbling quiche and chatting with a group of friends. So the question remains: where can one go to find those handsome, rugged and fearless defenders of the wild frontier?

Well, friends, the answer is simple and can be summed up in three words: Championship Bull Riding (CBR). Created in Carthage, Texas in 2002 by legendary stock owner Terry Williams and businessman Joel Logan, CBR, Inc. was founded on three basic principles: strength, stamina and integrity. The founders were determined to provide aspiring, young athletes with additional opportunities to earn a living riding bulls. Over the years, the organization has enjoyed tremendous success, rider purses have increased and the CBR has grown to become the stuff of legend. And the cowboys? Well, they’re household names! This season, the CBR tour will make stops in more than 70 venues throughout the United States, dazzling more than 350,000 fans with their own special brand of explosive, heart-pounding family entertainment.

Rapid growth in the early years put CBR, Inc. on the map, and it was this extraordinary momentum that grabbed the attention of rodeo legend and four-time world champion bull rider Tuff Hedeman. In 2005, Tuff left the Professional Bull Riders (PBR) to officially join the organization as President and stock holder. Why the switch? Tuff has a love for the sport, but also for the athletes, and he was inspired by the CBR philosophy. “We treat them the way I wanted to be treated when I was competing,” he says with a handsome smile, “The CBR produces the best professional-level bull riding competitions in the country.”

Chief Executive Officer Wes Bruce agrees, admitting that it was the character of the people and quality of events that drew him to the CBR. “I was a fan of the sport and a stock contractor in the business,” he says. “After I became friends with Terry and Tuff, and then met all the other guys in the CBR, I realized what a great group of people they were. I thought the bull-riding competitions that the CBR was producing were really top-notch and it made me want to be a partner.”

Statistics don’t lie, and the growth of the CBR is evident in the numbers. Over the past three years, sponsorship dollars for the CBR have grown almost 200%. The number of events has more than quadrupled and the overall live attendance has surpassed 350,000.

This year at the PRCA’s Wrangler National Finals Rodeo, 13 of the 15 bull riding contestants were regulars on the CINCH CBR Tour, including three-time PRCA World

**Continued on next page**

# History of the CBR

Champion J W Harris, 2007 PRCA World Champion Wes Silcox, and PRCA Rookie of the Year, Chandler Bownds. Remarkably the riders on the CINCH CBR Tour represent 5 countries and the entire United States.

This unprecedented growth would lead to the ultimate exposure for Tuff and the gang in the form of weekly national television coverage. Once labeled the “fastest hour in television,” the CBR tour made its primetime debut on The Outdoor Channel in 2004.

In 2009, the CBR made the move to Great American Country Television (GAC) with more than 8 million viewers annually and in 2011 CBR signed the biggest television deal in their history with FOX SPORTS NETWORK (FSN). Starting in 2012, over 20 million viewers will watch CBR during primetime on Sunday nights for 26 consecutive weeks, May through November. The mad adrenaline rush fans tune into time and time again can only be inspired by the best bulls and bull riders in the world. Known as the REAL COWBOY SPORT, and keeping with its mission, the CBR will continue to honor athletes, fans, corporate sponsors and all those involved in the professional bull riding industry. Fans will continue to have access to riders, and can expect a memorable and exciting experience each and every time. Friendly, fearless and committed... it is, after all, the true nature of our heroes. And so now you know the truth. Real cowboys do exist. They're not an extinct or even an endangered breed. On the contrary, they're everywhere, touring the country with the CBR.



# 2012 Milestones



## **CBR Celebrated 10 Years as an Organization and they begin their 11<sup>th</sup> year in 2012**

- 35th Annual George Paul Memorial Bull Riding
- 20th Annual Tuff Hedeman Championship Challenge
- 116th Annual Cheyenne Frontier Days Rodeo
- Rider Clayton Foltyn was the 10th rider to be Crowned CBR World Champion when he won the title in 2011.
- CBR Stock holder, and co-founder Terry Williams has been a stock contractor for over 30 years!

# CBR Hot Facts



- **40% of the Top 20 Bull Riders in 2011** competed on the **CINCH CBR Tour** (source: probullstats.com 12/29/2011)



- **Over 35% of the Top 100 Bull Riders in 2011** competed on the **CBR Tour** (source: probullstats.com 12/29/2011)

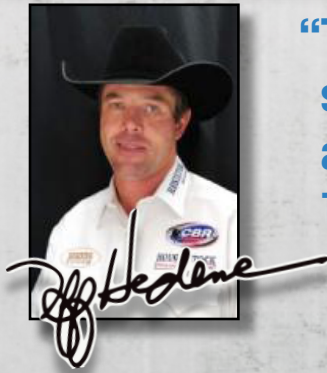
- **Since 1999** (the origin of ProBullStats.com) **CBR holds 10 of the Top 20 Events in History** as categorized by Bull Scores Since 1999



- **For the last three years, 13 of the Top 15 Bull Riders in the PRCA** annually have been ranked within the **Top 40** on the **CINCH CBR Tour**

# CBR Hot Facts

## CBR BY THE NUMBERS



**“There are two things that the fans want to see at a Bull Riding... One is 8 second rides... and the other is high scores”**

**Tuff Hedeman, CBR President**



**PBR**

**PRCA  
Extreme  
Bulls**

	Overall Riding %	Total Re-Rides Awarded	Rides per Long Round	Avg Long Round Score	Rides per Short Round	Avg Short Round Score	Avg Bull Score Long Round	Avg Bull Score Short Round
<b>CBR</b>	<b>33.75</b>	<b>2.97</b>	<b>12.5</b>	<b>86.7</b>	<b>4.82</b>	<b>89.13</b>	<b>21.45</b>	<b>22.16</b>
<b>PBR</b>	<b>40.58</b>	<b>6.13</b>	<b>14.8</b>	<b>84.98</b>	<b>3.98</b>	<b>88.79</b>	<b>20.95</b>	<b>22.08</b>
<b>PRCA Extreme Bulls</b>	<b>32.82</b>	<b>1.9</b>	<b>13.4</b>	<b>82.8</b>	<b>3.27</b>	<b>85.84</b>	<b>20.76</b>	<b>21.8</b>



The following is derived from public information available at third party Probullstats.com. The three year averages here are based on the entire CBR seasons from 2009, 2010 and 2011. Comparisons are drawn identically with an equal number of random events or the entire seasons where applicable for the respective competition comparison. Additionally, numbers are based on one long round and one short round (same day) for most equal comparison possible.

# Tuff Hedeman

Before he even started school, Richard Neale “Tuff” Hedeman earned the nickname that would stick with him for life. According to Tuff, Tater Decker, a horse trainer and friend of the Hedeman family, began to call him “Tough Nut” after he slammed the boy’s hand in the door of his pick-up. As the story goes, young Tuff never even shed a tear. “I was about 4 or 5 years old,” remembers Hedeman, “when he slammed my hand in the door. He nicknamed me ‘Tough Nut’ and it was later shortened to Tuff.” So began the life of a legend.

Hedeman grew up on the racetracks of west Texas, but quickly realized his true calling: the rodeo. As a boy, he won many junior rodeos. In 1980, he took the New Mexico High School Rodeo Bull Riding and All Around titles. His success continued the following year when he was awarded the Team Roping and All Around titles. Upon graduation, Tuff attended Sul Ross State University, where he was a member of the rodeo team, competing in bronc riding, team roping, steer wrestling and, of course, bull riding.

In 1983, Tuff turned pro and filled out his PRCA permit as a bronc rider. He developed a reputation for riding bulls that had never been ridden, with an all-or-nothing style that amazed rodeo fans. He often traveled with his fellow bull riders, and close friends, Lane Frost, Cody Lambert, Jim Sharp, Clint Branger and Ty Murray, to save on travel expenses. Over his career, he would qualify for 11 National Final Rodeos (NFR), winning two NFR titles. Tuff would also win three PRCA titles and go on to be inducted into the Pro Rodeo Hall of Fame, earning more than \$1 million in prize money along the way. He won the National Finals Rodeo in 1993 with a stand-out 95 point ride atop the infamous Charbray Bull, Bodacious. This would not be their last meeting.

