



**ARIZONA
GAY
RODEO
ASSOCIATION**



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From the Desk of the President

Happy New Year!!

I hope that everyone had an enjoyable holiday season with close friends and loved ones!

It's 2011 and it's time to kick off this years rodeo season! We have one month to go and a lot of work that needs to be done!

I want to say thanks again to Walt Hutter, Claudia B., Pussy Lehoot, Ron Trusley, Jai Crystal, Ace Master, Ferdy Quesadat and the entire staff at Charlie's. We raised over \$1100.00 during our AGRA Christmas Show, Walts baked goods and ham raffle, jello shots and show tips! Amazing great job everyone.

We have our elections for BOD this month at our monthly membership meeting on January 9th 2011.

Happy New Year!

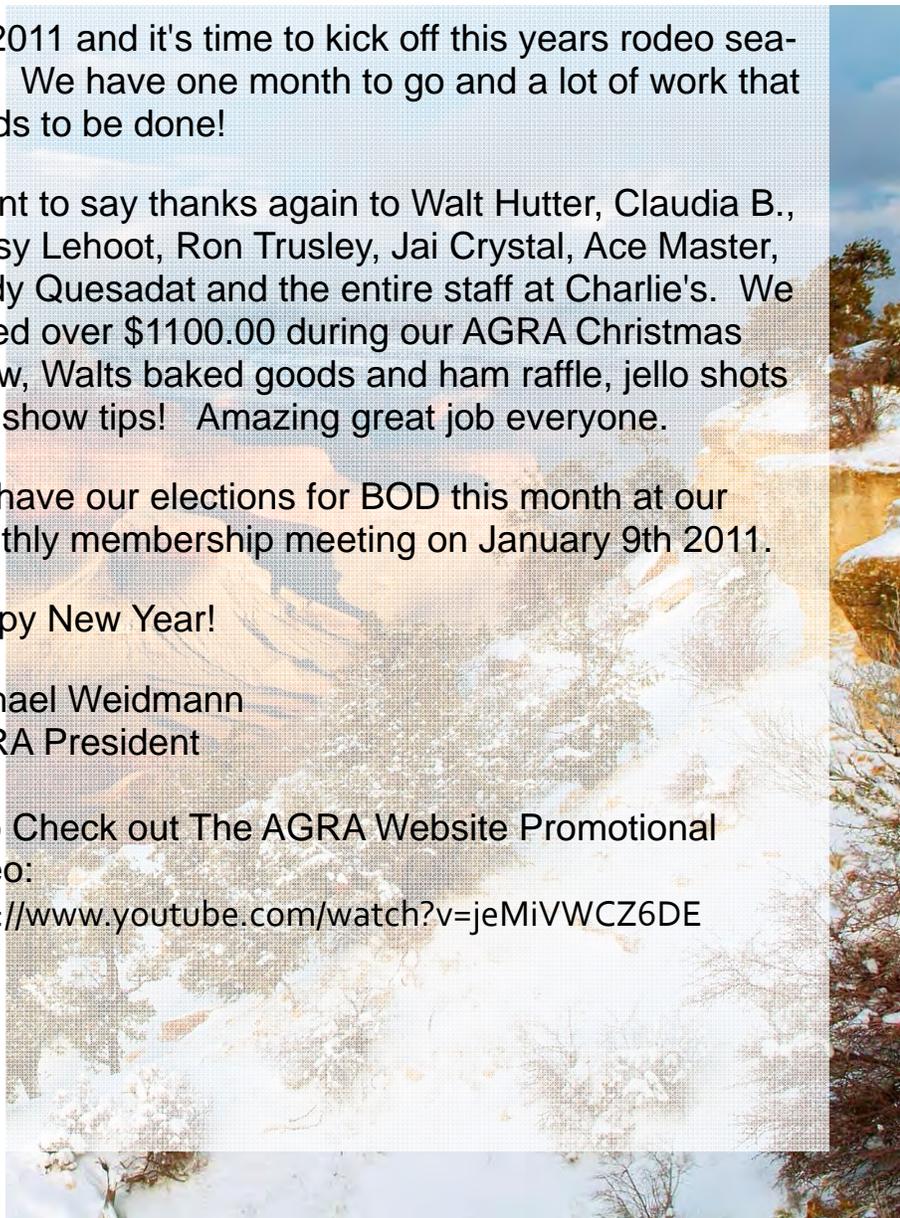
Michael Weidmann
AGRA President

Also Check out The AGRA Website Promotional Video:

