



**ARIZONA
GAY
RODEO
ASSOCIATION**



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From the Desk of the President

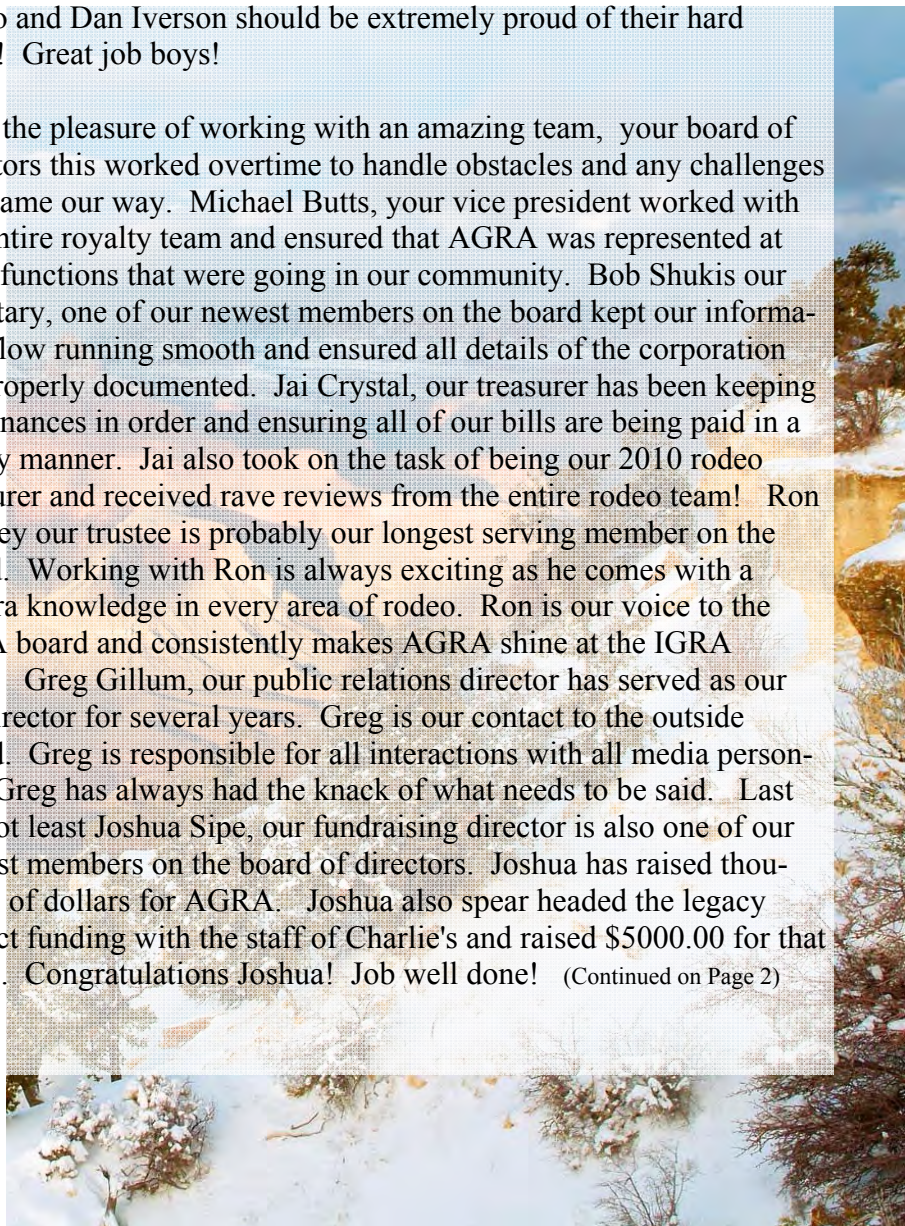
Hello AGRA members,

With the 2010 year coming to a close I stand here extremely proud to serve as your president. We started our year off with an amazing rodeo that allowed us to give our beneficiaries \$7000.00 George Immerso and Dan Iverson should be extremely proud of their hard work! Great job boys!

I had the pleasure of working with an amazing team, your board of directors this worked overtime to handle obstacles and any challenges that came our way. Michael Butts, your vice president worked with our entire royalty team and ensured that AGRA was represented at most functions that were going in our community. Bob Shukis our secretary, one of our newest members on the board kept our information flow running smooth and ensured all details of the corporation are properly documented. Jai Crystal, our treasurer has been keeping our finances in order and ensuring all of our bills are being paid in a timely manner. Jai also took on the task of being our 2010 rodeo treasurer and received rave reviews from the entire rodeo team! Ron Trusley our trustee is probably our longest serving member on the board. Working with Ron is always exciting as he comes with a plethora knowledge in every area of rodeo. Ron is our voice to the IGRA board and consistently makes AGRA shine at the IGRA level. Greg Gillum, our public relations director has served as our PR director for several years. Greg is our contact to the outside world. Greg is responsible for all interactions with all media personnel. Greg has always had the knack of what needs to be said. Last but not least Joshua Sipe, our fundraising director is also one of our newest members on the board of directors. Joshua has raised thousands of dollars for AGRA. Joshua also spear headed the legacy project funding with the staff of Charlie's and raised \$5000.00 for that cause. Congratulations Joshua! Job well done! (Continued on Page 2)