A neck injury sustained at the NFR in ‘93 kept Tuff from competing in competitions the following year. However, he remained involved in the industry and eventually found himself in an entirely new spotlight - on the set of a movie. The film *8 Seconds* documents the life of Hedeman’s closest friend, Lane Frost, who lost his life in 1989 when he was gored by a bull at one of the most famous rodeos of all time, the Cheyenne Frontier Days. Stephen Baldwin signed on to play the role of Tuff Hedeman, and Tuff himself was hired as a stunt double for the actor. The final scene of the film shows Tuff at the National Finals Rodeo riding for the world championship. After the 8 second bell sounds, he continues to ride and stays on an additional 8 seconds as a tribute to his fallen friend.

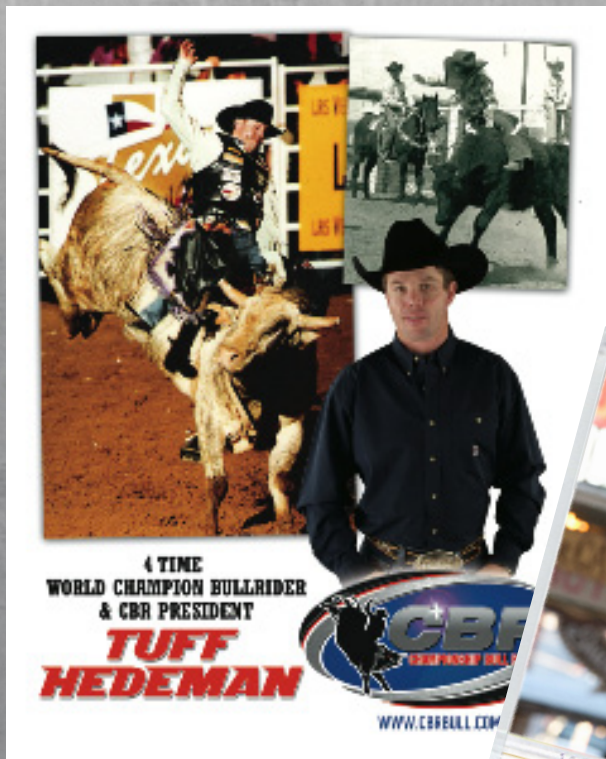
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# Tuff Hedeman

"It's easy to understand; it's just 8 seconds and the highest score wins," he said in an interview. "Beyond that, bull riding is non-stop action; it's just entertaining and fun to watch."

When Tuff isn't working, he lives a quiet life with his wife, Tracy, and their two boys on a serene and beautiful ranch near Morgan Mill, Texas. He also works as a "color" commentary announcer on many rodeo television broadcasts. Given his achievements and his dedication to the sport, it is not surprising that he was inducted into the Texas Rodeo Cowboy Hall of Fame in April of 2010.

So what's next for Tuff Hedeman and the CBR? The sky's the limit!



# Chief Executive Officer



CBR, Inc. CEO, Wes Bruce, was born and raised in the tiny town of Lamesa, Texas. With a population of around 10,000 people, Lamesa is primarily known for two things; cattle and cotton. It's no surprise, then, that Wes would eventually make bull riding his life's work.

After graduating from Texas Wesleyan University, Wes became a successful general contractor, focusing mostly on multi-family construction. In 2005, he befriended Terry Williams and expanded his business ventures to include stock contracting, providing bulls for events around the country. It was through this endeavor that he became familiar with inner-workings of the industry and its cast of extraordinary characters.

Wes' interest in the sport grew over time, however, it was the CBR, particularly, that captured his attention. He quickly learned that his business principals mirrored the philosophy and performance standards on which the company was based. Two short years later, he made an investment that would change the course of his career.

"I was a stock contractor taking bulls to CBR and PBR events," he told one reporter. "I really enjoyed the CBR events and the people involved, so I bought stock in the company and have been involved since. That was in 2007."

Bruce's involvement with CBR would not end there. In 2008, he sold his ranches and his stock and became CEO of CBR, Inc. Under his leadership, the CBR grew from 15 events in 2009, to nearly 70 events in 2010, and over 90 in 2011 including the Cinch and Horizon Tours. And the future? As far as Wes is concerned, the options are endless.

"We exceeded all of our goals as a company and organization in 2011", stated Bruce. "As we move on to 2012, things have never looked better. We are thrilled about our new television host, FOX SPORTS NETWORK (FSN) and the endless possibilities this new relationship will bring."

The success of CBR, Inc. can be attributed to many factors; good decisions, high standards, strong ethics and hard work, to name only a few. The explosive growth of the company makes it nearly impossible to predict what the future will bring. But one thing is certain: with Wes at the helm, athletes, fans and sponsors are clearly in for the ride of their lives.



# CBR Board of Directors



**Benny Cude**  
Chairman of the Board



**Lyndal Hurst**



**Terry Williams**



**John Ludlum**



**Wes Bruce**



**Mike Sellers**



**Tuff Hedeman**



**Ron Pack**  
Advisory Board Member



**Danny Correll**

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# CBR Evan Williams Bull Fighters



## MATT BALDWIN - 2011 Bull Fighter of the Year

**Birthday:** February 26, 1976

**Hometown:** Sylvania, Alabama

**Wishing I could:** Control the bull long enough for the rider to dismount safely. If bucked off, I try to make myself a better target than the rider.

**If I wasn't working for the CBR:** When I'm not fighting bulls, I am working and running my construction company.

**Best CBR moment:** 2003 CBR Bullfighter of the Year Award

**Theme you live by:** The best way to fight bulls is through intuition.

You've got to be able to read what those bulls are going to do before they do it, so you can slip in there and be in the right spot at the right time.

**Accomplishments:** Wife Kristy, sons Eli (aka "Bubba") and Krease, cow dogs Sissy and Lulu; 8-time CBR Finals Bullfighter, 2003 CBR Bullfighter of the Year, 4-time X-treme Bulls Finals Bullfighter



## BRANDON LODEN - 2010 Bull Fighter of the Year

**Birthday:** June 27, 1986

**Hometown:** Gilmer, TX

**Traveling Partner:** Ray Clary, as part of the CBR Advance crew.

**Craving:** Steak

**Best CBR moment:** 2010 Bullfighter of the Year Award

**Best Bulls to Watch:** Black Gold and Poker Face

**How long have you worked for CBR:** 4 years

**Family: Three children:** Lakem 4, Kaden 2, Kasen 1.

Loden began his career on top of the bull, but a bad spill at a high school rodeo left him with four skull fractures, a broken nose and jaw, a busted eardrum and a strong desire to pursue a different career. He quit riding but stayed in the industry, going to work for a stock contractor, hauling bulls to rodeos around the country. It was during this time that a twist of fate unveiled Loden's hidden talents. It would be the beginning of a passionate and successful career. "One day," remembers Loden, "they needed someone to stand in as a bullfighter at Stock Contractor, Terry William's ranch. They looked at me and said, "Get in the arena. You're fightin' bulls today." Since that time, Loden has been hooked. Though he risks his life each time he steps in the arena, Loden considers himself blessed to be a part of such an exciting industry. "I love the thrill of the sport; the CBR tour has given me the opportunity to do so many things that I never thought I'd do."

# CBR Barrel Man



## CODY SOSEBEE

**Title:** Barrelman

**Birthday:** December 28, 1971

**Hometown:** Charleston, Arkansas

**Craving:** Pizza, pickled okra, fried chicken legs - anything that's fattening

**Traveling Partner:** I travel alone, but love to catch rides in the CBR big truck, good times in there

**Wishing I could:** Get my fun house built ... and throw parties for all my rodeo/bullriding friends. Other than that, I'm making my wishes

happen.