<http://www.youtube.com/watch?v=jeMiVWCZ6DE>

February 2011 Edition
Newsletter Deadline:
January 26th '10

Send submissions to:
LEVI HUNTING
AGRA, P.O. Box 40465 ·
Phoenix · AZ
85067-0465





From the
Vice President

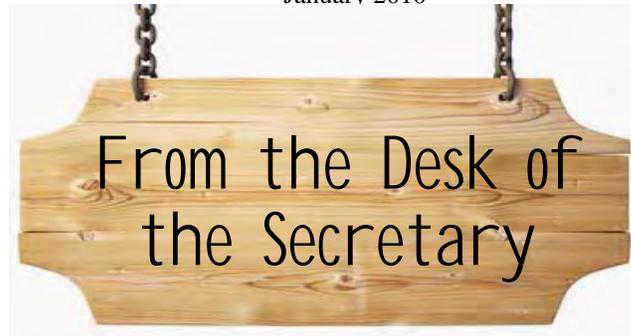
Howdy All,

Hope your holidays were safe and fun.

Sharon and Michael will be hosting an IGRA fundraiser on January 15th at Rainbow Cactus. Show starts at 9pm. Come and support the IGRA Royalty.

Thank you for your continuous support of AGRA,

Michael Butts
AGRA Vice President



Howdy Folks!

I hope that everyone had a great Christmas and Holiday Season and managed to ring in the New Year in a great way as well. And speaking of ringing in the New Year, these folks are ringing in a new Birthday year in January of 2011. Happy Birthday folks and many more to come for all of you!!!

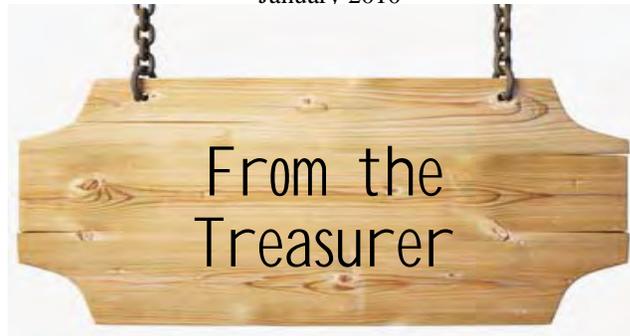
- 01/05 Jai Crystal
- 01/08 Dominick Mangano
- 1/10 Jose Sepulveda
- 1/10 Randy Reed
- 1/18 Daniel Dojaquez
- 1/19 Nick Krasula
- 1/21 Charlies
- 1/22 Joshua Sipe (aka Claudia B)
- 1/24 Dugaldo Estrada

Well folks, the 2011 RRRR is next month. Hard to believe that it is that close! We're gearing up to make this the best Rodeo ever, and hope that y'all are doing the same!

Once again, I want to wish everyone a prosperous and healthy New Year! Saddle Up folks...Ride 'em hard and make the ride a good one!

Bob Shukis
2010 Secretary





Hello AGRA Membership, here is the financial report:

November: Balance Sheet	
Total Assets	\$14930.63
Checking	\$2468.78
CD	\$12461.85
Non Rodeo Nov Net Income	<\$936.67>
Rodeo Nov Net Income	\$0.00
Year to Date 2010 Rodeo Net Income	\$2188.98
Rodeo	
Income:	Expenses:
Non-Rodeo	
Income:	Expenses:
	Bank and Credit Card Expense \$91.37
	Office Expense \$373.81
	IGRA Royalty \$346.49

December: Balance Sheet		The Books for Dec have not closed yet.
Total Assets	\$16402.07	
Checking	\$3940.22	
CD	\$12461.85	
Non Rodeo Nov Net Income	\$1069.84	
Rodeo Nov Net Income	\$401.60	
Year to Date 2010 Rodeo Net Income	\$2590.58	
Rodeo		
Income:	Expenses:	
Vendor Space Rental \$1080	Officials Travel \$178.40	
	Buckle Deposit \$500.00	
Non-Rodeo		
Income:	Expenses:	
Membership Dues: \$125	Credit Card Expense \$77.95	
Turkey Raffle \$103	Bake Sale \$150.00	
Bake Sale Booth \$829	IGRA Convention \$262.32	
Holiday Show—Shots Ham Raffle \$805	Membersip Expense \$117.54	
	Office \$ 184.35	

Jai
AGRA Treasurer





Hello AGRA members and friends-

As 2010 winds down, plans for our 2011 rodeo are winding up.

