

THE BRANDING IRON

FROM THE DESK OF THE PRESIDENT



ARIZONA GAY RODEO ASSOCIATION

Hello AGRA members,

With the 2013 year coming to a close I stand here extremely proud and humbled to serve as your president. I stand here with a fire in my belly to make a bigger difference in our community this upcoming year. We started our year off with a well-planned rodeo in our new home at Corona Ranch. Over 75 contestants, a plethora of vendors and 2500 hundred of hopeful rodeo fans. YOUR 2013 was a HUGE SUCCESS!! NOT ONLY DID WE TURN A PROFIT WE GAVE AWAY OVER \$14,000 for our local charities.

I had the pleasure of working with an amazing team, your board of directors this year worked overtime to handle obstacles and any challenges that came our way.

Marcos Sandoval, your vice-president came on board with one mission, to get this royalty program off the ground again. Marcus had a fire in his belly, he worked in over drive with our Mr. AGRA Dan Oldenburg to do just that. CONGRATUALTIONS ON A GREAT JOB!!

Patrick Roe, a fairly new member to our association in his second year has 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 keeping the 2013 finances in order. Jai also took on the task of being our 2013 rodeo treasurer. Jai Crystal you have been not only a great friend but a wonderful asset to this great organization we so deeply care about.


Ron Trusley our trustee is by far our longestserving member on the board. Working with Ron is always exciting, as he comes with a plethora of knowledge in every area of rodeo. Ron is our voice to the IGRA board and consistently makes AGRA shine at the IGRA level.

INSIDE THIS ISSUE

President's Letter	1
Secretary	4
Trustee	5
AGRA Royalty Team	6
Treasurer	7
PR	8
Board/Royalty Contacts	9

March 2014 Edition
Next Newsletter Deadline:
March 25th 2013

Send submissions to:
Justin@TheCreativeArcade.com



Last but not least, Kevin McSweeny, our fundraising director. Kevin has raised thousands of dollars for AGRA. Kevin has put on countless patio shows to ensure AGRA continuously has money coming in just to pay day to day operations. We started 2013 off with our biggest fundraiser the ARIZONA GAY 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. It is SO MUCH FUN baking with him and Ron at their house. Walt's is responsible for raising over \$1500.00 from his baked goods. CONGRATULATIONS on becoming our Grand Marshall for the 2014 Arizona Gay Rodeo. Thank you both for your hospitality. I want to express my deepest gratitude to OUR GOLDEN GIRLS Richard Merritt, Jai LoveJoy, Gary Hatterman, Dan Iversen our AGRA booth coordinators.


After closing the 2012 Road Runner Regional Rodeo we knew there had to be some changes if AGRA was ever going to survive. This Board of Directors were hell bent on giving away profits in 2013. WELL CONGRATULATIONS WE DID JUST THAT!!! We started putting our team together. John King and Bob Pimentel Co-Rodeo Directors had a vision that gives me goose bumps, a simple phrase "BACK TO THE GLORY DAYS."

THE VISION BEGAN, The Road Runner Regional Rodeo was changed to the Arizona Gay Rodeo. We needed to restrict our rodeo because of size issues behind the stalls and Corona Ranch was our new home for the 2013 Rodeo.

John was in charge of the "non-cow" issues that included marketing, volunteers, bar management/staff, vendors, and the list goes on.

Bob was in charge of "cow" issues that included contestants, arena staff, rodeo officials, stock contractors, RV Park, again the list goes on.

I cannot express enough my sincere appreciation for both of these men. I am honored to have them not only as mentors, visionaries, pioneers but most importantly true friends.

A decorative flourish consisting of black and red ink swirls and lines, with small black and red dots, located at the top of the page.

With our 2014 Arizona Gay Rodeo behind us we are planning for our 30th anniversary. 30 years of GAY RODEO! THAT IS INCREDIBLE. This year my vision is to make this years rodeo of the our BEST RODEOS EVER! I want to move with the same intensity all year round as if our rodeo is a month away.

We have some obstacles to over-come as we always do every year. We need HELP in several areas, such as sponsorships, volunteers, entertainment, planning. We have our board meetings and our membership meetings once a month and a rodeo planning meeting once a month as well. If you have ANY talents or a desire to help out during the PLANNING PROCESS your more than welcome to come and share your ideas. PLEASE DON'T SHOW UP RODEO WEEKEND AND CRITIQUE THE HARD WORK THAT THE TEAM HAS DONE. It's just rude! It's easy to sit back and critique things, but it's a hell of a lot harder and MORE FUN to get your hands dirty and actually plan the event.

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

Respectfully,
Michael Weidmann
AGRA President



SECRETARY'S REPORT

Dear AGRA Members:

We had a great 2013 membership season with lots of members and lots of volunteers who stepped up and helped AGRA. I wanted to reiterate what I said at the annual banquet: I'm extremely impressed and proud of the dedication and hard work of such a large portion of our membership.

As all of you know by now, memberships expired at the end of February. We have had a good showing so far for members renewing before membership expiration, and as always the number will grow very quickly as people remember to renew. If you have not renewed your membership, please make sure you do so either via the website, or at Charlie's Phoenix, where there are membership applications available. If you are attending our March membership meeting, but have not renewed, we will have applications available to register you before the start of the meeting.