**I wear:** I'm a huge second-hand store clothes shopper; I am always thinking I'll land a clothing sponsor, being I'm on GAC and RFD-TV ... Y'all listening, Cinch reps?

**Necessary extravagance:** Have a good *pedi* every so often; it adds years to your life.

**Happy I bought:** A \$750 minivan, which I painted up like a cop car.

**Listening to:** It's all about the blues!

**If I wasn't working for the CBR:** Getting serious about my party rental business

**Best CBR moment:** Attempting to jump a big freakin' truck at Tuff Hedeman's bullriding on my mini bike knowing I wouldn't come close to making it

**Theme you live by:** "Wamfo! I live life large!"

**How long have you worked with the CBR?** 6 years

**Accomplishments:** Worked the CBR finals four times, work the Cheyenne Frontier Days, did a couple tour finales in the PRCA, two Prairie Circuit finals, Calgary Stampede, and I was nominated for PRCA Clown of the Year once, on a soft year. Nominated for Barrel Man of the Year 2011 PRCA/NFR.



# 2011 CBR World Champion - Clayton Foltyn

**PERSONAL:** 5'9; 145 lbs; right-handed

**DOB:** 3/21/85

**HOMETOWN:** El Campo, TX

**YEARS RIDING:** 8 years

**CBR WORLD CHAMPIONSHIP QUALIFICATIONS:** 5

**NFR QUALIFICATIONS:** 1

**EARNINGS:** over \$600,000

**EDUCATION:** Western Texas College, Snyder, TX

**MENTOR:** Dad - Lane Foltyn and cutting horse trainer and rodeo stock contractor - Roy Carter; Myron Duarte

**OTHER JOB:** Cattle and horse business; ranch cowboy

**FAMILY:** Married-Kala

**CAREER HIGHLIGHTS:**

- In 2010 won 6 PRCA event bull riding championships
- In 2009 Cheyenne All- Around Cowboy
- Won 2 all around titles at Texas High School Rodeo Finals
- PRCA Bull Riding 2004 Rookie of the Year

**FAVORITES:**

Boots: Leddy's elephant skin

Music: Rock – Bon Jovi

Food: Steak

Movie: Ski School



# 2011 CBR World Champion - Clayton Foltyn

At the intersection of U.S. Highway 59 and State Highway 71 sits a quiet little town that was once nothing more than a railroad switching point on New York, Texas and Mexican railways. To most, the town was known simply as Prairie Switch, but the old cowboys saw a beauty in the land that many could not. They called it the “Pearl of the Prairies” – a true rancher’s paradise. Nestled in the heart of cattle country, the camp was also frequented by cowboys from Mexico who, in 1890, changed the name to El Campo. Over the many decades, ranching has given way to industry, incorporation and technology, but if you look closely, you can still find a few cowboys working the Pearl. Bull rider, and 2011 CBR Cinch Tour world champion, Clayton Foltyn, is one of those men.

From the very beginning, Clayton had big boots to fill. His father and both of his grandfathers were professional bull riders at one time. So, for Clayton, who grew up helping his grandpa run cows and raise bucking bulls, a career atop a two ton animal did not seem so very unusual.

“My Dad taught me how to ride bulls,” Foltyn said in a 2011 interview, “and I rode in my first youth rodeo when I was seven. That was the beginning.”

At the age of 18, Foltyn began his professional bull riding career, traveling around the country to participate in numerous events. He has competed in the Houston Livestock Show and Rodeo every year since 2005, with the exception of 2008, and says he truly enjoys competing close to home surrounded by friends and family. Another undeniable perk of performing in Houston, according to Clayton: sleeping in your own bed!

As a young bull rider, Foltyn had his share of injuries, many of which required surgery and an extended recovery, but he always returned to the arena.

“I’ve had surgery on my shoulder and my hand,” he says without flinching, “and some muscle injuries that kept me out for a while.”

Although Clayton’s riding career has been consistent, the 26 year-old has seen his share of ups and downs, especially over the last year. So, how did he manage to regain his form and earn a world championship in 2011? According to Clayton, his mind has always been focused, but a physical training regimen was the secret ingredient that helped push him over the top.

“When I wasn’t traveling, I started going to the gym about five times a week,” he said. “I lost 13 pounds and really leaned up.”



# 2011 CBR World Champion - Clayton Foltyn

Whatever the reason, no one can deny that Clayton Foltyn is a force to be reckoned with in the bull riding world. In addition to the CBR Cinch world championship, Foltyn received a \$100,000 bonus check and the coveted Hy O Silver championship buckle for his spectacular efforts.

Clayton knows that he will not always be able to rely on bull riding as his source of income and so as part of his CBR Tour winnings Clayton accepted stock in Championship Bull Riding and now has a vested interest in the company thus adding businessman to the list of his recent accomplishments. Combined with his 2011 total earnings he is planning a future which includes purchasing a home for him and his new bride Kala.

Foltyn's renewed commitment, tireless work ethic, and more mature approach have not gone unnoticed in the industry. According to CBR President and former world champion Tuff Hedeman,

"Clayton has always had the ability to be a great bull rider. This past year he got his priorities straight and his riding ability kicked into a whole new gear. He worked hard and deserves what he has earned ."

For Clayton Foltyn, winning the CBR Cinch world championship was just the first step toward turning his dreams into reality. In December 2011, he competed against the top 15 PRCA bull riders in the world at the National Finals Rodeo in Las Vegas in an effort to win more world championships. He says he is "more relaxed and ready to win," but admits that he still gets a little nervous at times.

"The most important thing is makin' great rides," he says with a smile. "You just have to try your guts out every single time."



# 2010 CBR World Champion - Luke Kelley

## 2010 CBR World Champion

**PERSONAL:** 5'11; 180 lbs; right-handed

**DOB:** 1/29/80

**HOMETOWN:** Livingston, Alabama - Mount Vernon, IL

**YEARS RIDING:** 7 pro

**OTHER JOB:** Training race horses and professional hunting guide

**MENTOR:** Donny Gay

**EARNINGS:** Over \$160,000 in 2010

Luke Kelley rode more bulls than any other CBR rider in 2010, which helped him earn the 2010 CBR World Champion title. When he is in the chute, he is thinking, "Try hard and bear down." This philosophy is probably why he was consistent the entire season and he really turned things on during the CBR fall run in 2010.

Kelley won the Horizon Series Finals in Bossier City, LA, in late August, which moved him into the top spot in the season standings, a spot he never lost. His event win in Lubbock, along with the \$10,000 Mahindra Tractors Texas Swing bonus, locked things up heading into Kansas City, MO, for the Tour Finale.

Kelley's riding average was at 50 percent for the 2010 season. He racked up an incredible eleven Top 10 finishes, and he had five 90 point plus rides. There is no doubt he was the best rider in Championship Bull Riding for the 2010 season. After the \$100,000 bonus for winning the 2010 CBR World title, Kelley finished the season with \$159,478.

## ACCOMPLISHMENTS:

2008 CBR WC Qualifier

2009-2011 CBR Tour Finale Qualifier

2010 CBR Horizon Finals Champion

2010 CBR WORLD CHAMPION

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

[www.cbrbull.com/riderprofile.lukekelley](http://www.cbrbull.com/riderprofile.lukekelley).

CBR World Champion Luke Kelly Fan Page on Facebook



# 2010 CBR World Champion - Luke Kelley

## MORE ON 2010 WORLD CHAMPION LUKE KELLEY IN HIS OWN WORDS:

**Name** - Luke Kelly, 2010 CBR CINCH TOUR WORLD CHAMPION

**Birth date** - 01/29/1980

**Hometown** - Akin, IL, now lives in Mt. Vernon, IL

**Family** - Married to Kelly Lacey, and yes, her name is Kelly Kelley. We get that all the time!

**What do you do if you are not riding bulls, do you work?** I own and operate a hunting business in Illinois and a race horse farm with my girlfriend and her family.