The rodeo committee is working with Sway Events to promote our February rodeo through Country Idol competitions at Phoenix area bars-- all leading up to the Final Competition at Rawhide on Friday night, February 18.

In addition to the returning partnership with Sway Events, AGRA has even planned a special arrangement with our NHL hockey team, the Phoenix Coyotes! Check out the details in the ad included here in the Branding Iron and on our website, agra-phx.com.

Speaking of our website, our webmaster Gino has updated and posted a promotional video for our 2011 Road Runner Regional Rodeo. It is posted through YouTube -- and you can see it right from our Rodeo tab. Information about the rodeo, our charities, host hotels, and much more are all featured on the video, which is courtesy of pinkaproved.com.

It has been a busy season and the holidays are almost over, but that just means University and RRRR are almost here.

And for an update, AGRA member and Man of Charlie's, Tam Keltner, is recovering from surgery here in Phoenix. His health is improving, but he has many challenges ahead of him. So please make this minister happy and keep Tam in your thoughts and prayers.

Have a happy and safe New Year!

Greg Gillum
Public Relations





A.G.R.A. NIGHT



The Phoenix Coyotes are offering an exclusive offer to the friends of the Arizona Gay Rodeo Association which provides discounted tickets to our game on Monday, February 14th vs. the Washington Capitals.

With the Rodeo the following weekend, this exclusive offer allows you to save money and receive priority access to great seats.

Plus \$5 from Every Ticket will go to an official A.G.R.A. Rodeo Charity

COME OUT AND SUPPORT THE RODEO



Monday, February 14th
7:00 pm

vs.



Ticket Prices				
\$50 (reg. \$75)	Lower Level End-zone	\$20 (reg. \$39)	Upper Level Sides/Ends	
Opponent	Date	# of \$50 fix	# of \$20 fix	Total
Wash. Capitals	Feb. 14			
Handling Fee				\$3.00
Total				

For More Info Visit WWW.AGRA-PHX.COM

Name: _____ Phone: _____

Address: _____ City: _____ Zip: _____

Email: _____

Method of Payment: VISA MC AMEX DISC

Card # _____

Exp. Date: _____ CID # _____

To Purchase Tickets Call (623) 772-3225
or Fax Order Form to (623) 872-2163



Matthew Audibert
Group Sales Account Executive
623-772-3225
Matthew.Audibert@phoenixcoyotes.com

Trustee's Report

I hope you all had a very good Christmas, and you are now ready for an exciting new year in 2011.

As we enter into the new year, I hope we will each reflect on the past year and think about the challenges we faced, but also especially think about our successes. We have so much for which to be thankful.

As I reflect on 2010, I remember some things that happened with which I disagreed. Then, I think "I am but one person in a larger body of members who speak as a collective group". I believe most things happen for a reason, and we do not always know the reason. If I believe something should change, then I must have a positive attitude and work to achieve the best result(s). Open communication and understanding can help more than criticism.

The first IGRA Board Meeting in 2011 will be Friday, January 14 in St Louis. IGRA University will also be January 14-16, 2011 in St Louis. I hope to see many of our AGRA members participating in university. There will be several new classes as well as several new instructors.

And, speaking of the new year, it is not too early for us to begin thinking about renewing our AGRA membership. Current memberships are good through February 28, but a renewal can be processed at any time. And, renewals can now be done on line as well as by regular submittals. I want to encourage everyone to renew now that the Christmas season is over and before we are all caught up in plans for the 2011 Road Runner Regional Rodeo. Review the Bylaws, and if you think you would be interested in a committee position, let the President or any Board Member know. Per our Bylaws, appointments are to be made in March.