April 2011 Edition
Newsletter Deadline:
March 26th '10

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



We started 2010 off with our biggest fundraiser the Road Runner Regional Rodeo and all of our fundraisers following have been huge successes. I would like to give a special thanks to Walt Hutter for his infamous baked goods. Our Christmas bake sale brought in over \$1100.00! Richard Merritt and Jai LoveJoy our AGRA booth coordinators always work long hours during Phoenix Pride, Rainbows Festival weekend and of course during rodeo weekend. Thank you to Patrick Nichols and team sports for always supporting AGRA.

With the latest weather events over shadowing a great rodeo that was well run and covered by more media since the Broke Back Mountain craze the entire membership should be extremely proud of this years rodeo and the rodeo team that worked all year to put this on.

2011 will bring some challenges, we are looking at huge loss from this years rodeo. We have cashed our cd that we had in safe keeping for a rainy day. Well we got more than what we asked for. We will also be working with out a royalty team this year which would normally be the ones out in the community raising money. As, I stated in December's special membership meeting we need to start looking at how to survive and adapting our rules and regulations to accommodate a changing rodeo market. We need to bring the younger generation that grew up in the city and not on farms and show them what AGRA is all about. I understand that change for some of us is overwhelming but I ask all of you that moving forward into 2011 understand we will have to make changes in order to survive. AGRA has always been trend setters. Let's not forget that.

It has been an honor and a pleasure to serve all of you and this organization.

Respectfully,

Michael Weidmann
AGRA President





Howdy Folks!

The Ides of March are approaching, and the 2011 Rodeo is behind us now. Hopefully y'all had a good time at the Rodeo despite the inclement weather. Congratulations to all the Contestants and folks that braved the weather and participated in the week-end events. Not only is March noted for the Ides of March and the Spring Equinox, it is the birthday month of several of our members. Congrats to them, Happy Birthday and a wish for many more to come!!

03/06 John King
 03/09 Will Sawyer
 03/14 Bob Shukis
 03/21 Mark Christensen

I would also like to remind everyone that now is the time to renew your membership to AGRA. And this year, it is easier than ever! You can go on line to our website and renew and pay your dues in one easy step! We are getting a good response to the online membership and I hope that it continues! Thanks to all of you for being part of the AGRA family!

Bob Shukis
 2010 Secretary



2010 in review - from AGRA Public Relations ---

Through the support of our membership and Board of Directors in 2010, I have had the opportunity to develop the perception of the Arizona Gay Rodeo Association by the LGBT community and the wider public.

Highlights from 2010 include:

- *Implementation of an online AGRA membership application and payment system.
- *Implementation of online ticketing, sponsorship applications, and RV park reservations and payments in 2010 & 2011.
- *A doubling of the number of AGRA website unique visits over 2010, resulting in visits averaging 3-5 minutes --- which is unheard of for non-profit websites.
- *An award from IGRA that ranked AGRA's website #5 in overall content and ease of use - a first time that AGRA has ranked in the top 5.
- *Increasing commitments from our 5 statewide charities to volunteer and assist us with our 2010 and 2011 rodeos.
- *A two-fold increase in the number of media articles about our annual Road Runner Regional Rodeo events.
- *A four-fold increase in the number of media and journalist interviews.
- *First-time and stand-alone interviews and coverage by publications such as The Village Voice, New Times, Out Traveler, and The Advocate.
- *Increased coverage of AGRA events and appearances by statewide mainstream television reporters and newspapers.

From a public relations perspective, AGRA has made substantial improvements in the way it has reached out beyond its membership and home bar. AGRA is becoming a highly recognized and distinguished part of the non-profit community in Arizona. Individuals and organizations are reaching out to us for our time and talent - it is not just us asking for their help!

Through the support and dedication of the members and board of AGRA, I have been able to better serve this association and to help develop its presence as a vital part of the Arizona community.

It remains an honor to serve you and such a fine organization.

Greg Gillum
AGRA - Public Relations





DON'T BLINK

COMPETE SPORTS NIGHT



With A.G.R.A.



The Phoenix Coyotes are offering an exclusive offer to the friends of the Arizona Gay Rodeo Association which provides discounted tickets to our Compete Sports Night on Tuesday March 29th vs. the Dallas Stars

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

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

INCLUDES VIP EVENT PRIOR TO THE GAME

Tuesday, March 29th
7:00 pm



VS.



Ticket Prices				
\$50 (reg. \$75)		\$20 (reg. \$39)		
Lower Level End-zone		Upper Level Sides/Ends		
Opponent	Date	# of \$50 fix	# of \$20 fix	Total
Dallas Stars	Mar. 29			
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



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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

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Ms. AGRA2010

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