**Do you work out?** I gallop horses everyday and farm work keeps me in strong shape.

**What is your philosophy in life and/or business?** Work Hard, Have Fun and WIN.

**Are you a repair or replace kind of guy?** I would much rather be a “replace it” kind of guy, but most of the time I have to be a “repair it” kind of guy, due to not having the money to replace things. I have been known to drive cross-country in vehicles that shouldn’t make it out of town. Like the time that Jake (Littlefield) and I were going to Nevada and only made it to Amarillo, TX before we broke down. The transmission went out, and I couldn’t fix it. The car wasn’t worth much anyway, so we sold it for \$50! To give you a better idea, I used to rodeo out of a minivan and every 600 miles the belt would break. I would keep extras so I could change it, but I also had to use a coat hanger wire to hold the tie rod end together. It worked, but it would only make it a couple thousand miles before I would have to get another hanger to fix it!

**Do you look at the glass half empty or half full?** I am definitely a half full kind of guy! It makes life a lot more fun when you wake up in the mornings going WooHoo!!! To be quite honest, the half empty people make me want to pull my hair out. I can’t stand to be around negative, pessimistic people that try to bring me down. They can try, but it won’t work! I have learned that determination and being optimistic will take you farther than all of the knowledge and talent in the world.

**Morning person or night person?** DEFINITELY a night person! Although, I do love watching the sunrise. I have to get up early every day when I am home, but I would much rather sleep in and stay out all night.



# 2010 CBR World Champion - Luke Kelley

**Who is your celebrity crush?** Jennifer Aniston - she is a hottie!

**What is your secret talent?** I shoe horses and break colts. Not to brag, but I am pretty good at playing cards also.

**Do you cook? If so, what are some of your favorite dishes to make?** I can cook almost anything, but since Kelly's around I don't cook much. But I can boil a mean pot of crawfish, and I am the grill master!

**What is your favorite movie?** That one is easy: *Lonesome Dove*. Could watch it everyday, drives Kelly crazy. I love all that western stuff; my favorite books are any of the *Sacket* books by Louis Lamor.

**Do you like football? What team?** Alabama, of course! Roll Tide!

**Are you on Facebook?** Yes, but I don't understand it!

**What is the best thing about (almost) married life?** I have my best friend with me almost every day. We work and play together, and get along pretty well for the most part! We have a lot of the same dreams and push one other to reach our goals.

**What is one thing most people don't know about you but others might find interesting?** I won a lawn mower race in 2009 on a stock riding mower against some beefed-up racing lawn mowers. I might have cheated just a little; I pushed them through the rail at the starting line. But, I won and have a trophy to prove it!

**What does it feel like to be CBR World Champion?** AWESOME! It was a long time in coming, and it is just wonderful to finally have that title in my hand.

**Did you make a major purchase after winning your world champion money? If so, can we ask you what it was?** No, not any big purchases. I think I bought 8,762 Beanie Babies. I have a VERY NICE collection! Just kidding. Other than the engagement ring, there have been no other big purchases. We are going to wait awhile before we make any major purchases.

**How long have you been riding bulls?** Been riding since I was 11 years old.

**What do you ride?** Right-handed

**What has been your best CBR event?** Well, before I won World Champion, I would say Bossier City, LA. Even though I didn't ride well at the tour finale, it was where I was crowned World Champion, and it was a feeling like no other.

**Who is your favorite bull rider?** Donny Gay. He won 8 world titles and that says it all. So far he is the best there has ever been. I wonder what that feels like to walk around knowing you won 8 buckles. I hope to know what that feels like one day.



# 2010 CBR World Champion - Luke Kelley

**If you could own any bucking bull current or past, which would you buy?** Hard to pick just one, but Angel Eyes is my favorite bull. I feel he is one of the most underrated and unknown bulls of all time.

**Best Bull ride you ever made?** I'm still waiting for it!

**List your major injuries:**

Collapsed lung, lacerated liver, kidney failure, broken ribs in 6 places at one time - I was in ICU for a couple weeks on that one. But, besides that, mostly just the usual broken legs, arms, hands, fingers, nose, separated hip, ACL and LCL tears, two surgeries to repair my wrists, torn ligaments in ankle and elbow, and dislocated shoulder.

**Who are your travel partners?** Only the best two guys in the world - Jake Littlefield from Mississippi, now living in Pennsylvania, and Kenny Westrope from Mississippi. Jake is getting married also next year.

**What is your most prized possession?** The people I care about! Material items can be replaced, but those you hold dear are irreplaceable. You can't pick your family, but you can pick your friends, and I have some of the best friends I could ever need.

**Words or sayings you live by?** The hungry wolf hunts the hardest. Whatever you do, do it great and dreams are made to be caught, not chased.



# Past World Champions



2010 CBR World Champion  
Luke Kelley



2005 CBR World Champion  
Matt Austin



2009 CBR World Champion  
Hugo Pedrero



2004 CBR World Champion  
Austin Meier



2008 CBR World Champion  
Clayton Baethge



2003 CBR World Champion  
Ross Johnson



2007 CBR World Champion  
Bonner Bolton



2002 CBR World Champion  
Mike White



2006 CBR World Champion  
Matt Austin

# 2011/2010 CBR Bull of the Year - Double Scoop

It was another tight race for 2011 CBR Bull of the Year and it came down to the last round of the CBR finals in Loveland, Colorado to determine that Dakota Magic's Double Scoop would again win the title. Bryce Cooper, Heath Scruggs and All Star Ranch have experienced much success with this bull since his debut in January 2010. After winning CBR Bull of the Year honors in 2010, Dakota Magic's Double Scoop went on to win 6 bull of the event honors in 2011. He had 12 appearances in the short round in CBR CINCH Tour events and more than half the riders achieved 90 or better scores. Chase Outlaw rode him for a 90.5 at the 2011 CBR Finals and Dakota Magic's Double Scoop has designated himself as the bull all CBR riders want to draw.

The Bull of the year award is given to the bull who the riders win the most money on. To be a contender for CBR Bull of the Year, the animal athlete must have a couple key qualities. They have to be rank enough to get into the Championship Round more often than not, and they have to give riders a fair chance to make the whistle and win rounds and/or events.

Dakota Magic's Double Scoop's 2010 statistics were just as impressive as 2011. He was the most consistent bull on tour in 2010. The bull riders won a total of four events and six rounds on this bull, and he carried an average bull score of almost 45 points throughout the season. He was ridden 7 out of eight times for an average ride score over 91 points. All six times Dakota Magic's Double Scoop was ridden, the guys were over 90 points.



Craig Jackson on Double Scoop, El Paso 2011

# Past Bull of the Year



## 2010 - All Star Ranch, Dakota Magic's Double Scoop

Luke Kelley on Double Scoop - Lubbock 2010



## 2009 - Texas Cocktail - Cervi Championship Rodeo

Kenny Westrop on Texas Cocktail - Kansas City 2009



## 2008 - Cochise - Henry Ranch

Jesse Bail on Cochise - Fort Worth 2010



## 2007 - Zorro - Lufkin Ranch and Rodeo

Zorro



## 2006 - Biloxi Blues - Robertson/Southwick



## 2005 - Spiderman - Harlan Robertson

# 2011 Stock Contractor of the Year



## Danny Reagan

As a former bull rider, Danny Reagan knows what CBR competitors want in a bucking bull. "I haul bulls that I would want to get on if I was still riding," Danny says. "That's helped me a bunch with the riders because they know they can win on anything I haul."