Very soon you will receive information on the Annual Corporation Meeting and Banquet. Looks like it will be on Friday, February 25, 2011.

Each year at the IGRA Annual Convention, an award is presented to the association judged to have the best web-site. For 2010, AGRA was in fifth place. The judging recap shows AGRA scored very well in the majority of categories. Maybe we will take first place in 2011? Look for the judging recap/report elsewhere in this issue of the Branding Iron.

I wish you all a wonderful 2011, and trust we will work together as a collective body for the good of and best interest of AGRA!

Ron Trusley
AGRA Trustee
Phone: (602) 510-9671
E-Mail: rtrusley@cox.net



	Initial Impact	Follow-through	Overall Appear	Overall Navigation	Fatty Navigation	Informative	Up to date	Loading speed	Fun	Serious issues with image file sizes	Obvious coding errors	Galleries	Hidden Email 9y On	Total Score
Maximum possible score 117														
ARGRA Alberta Rockies	7	9	7	8	9	9	7	8	7	9	9	5	9	103
AGRA Arizona	8	9	8	8	9	8	8	8	7	7	9	8	0	97
ASGRA Atlantic States	3	8	4	8	9	6	2	8	3	9	9	5	9	83
CCGRA Central Canada	7	9	8	8	9	5	5	5	6	9	3	6	9	89
CGRA Colorado	4	9	4	5	9	7	7	5	5	4	7	6	5	77
DSRA Diamond State	7	9	8	7	9	7	7	8	7	9	8	6	9	101
FGRA Florida	7	5	8	4	8	9	9	8	7	8	9	7	9	98
GWGRA Gateway (St. Louis)	5	9	6	8	8	7	6	4	5	2	7	5	0	72
GSGRA Golden State	8	4	7	4	7	6	8	8	5	8	9	5	9	88
GSGRA Bay Area Chapter	6	9	6	7	9	5	8	8	5	9	9	5	9	95
GSGRA LA Chapter	6	8	6	8	9	5	6	9	5	9	9	6	9	95
GSGRA Palm Springs	6	9	8	5	9	5	7	8	5	7	8	7	9	93
GSGRA San Diego	6	9	7	7	7	7	8	8	7	5	8	8	9	96
HGRA Heartland (NE/IO)	7	9	7	7	9	4	7	8	4	9	7	5	0	83
HSRA High Sierra (NV)	8	9	8	9	9	5	8	8	7	9	5	4	0	89
ILGRA Illinois	0	0	0	0	0	0	0	9	0	1	9	5	0	24
LGRA Liberty	7	8	7	8	9	5	8	8	5	9	9	8	9	100
LSGRA Louisiana	7	7	5	6	7	5	5	7	5	7	8	5	0	74
MIGRA Michigan	4	9	4	7	6	7	5	7	5	7	8	5	0	74
MGRA Missouri	5	8	5	2	4	5	7	6	5	4	6	3	0	60
NGRA Nevada	7	9	8	8	8	9	9	7	8	2	8	6	0	89
NMGRA New Mexico	8	9	8	8	8	7	8	5	6	8	7	7	0	89
NSGRA North Star	7	8	7	7	6	6	4	4	4	6	6	5	9	79
OGRA Oklahoma	7	4	4	5	5	4	6	5	4	1	5	2	0	52
PNGRA Pacific NW	7	9	5	8	7	4	4	5	4	7	7	7	9	83
RRRA Red River (TX)	2	6	3	8	9	1	2	8	1	9	9	5	0	63
SCCGRA Sacramento	7	9	8	4	9	7	4	5	4	9	8	5	0	79
SMRA Smoky Mountain	8	9	6	8	9	4	4	9	5	9	9	5	0	85
SRA Snonoran	9	9	9	9	9	4	8	6	7	9	9	5	0	93
SSRA Sooner State	6	9	5	8	9	4	7	8	5	5	7	4	0	77
TGRA Texas	7	9	6	4	4	6	5	7	4	8	5	2	5	72

Notes:

Serious problems with image file sizes. In this category the higher the number the better the score. If all image files are properly sized, then the category awards a 9. The more improperly sized graphics, or if some are extreme (IE 1 meg thumbnails) the score number is lower.