The high quality bucking bulls that step off Danny's truck at each CBR event is the main reason he was named 2011 CBR Dakota Magic Stock Contractor of the Year. But having a high number of elite bovine athletes doesn't come without a lot of hard work and dedication to the business of stock contracting.

Danny started buying practice bulls when he was still riding. Soon the number and caliber of his practice bulls increased and he began hauling bulls for out money. Although he had wanted to bring bulls to CBR events for quite a while, it was 2010 before Reagan Bucking Bulls became part of the CBR team.

"It took a long time to be able to get a bull in a CBR event. There were so many other guys who had good bulls too and they had enough bulls already," Danny says. In 2010, the CBR announced the Palace Station Million Dollar Bull Team Challenge and Danny jumped at the chance to become a franchise owner.

"One of the main reasons I bought a team at first was to be able to showcase my bulls in the CBR. I knew I had the right kind of bulls for the bull teams and I started winning right off the bat. I made more money doing that than I was making in out money and they saw what kind of bulls I had. Now I can pretty much go any time I want," Danny says.

Since purchasing a bull team, Danny's presence in the CBR has grown at an exponential rate. His bull team claimed the reserve championship at the bull team finals in 2010. In 2011, his bull team continued to win and place at events but Danny also had the opportunity to spearhead CBR's Ropin' Dreams Name the Bull contest.

Ropin' Dreams is a non-profit organization that is dedicating to fulfilling the dreams of children who face daily challenges due to physical injury or illness. CBR's Name the Bull Contest was able to bring a great deal of awareness to the organization. Fans of CBR had the opportunity to name Danny's bull, 64 John Doe, and become an Honorary CBR Stock Contractor for the 2012 season. Eddie Johnson of Fort Worth, TX. won the contest and renamed the bull Johnny Crash.

**Continued on next page**

# 2011 Stock Contractor of the Year

“That bull is going to be one of my main team bulls this year,” Danny says. “I’ve also got a coming four-year-old whose name is RopinDreams.com and that’s probably the best bull I own right now. He will be a team bull too but he’s probably going to be more of a short rounder every time. I think he’s going to be one of the best bulls I’ve ever owned,” Danny says

With Johnny Crash and RopinDreams.com heading up the 2012 roster, Danny is excited for the upcoming season. “I’ve probably got the best set of bulls I’ve ever had coming up this year. I’m pretty excited about this season and how they’re going to perform. Most of them are bulls people have not seen at CBR events yet,” Danny says.

Danny says winning the 2011 Dakota Magic Stock Contractor of the Year award was a privilege and he’d like to make a run at the 2012 title as well. “I’m going to every team event and, the way things are set up, I’m not going to miss an event. The more times I show up with bulls, the better chance I have of winning it again. I put a lot of miles on my vehicles to win it. Neckover gave me a new trailer this year and that helps a bunch,” Danny says.

Making CBR events a main part of his schedule is easy to do because of the atmosphere. Danny says, “The CBR is very family-oriented. Everybody there is your friend and there are no strangers. Everybody hangs out with everybody and everybody’s equal. It’s one of the biggest and best associations out there. To be stock contractor of the year in an association like that is quite an achievement.”



2011 Stock Contractor of the Year Danny Reagan behind the chutes watching his bull - John Doe

# 2010 Stock Contractor of the Year



## Brad Vogele

While there is no “yellow brick road,” little evidence of those sparkly red shoes or Dorothy and Toto, the fact is the CBR’s 2010 premier bucking bull contractor, Brad Vogele, has been to the see the wizard.

Brad Vogele, of Arkansas City, Kansas, thinks about one thing when he looks at a bull: “What would I like to get on” It stands to reason that is why he was voted 2010 CBR Stock Contractor of the year by CBR bull riders. The title means many things to many different bull riding associations, but in the CBR it is about bringing the bulls the guys can get an even and honest ride on every time they are loaded in the chutes. According to CBR President Tuff Hedeman, “Vogele was the perfect example of this during the 2010 season. This award not only goes to the guy with a great set of bucking bulls, it also goes to the guy who is a great team player when it comes to everything else that goes into producing an event,” said Hedeman.

Stock contracting is a big business. In addition to hauling bulls, Vogele breeds, raises calves and works his own cattle at home. Brad, the oldest of three brothers, was raised on a ranch and knows what it takes to get the job done.

According to his colleagues, the foundation of Vogele’s success is a strong sense of family, deep religious convictions and a dedicated work ethic. Vogele participates in the CBR Bull Team Challenge, CBR Bull Games and hauls bulls to both the Cinch Tour and Horizon Series events.



# Past Stock Contractors of the Year



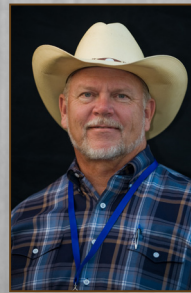
2010 Brad Vogele



2007 - 2006 - 2005  
Harlan Robertson



2009 Scott Burruss



2004 Chuck Griffith



2008 Alan Murphy



2003 Terry Williams



# 2011 CINCH CBR World Standings

	CONTESTANT	HOMETOWN
1	Clayton Foltyn	El Campo, TX
2	Chase Outlaw	Hamburg, AR
3	Wrangler Dunda	Odessa, TX
4	Bonner Bolton	Gardendale, TX
5	Cody White	Johnson City, TX
6	Lucas Dick	Manhattan, KS
7	J W Harris	May, TX
8	Francisco Morales	Stephenville, TX
9	Luke Haught	Weatherford, TX
10	Stetson Lewis	Carlsbad, NM
11	Friday Wright	Moss Point, MS
12	Chandler Bownds	Lubbock, TX
13	Cody Atwood	Weatherford, TX
14	Ardie Maier	Timber Lake, SD
15	Stevo Keighley	Williston, FL
16	Cole Echols	Frierson, LA
17	Michael Earl	Pflugerville, TX
18	Luke Kelley	Livingston, AL
19	Ryan Shanklin	Rocksprings, TX
20	Craig Jackson	Houston, TX
21	Kenny Westrope	Hazelhurst, MS
22	Cooper Kanngiesser	Zenda, KS
23	Lane Nobles	Hillsboro, TX
24	Neil Holmes	Houston, TX
25	Chon Miranda	Ruidoso, NM
26	Aaron Pass	Dallas, TX
27	Bradley Harris	Udhall, KS
28	Lorenzo Rios	Weatherford, TX
29	John Pitts	Weatherford, TX
30	Clayton Williams	Carthage, TX
31	Jay Morrow	Wayland, IA
32	Alfonso Orozco	Stephenville, TX
33	Corey Maier	Timber Lake, SD
34	Tate Harris	Palestine, TX
35	Craig Sasse	St. Peter, IL
36	Tate Stratton	Yukon, OK
37	Cody Wood	Weatherford, TX
38	Luis Blanco	Irving, TX
39	Reid Barker	Comfort, TX
40	Ronny Kitchens	Hutto, TX



# 2011 CINCH CBR Tour Dates with Winners



**January 29, 2011**  
Tuff Hedeman's  
Championship Bull Riding  
Hobbs, NM  
**JW Harris**



**April 2, 2011**  
South Point Hotel and  
Casino Tuff Hedeman  
Vegas Shootout  
Las Vegas, NV  
**Bonner Bolton**



**February 12, 2011**  
CASA Ford Tuff Hedeman  
West Texas Shootout  
El Paso, TX  
**Craig Jackson**



**April 9, 2011**  
Tulsa Challenge  
Tulsa, OK  
**Clayton Foltyn**



**February 26, 2011**  
Texas Redneck Bull Bash  
Tour  
Lufkin, TX  
**Stetson Lewis**



**May 7, 2011**  
George Paul Memorial  
Del Rio, TX  
**JW Harris**



**March 5, 2011**  
Tuff Hedeman  
Championship Challenge  
Ft. Worth, TX  
**Cooper Kanngiesser**



**May 8, 2010**  
George Paul Memorial  
Del Rio, TX  
**Bradley Harris**



**March 12, 2011**  
Dodge City Shootout  
Dodge City, KS  
**Chandler Bownds**



**July 25, 2011**  
Cheyenne Frontier Days  
Cheyenne, WY  
**Kenny Westrope**

# 2011 CINCH CBR Tour Dates with Winners



**July 26, 2011**  
Cheyenne Frontier Days  
Cheyenne, WY  
**Tyler Thompson**



**September 1, 2011**  
South Dakota  
Championship Bull Riding  
Huron, SD  
**Clayton Foltyn**



**August 13, 2011**  
Mahindra West Texas  
Showdown  
Lubbock, TX  
**Clayton Foltyn**



**September 1, 2011**  
Dakota Magic  
Championship Bull Riding  
Hankinson, ND  
**Cory Maier**



**August 20, 2011**  
El Dorado Tuff Hedeman  
Shootout  
Bossier City, LA  
**Cole Echols**



**September 24, 2011**  
2011 CINCH  
CBR Tour Finale  
Loveland, CO  
**Chase Outlaw**



**August 31, 2011**  
South Dakota  
Championship Bull Riding  
Huron, SD  
**Friday Wright**

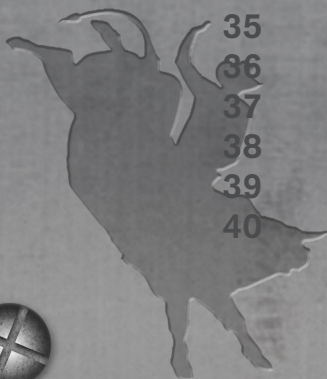


**2011 World  
Champion  
Clayton Foltyn**



# 2010 CINCH CBR World Standings

	<b>CONTESTANT</b>	<b>HOMETOWN</b>
1	Luke Kelley	Livingston, AL
2	Steve Woolsey	Payson, UT
3	Elliott Jacoby	Johnson City, TX
4	Ardie Maier	Timber Lake, SD
5	Jake Littlefield	West Point, MS
6	Friday Wright	Moss Point, MS
7	Riggin Phillips	McKinney, TX
8	Clint Craig	Mena, AR
9	Sam Wilson	East Bernard, TX
10	Wrangler Dunda	Odessa, TX
11	Jarrod Craig	Hillsboro, TX
12	Cooper Kanngiesser	Zenda, KS
13	Kenny Westrope	Hazelhurst, MS
14	Bonner Bolton	Gardendale, TX
15	Clayton Williams	Carthage, TX
16	Cody White	Johnson City, TX
17	Neil Holmes	Houston, TX
18	Bronson Butcher	Muskogee, OK
19	Howdy Cloud	Kountze, TX
20	Clayton Foltyn	El Campo, TX
21	J W Harris	May, TX
22	Chandler Bownds	Lubbock, TX
23	Lucas Dick	Manhattan, KS
24	Nate Perry	Elk City, OK
25	Bradley Harris	Udhall, KS
26	Craig Jackson	Houston, TX
27	Bo Wertz	Calahan, CO
28	Scotty Knapp	Albuquerque, NM
29	Aaron Pass	Dallas, TX
30	Trent Cormier	Houma, LA
31	Craig Sasse	St. Peter, IL
32	Chris Roundy	Payson, UT
33	Reese Cates	Carthage, TX
34	Casey Decker	Bennett, CO
35	Pistol Robinson	Burleson, TX
36	Danny McDowell	Jena, LA
37	Jimmy Tubbs	Greenbriar, AR
38	Wesley Silcox	Payson, UT
39	Stormy Wing	Dalhart, TX
40	Tim Bingham	Honey Valley, UT



# 2010 CINCH CBR Tour Dates with Winners



**February 12, 2010**  
CASA Ford Tuff Hedeman  
West Texas Shootout  
Presented by Sunland  
Park Racetrack & Casino  
El Paso, TX  
**Nate Perry**



**March 26, 2010**  
South Point Hotel and  
Casino Tuff Hedeman  
Vegas Shootout  
Las Vegas, NV  
**Clayton Williams**



**February 13, 2010**  
CASA Ford Tuff Hedeman  
West Texas Shootout  
Presented by Sunland  
Park Racetrack & Casino  
El Paso, TX  
**Clint Craig**



**March 27, 2010**  
South Point Hotel and  
Casino Tuff Hedeman  
Vegas Shootout  
Las Vegas, NV  
**Steve Woolsey**



**February 20, 2010**  
Dollar General CBR Music  
City Shootout Presented  
by GAC  
Nashville, TN  
**Neil Holmes**



**April 23, 2010**  
American Airlines CBR  
Tulsa Challenge  
Tulsa, OK  
**Cooper Kanngiesser**



**February 27, 2010**  
Fish and Steele Equipment  
Deere Country  
Challenge  
Lufkin, TX  
**Howdy Cloud**



**April 24, 2010**  
American Airlines CBR  
Tulsa Challenge  
Tulsa, OK  
**JW Harris**



**March 6, 2010**  
Tuff Hedeman  
Championship Challenge  
Fort Worth, TX  
**Friday Wright**



**May 1, 2010**  
George Paul Memorial  
Del Rio, TX  
Round One winner  
**Clayton Foltyn**

# 2010 CINCH CBR Tour Dates with Winners



**May 2, 2010**  
George Paul Memorial  
Del Rio, TX  
GPM Champion  
**Clint Craig**



**September 5, 2010**  
Dakota Magic Tuff  
Hedeman CBR Challenge  
Hankinson, ND  
**Ardie Maier**



**August 14, 2010**  
Zia Park Tuff Hedeman  
Championship Bull Riding  
Hobbs, NM  
**Elliott Jacoby**



**September 9, 2010**  
Navajo Nation CBR  
Challenge  
Window Rock, AZ  
**Kenny Westrope**



**August 21, 2010**  
El Dorado Resort and Casino  
Tuff Hedeman Louisiana  
Shootout Presented by  
Your Good Neighbor Chevy  
Dealers Bossier City, LA  
**Luke Kelley**



**September 11, 2010**  
Fort Stockton, TX  
**Jake Littlefield**



**September 1, 2010**  
Red Wilk Construction  
CBR Bull Bash  
Huron, SD  
**Kenny Westrope**



**September 19, 2010**  
CBR Best Out West  
Showdown  
Woodward, OK  
**Bronson Butcher**



**September 2, 2010**  
Red Wilk Construction  
CBR Bull Bash  
Huron, SD  
**Scott Knapp**



**October 2, 2010**  
Mahindra Tractors CBR  
West Texas Showdown  
Presented by West Texas  
Chevy Dealers  
Lubbock, TX  
**Luke Kelley**

# 2010 CINCH CBR Tour Dates with Winners



**October 8, 2010**  
Tuff Hedeman CBR Tour  
Finale Presented by the  
American Royal  
Kansas City, KS  
Round One Winner  
**Jake Littlefield**



**October 9, 2010**  
Tuff Hedeman CBR Tour  
Finale Presented by the  
American Royal  
Kansas City, KS  
Finals Winner  
**Steve Woolsey**



**Year End Winner**  
**Luke Kelley**



# 2012 CINCH CBR Tour Dates - Road to Cheyenne

January 28	Tuff Hedeman Championship Bull Riding Presented by Zia Park	Hobbs, NM
February 4	West Texas Showdown Presented by THE BEAR 99.5	Lubbock, TX
February 11	Casa Ford Tuff Hedeman West Texas Showdown Presented by Sunland Park Racetrack and Casino	El Paso, TX
February 25	Texas Redneck Bull Bash	Lufkin, TX
March 17	Roto-Mix Dodge City Shootout	Dodge City, KS
April 7	Tuff Hedeman Championship Challenge	Fort Worth, TX
April 14	South Point Tuff Hedeman Vegas Challenge	Las Vegas, NV
April 21	Eldorado Tuff Hedeman Shootout	Bossier City, LA
April 28 & 29	George Paul Memorial	Del Rio, TX
May 5	Lafayette CBR	Lafayette, LA
May 12	Loveland CBR	Loveland, CO
July 23 & 24	CBR World Championships	Cheyenne, WY



# Million Dollar Bull Team



The Challenge is formulated to allow stock contractors to enter bulls of any age, with absolutely no restrictions, in selected CBR events. Bulls will be entered in a three bull team format, and all bulls must first meet the strict standards of CBR President Tuff Hedeman. Two of the three bulls will first buck in the long round of competition, and one will buck in the short for a combined score. The total score will then

be added with the number of seconds each bulls' rider completed. Over \$1 million will be paid out over the 2012 Bull Team Season. The finals will be held at the Cheyenne Frontier Days in July 2012 an \$225,000 is the pay out at the finals.