Obvious coding errors. This can include missing graphics, or places where items do not line up due to improper use of style sheets. Errors in page formatting that make the page difficult to read, such as having to scroll horizontally to view content. Places where JavaScript menus or other critical navigation codes are difficult to navigate or missing elements.

The fewer errors the higher the score.

Hidden email code. Are email addresses encoded to prevent harvesting by spam robots? If all addresses are encoded (using any form of harvest prevention), available score will be 9. If some are exposed while others are hidden the score will be 5. If all are exposed the score is 0.

Galleries. If the site has no galleries this category gets a 5. If galleries are present, the score will run from 0 to 9 depending on how well the galleries are presented and how easy they are to view.

IGRA Website Scores 2010

Order of winners

	1
Some items on PDF pages which would be better served via html. Email addresses exposed to harvesters and not usable for those who do not use pop3 clients.	5
Code problems at bottom of all pages. Some difficulty using JavaScript menus. Several images from other websites which do not meet copyright requirements. Newsletters gimmicky, take too long to load newsletter index page.	
Gallery thumbnails using same images as large popups. Some graphic thumbnails are over half a meg. Graphics on membership payment page not SSL making page difficult to use. I like the classifieds.	
Interesting use of IGRA RSS feed page. Need to work on the graphic embedding problem. Misuse of keywords will effect search engine placement	2
Link back to association page from rodeo pages is not obvious, one has to look for it. Home link location and style varies thought the galleries pages.	4
Many photos too big.	
Navigation confusing. Many duplicate links in menus.	
html newsletter, great! Have to set up an account to see what for sale in the store, not good.	
misuse of keywords, will bring ratings down in search engines. Most rodeo links go to same page.	
On Royalty page, links to Standing rules and Bylaws are defective.	6
Announcements page says PayPal is down, but it is available on PayPal Membership page	
	3
Problems with frame links. Great newsletter. Logo thumbnail 115k.	
all pages open in new windows, no links back to home page. Flash presentation on several pages is over 2 megs. No directions or address to rodeo grounds. Gallery page table format problems.	
Great newsletter. Some links open in new windows creating navigation issues.	
hovering over Featured member enlarges font and jumps page. JavaScript on Featured member does nothing. Some links go to secure areas without warning and no link back. Good newsletter but this format would be better served using html. Very nice looking site.	
decretive graphics near bottom don't line up. Serious problems with shopping cart and non ssl graphics.	
Text very hard to read against background. Gallery consists of bmp images. Home page contains non functioning links.	
News scroll area too narrow creates popup windows. Recent newsletters either missing or difficult to navigate.	
Defective link to one of their sponsors on front page. No link back to main site from rodeo pages.	
Gallery images saved as gifs. Very little info on their upcoming rodeo, just a poster.	
Major problems with dropdown menu. Many graphic icons missing. Numerous links that seem they will go somewhere with info but only go to contact form. No added galleries since 2006, same 4 images on gallery index.	

Meeting Schedules

AGRA Board Meeting Schedule 2010-2011

(Charlie's Office)

May 12
June 2
July 14
Aug 4
September 15
October 13
November 3
December 8
January 5
February 2

AGRA Membership Meeting Schedule 2010-2011

(Charlie's Dance Floor)

May 16
June 6
July 18
Aug 8
September 19
October 17
November 7
December 12
January 9
February 6

Board of Directors

Michael Weidmann
President

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Email: m.weidmann@hotmail.com

Michael Butts
Vice-President

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Email: mjbutts1@msn.com

Bob Shukis
Secretary

Phone: (480) 414-1041

Email: cwbybob@mchsi.com

Ron Trusley
Trustee

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Jai Crystal
Treasurer

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Claudia B
(a.k.a. Joshua Sipes)
Fund Raising

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Email: claudiasbboys@yahoo.com

Greg Gillum
Public Relations

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Email: 3destiny@msn.com

Miss AGRA 2010

Claudia B

Aka Joshua Sipes

(480) 217-7892

Mr. AGRA 2010

Michael Butts

(602) 768-8469

mjbutts@msn.com

1st Runner-up Mr. AGRA

Ferdy Quezado

Ms. AGRA 2010

Sharon Starks

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MsTer. AGRA 2010

Ace Master

Aka Christy Barnett

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