## 2011 Palace Station CBR Bull Team Challenge Finals Standings

- 1) The Washburn Company
- 2) Pro Bull Nutrition
- 3) Shippy/Brand X/Amber Luedke
- 4) Vogele & Sanders
- 5) Cody Ohl & Circle T Ranch Arena
- 6) Cooper/Allstar Ranch
- 7) Gildon Bucking Bulls
- 8) Women's Fantasy League
- 9) King/Herrington
- 10) Washburn/Barclay/Jacobs
- 11) Reagan Bucking Bulls
- 12) Box K Cattle/Universal Prorodeo
- 13) Wild Card
- 14) Lyndal Hurst
- 15) Probst Farms/ 5-J/ Shippy
- 16) Johnson Cattle Co
- 17) Shippy/ Tricker/Kile



# The Horizon Series

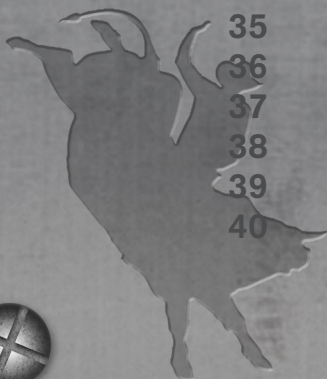


The Horizon Series was established to allow promoters and riders to compete in CBR sanctioned events at all levels. The Horizon Series allows local promoters to conduct a sanctioned CBR event under guidelines provided by CBR Administration. The top five riders on the Horizon Series Tour at the time of entries will be allowed to enter the CINCH CBR Televised Tour.



# 2011 Horizon Series Standings

	<b>CONTESTANT</b>	<b>HOMETOWN</b>
1	Cody White	Johnson City, TX
2	Chase Outlaw	Hamburg, AR
3	Michael Earl	Phlugerville, TX
4	Luke Haught	Weatherford, TX
5	Stevo Keighley	Williston, FL
6	Stetson Lewis	Carlsbad, NM
7	Clayton Foltyn	El Campo, TX
8	Bonner Bolton	Gardendale, TX
9	Cody Atwood	Weatherford, TX
10	Ronny Kitchens	Hutto, TX
11	Alfonso Orozco	Stephenville, TX
12	Francisco Morales	Stephenville, TX
13	Luis Blanco	Irving, TX
14	Kenny Westrope	Hazelhurst, MS
15	Ednei Camnihas	Brazil
16	Trey Benton	Rock Island, TX
17	Ryan Shanklin	Rocksprings, TXpg,
18	Lane Nobles	Hillsboro, TX
19	Andy Smith	West Des Moines, IA
20	Nile Lebaron	Weatherford, TX
21	Aaron Pass	Dallas, TX
22	Tate Harris	Palestine, TX
23	Neil Holmes	Houston, TX
24	John Pitts	Weatherford, TX
25	Lorenzo Rios	Weatherford, TX
26	Colby Scallions	Itasca, TX
27	Chon Miranda	Ruidoso, NM
28	Pistol Robinson	Burleson, TX
29	Cooper Kanngiesser	Zenda, KS
30	Tate Stratton	Yukon, OK
31	Brant Atwood	Whitesboro, TX
32	Friday Wright	Moss Point, MS
33	Corey Maier	Timber Lake, SD
34	Chandler Bownds	Lubbock, TX
35	Reid Barker	Comfort, TX
36	Cody Rostokyj	Hillsboro, TX
37	Riggin Phillips	McKinney, TX
38	Wrangler Dunda	Odessa, TX
39	Cody Graves	George West, TX
40	Colby Jones	Dayton, TX



# 2011 Horizon Series Champion



## Cody White

It's been said that if you pick a job you love, you'll never work a day in your life. Most people don't fantasize about landing a job that requires driving thousands of miles only to get thrown in the dirt or have your head stepped on by a 2,000-pound bull. But for Texas bull rider Cody White, there's no job he'd rather have because there's nothing he loves more than riding bulls.

"Ever since I was little I knew I wanted to ride bulls," Cody says. Many of Cody's family members were involved in rodeo and his grandfather and uncles rode bulls. Friends of the family included top riders like Bo Davis and Brent Thurman, who lost his life while competing at the 1994 National Finals Rodeo. The influence of such great riders provided Cody with great mentors and role models as his own bull riding career took off.

By the time he reached high school Cody was an accomplished rider, due in no small part to his tremendous dedication to the sport. When school let out for the day, Cody would load up his younger brother and friend Elliott Jacoby and head to the practice pen. "I probably got on 30 head of bulls every week before leaving for the weekend. After school I'd drive an hour or two and get on ten head, then drive home late and go to school the next morning," he says.

His hard work paid off and qualified for the National High School Finals Rodeo twice. While such an honor is the dream of many young rodeo athletes, Cody opted not to attend the finals. "I didn't want to drag my family up there for a week so I didn't go," he explains. Instead, Cody focused on making a living as a professional bull rider. In 2005, he chose to attend a Championship Bull Riding event. "That was about the time I was going to anything and everything that paid. The money was good and there was just something that stuck out when I went to CBR's. They're glad you're there and they want you to come back again. CBR is kind of one big family," he says.

Since beginning his CBR career, Cody has qualified for the CBR World Championships every year. It's an impressive feat, given the short career spans and occurrence of injuries in his line of work. At 29 years old, he's still hitting the road just as hard as he did when his career began.

**continue on next page...**

# 2011 Horizon Series Champion

That willingness to go the extra miles – literally – paid off in a big way this year when Cody was named 2011 CBR Horizon Series Champion. While he recognizes the accomplishment as one of his greatest to date, he humbly says, “It’s not really that I out-rode everybody; I just go a lot harder than everybody else. I ain’t scared to drive that extra three or four hours and go get more money.”

The long hours on the road mean time spent away from his wife, Tori, and son, Rody Owen. The couple recently found out they will welcome their second child in May. After the events, Cody usually heads home to be with his family, rather than staying for the after party. “I head home because my wife is there with my son. She doesn’t get to go out and party and you don’t have to party to have fun anyway,” he says.

While at home with his family, Cody also tends to his herd of bucking-bred cows and works on his ranch. “I weld a little bit, build stuff, fix fence, mess with the cows. I’m kind of a jack of all trades but I wouldn’t say I’m a professional at any of them. The cows are just kind of something I mess around with. I really mainly do the breeding and sell them when they’re calves. My son really likes to go out and feed the cows so that’s probably why I have so many of them,” he says.

The breeding operation is something Cody has a lot of future plans for, but in the meantime, he’s still focused on riding bulls. With all the expenses of getting down the road, he’s glad to have the help of great sponsors like Chris Knapp of JC Knapp Rodeo. “Chris pays all my fees and there’s no way I could be where I am today without him,” Cody says.

For 2012, Cody plans to hit the road hardly like he always does. He’ll certainly make a run at another Horizon Series Championship but he’s still chasing down the ultimate dream – the CBR Cinch Tour World Championship.

Cody says, “I’ve been in the top 15 the last three or four years. If you watch, the guys that win it always get hot right toward the end of the season. I’ve been right there within striking distance but just haven’t gotten hot at the right time. It just hasn’t been me yet but I know I ride good enough to be number one. I want to get in there and win the world.”



# Texas Swing



“Mahindra Tractors CBR Texas Swing” Series. This series is a promotional contest for cowboys competing at each of the 2010 and 2011 CBR Televised Tour events held in the state of Texas. Currently, these events are: El Paso, TX; Lufkin, TX; Fort Worth, TX; Del Rio, TX; and Lubbock, TX.

Series Concept: Cowboys competing at any/all CBR Televised Tour events in the state of Texas shall receive points equal to the scores of their successful rides at each respective event. The rider with the most total points at the conclusion of the last CBR Televised Tour event in the state of Texas each season shall be declared the Champion of the “\$10,000 Mahindra Tractors CBR Texas Swing” Series.

Rider Award Program for Mahindra Tractors CBR Texas Swing Series

- Rider Purse: \$10,000.00
- Rider Award: Custom Hy-O Silver Belt Buckle for Mahindra Tractors CBR Texas Swing Champion

## 2011 Mahinda Texas Swing Standings

- 1 Lucas Dick CHAMPION
- 2 JW Harris
- 3 Cooper Kangiesser
- 4 Clayton Foltyn
- 5 Ardie Maier

## 2010 Mahinda Texas Swing Standing

- 1 Luke Kelley CHAMPION
- 2 Jake Littlefield
- 3 Cody White
- 4 Clint Craig
- 5 Riggins Philips



# The Short Round Magazine

Championship Bull Riding is one of the fastest growing extreme sports in the world, and every issue of *The Short Round* is designed to help build that fan base by offering an interesting mix of cowboy culture and bucking bull business.

*The Short Round* takes you inside the cowboys' homes, outside to the bucking bull ranches and back around to the chutes with in-depth features and amazing photography. As the industry leader, *The Short Round* is the only publication featuring detailed coverage of championship bulls and the men who ride them, both bound together in each issue. We invite you to pull your rope tight and join us in reaching a highly energized group of enthusiastic fans.



# The Short Round Magazine



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ISSUE DATE	AD DEADLINE	ISSUE DATE
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FALL	August 1	Sept 1
WINTER	November 1	December 1

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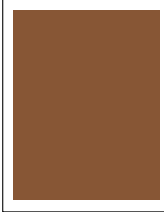
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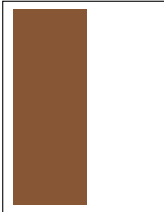
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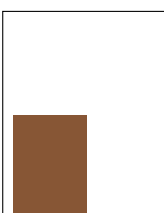
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The Official Magazine of Championship Bull Riding  
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# Geronimo Productions

Championship Bull Riding on FSN is produced by Geronimo Productions. Geronimo has emerged as the premier production company for cowboy sports in the country. In 2012 Geronimo will produce nearly 100 television shows on networks like FSN, RFD-TV and ESPN. Geronimo's client list also includes the National High School Rodeo Association, PRCA and Rodney Carrington Entertainment.

The company founder is longtime television host Jeff Medders. Medders has hosted the CBR coverage for more than three years and has been the face and voice of rodeo for more than two decades.

The guys behind the cameras at a CBR event can also be found at major sporting events across the country and around the world. NFR, the Olympics, the NFL Network, college football and the NBA are just a few examples of where they fine tuned their craft. All of this experience is on display when cameras are rolling on the Cinch CBR Tour.



# CBR On-Air Hosts



## Jeff Medders – Executive Producer/ TV Host

Jeff Medders wears many hats for the CBR. He is the executive producer of all the nationally broadcast shows in the Cinch CBR Tour as well as one of the TV Hosts for each CBR show. He has been with the CBR since 2006 and yet, somehow, he finds the energy to continue perfect his craft by hosting rodeo and equestrian programming on ESPN as well as host and produce the Wrangler National Finals Rodeo. Other hosting duties include thoroughbred horse racing, motorcycle racing, poker and professional golf. If and when Jeff gets some time to enjoy his own personal hobbies, he raises bucking bulls with legendary blood lines like Pacific Bell, Bodacious and Playboy Skoal. Ultimately, the best time for Jeff is spent with his family. At times Jeff's son will travel with him and help with production at the CBR shoots and when back home in Tulsa Oklahoma, Jeff and his wife enjoy cheering on their girls during their soccer tournaments.



## Butch Knowles – TV Host

Butch Knowles is a veteran rodeo commentator that joined the CBR broadcast team for the 2011 television season on Great American country (GAC). Both Knowles and Jeff Medders provide color commentary during the twenty six weeks of the CINCH CBR Tour broadcasts. Knowles brings years of television broadcast experience to CBR. For the past 23 years he has provided the color commentary for the National Finals Rodeo telecast on ESPN. Prior to his television career, Butch was a very successful saddle bronc rider with 4 NFR qualifications. He won the NFR average title in 1987. Prior to his professional career, Butch won a National High School All Around title and was collegiate All Around runner up twice.



# CBR On-Air Hosts



## Ali Dee - CBR Television Host

Ali Dee - Country Music Artist and Star of CMT's Hit show Texas Women has joined the CBR Team for the 2012 Season. Noted as the "First Lady of the Dallas Mavericks," Ali Dee can be seen on the court at the American Airlines Center, as the in-arena host during Mavericks games, and also on Fox Sports Southwest as the host of Mavs Insider.



# Fox Sports



“FSN is the nation’s leading provider of local sports. Through its 19 owned-and-operated regional networks, FSN serves as the TV home to more than half of all MLB, NHL, and NBA teams. FSN’s nationwide roster of regional sports networks includes FOX Sports Arizona, FOX

Sports Carolinas, FOX Sports Detroit, FOX Sports Florida, FOX Sports Houston, FOX Sports Indiana, FOX Sports Kansas City, FOX Sports Midwest, FOX Sports North, FOX Sports Ohio, FOX Sports Oklahoma, FOX Sports South, FOX Sports Southwest, FOX Sports Tennessee, FOX Sports West, FOX Sports Wisconsin, PRIME Ticket, SportSouth, and Sun Sports. FSN produces more than 5,000 live local events each year, including thousands of home team games and a wide variety of locally produced sports programs. FSN also offers one of the most comprehensive portfolios of college rights in the country, with over 1,000 marquee events culled from an impressive roster of collegiate partners, including the Pac-12, Big 12, SEC, ACC, Conference USA, and others.





Wild Eyes specializes in the production of docu-reality, feature film and scripted television programming and has produced hours of content for outlets like the Discovery Channel, History Channel, A&E, National Geographic and MSNBC.

## **BULLPROOF**

Bullproof is the world's first 3-D docu-reality television series, an inside look at American Bullfighters, the men who are sent into the rodeo ring to protect bull riders. A bullfighter is expected to put his body between the rider and up to 2000 pounds of pure animal menace. This is one of the most dangerous jobs on earth. In a single season, 89% of all rodeo athletes will be injured and an average of two will die, according to the medical research. Bullfighters have the highest rate of injury amongst all rodeo performers.

Bullproof follows a single season in the lives of four bullfighters on the Championship Bull Riding circuit, one of the biggest bull riding promotions in the world. Stunning 3-D imagery and immersive audio takes viewers into the arena with the bullfighters, where in four one-hour episodes, they will save lives, sustain serious injuries and try to make it out in one piece. Cameras also follow them outside the ring as they race down the back roads of rural America setting up and tearing down their show like a rowdy band of carnies.

This series has dynamic characters, real danger and real stakes to rival any show currently available in 2-D. Now, thanks to groundbreaking 3-D photography, Bullproof can tell these stories with a completely unique depth.



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