We are currently at thirty-eight members, including two champion members. I'd like to offer my sincerest birthday wishes to the follow members:

March 1st	Greg
March 11th	Justin Gonzalez
March 14th	Bob Shukis
March 15th	Shawn Curbello

Respectfully submitted,

Patrick Roe



TRUSTEE

We are off to a good start for 2014 having had a successful rodeo in February. I hope our momentum will continue throughout the year.

The next IGRA Board Meeting will be May 23 in Oklahoma City, so I really don't have much to write about at this time.

I would like to remind everyone that IGRA is planning a rodeo for August 9 & 10, 2014 in Cleveland, Ohio in conjunction with the Gay Games. I encourage everyone to go, if possible. Check the IGRA website (www.igra.com) for information and updates.

It is exciting to see more people becoming AGRA members, and I truly hope we see our numbers to continue to increase. Also, I hope to see many of us become more involved in AGRA activities in 2014.

Sixty-two people signed in at the rodeo volunteer party on Friday-February 21, 2014. Representatives were from PFLAG, Men of Charlie's, Hellraisers, AZ Elite Softball, Joshua Tree, One Voice Community Center, and Community Church of Hope. And, of course AGRA royalty and other AGRA members and volunteers attended. I would like to say a big thank you to all of our rodeo volunteers.

Then the AGRA Annual Corporation Meeting and Banquet was on Saturday-February 22 at T-Bone Steakhouse. Forty-four people attended this event. Bob Pimentel was voted as 2013 AGRA Member of the Year. Congratulations Bob!

I look forward to a very good year in 2014!

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



AGRA ROYALTY TEAM

Greetings from the 2014 AGRA Royalty Team! On behalf of myself Miss Ebonae Snow Shane your current Miss AGRA 2014 and the royalty team we are so grateful blessed and honored to hold the titles that we have accomplished. We are proud to be part of the AGRA Family

As a team we are planning goals and will put in a lot of hard work and dedication to all the events that we have planned for the year. Some of our upcoming events include:

March 15, 2014

St Patio Benefit Show at 10pm with Pussy LeHoot and the 2014 Royalty Team

March 16, 2014

Pussy LeHoot and Friends celebrates Miss AGRA 2014 Ebonae Shanes B-day at 8pm

March 21, 2014

Ms ster AGRA Luke Benefit Show at Zoan

May 1- 5

The Royalty team will travel to Palm Springs for the Palm Springs Rodeo

May 8 - 11

The Royalty team will travel to Las Vegas for there Rodeo.

We are planning more events and benefits for the rest of 2014 and look forward to share in the next month.

Sincerely,

Ebonae S. Shane
Miss AGRA 2014



TREASURER REPORT

January : Balance Sheet	
Total Assets	\$4,832.58
Checking	\$4,832.58
CD	\$0
Non Rodeo	(\$233.17)
Rodeo	\$3,976.45
Year to Date 2014 Rodeo Net Income	(\$4,744.55)
Rodeo	
Income:	Expenses:
Vendor Spaces \$1420	Insurance \$1717.63
Advance Gate Sales \$155	Ribbons \$1105.04
VIP Bus \$595	Officials \$185
RV Park \$1025	Sound & Lighting \$2320.88
Sponsorships \$5450	
Bar Crawl \$500	
Rodeo School \$160	
Non-Rodeo	
Income:	Expenses:
Membership Due \$130	Bank & Credit Card Exp \$203.10
Fundraisers \$541.18	General Expenses \$859.62
Bud Light \$400	Office Expenses \$242.63
Credit Card Income \$1	
February : Balance Sheet	
Total Assets	\$24,844.49
Checking	\$24,844.49
CD	\$0
Non Rodeo	(\$790.75)
Rodeo	\$14,948.66
Year to Date 2014 Rodeo Net Income	\$10,204.11
Rodeo	
Income:	Expenses:
Contestant Fees \$15339	Promotion \$5825
Stall Fees \$225	Equipment \$11408.62
Hat Fines \$20	Contestant Prize Money \$10030
AGRA Booth \$1299	Bar \$585.98
Ticket Sales \$37815.96	Arena \$33059
Vendor Booth \$1200	Officials \$7134.83
Sponsorships \$5300	Buckles \$2211.60
Bar \$42000	Ribbons and Badges \$32
Entertainer Tips \$65	Stalls \$4000
Contestant Parking \$299	Rodeo Booth \$30.34
Bar Crawl \$1045	Dance and Ent \$5681.65
Donations \$50	Bar Crawl \$1144.50
Rodeo School \$620	IGRA \$2631.98
	Rodeo School \$500
	Refreshments \$246.22
Non-Rodeo	
Income:	Expenses:
Membership Due \$1121	Bank & Credit Card Exp \$205.21
Royalty \$283	General Expenses \$2144.19
Credit Card Income \$229	Telephone \$74.35



PUBLIC RELATIONS

2013 was my first year as PR Director for AGRA! Here is a recap of 2013 and my goals for 2014. I look forward to doing more in 2014 and helping make AGRA and Arizona Gay Rodeo even more successful.

2013 Successes

- Changed AGRA Facebook Group over to a “LIKE” page which now makes it easier for the page to be found and for members and interested people follow us. Also allows us to schedule posts in advance, maintain the page much easier, and promote.
- Articles in Echo and ION Magazine leading up to Rodeo
- Exposure in Echo and ION Magazine promoting the donations AGRA made from profits in 2012
- Increased Rodeo Advertisement on Facebook by doing paid advertisements sponsored by - Charlie's. Resulting in reaching an audience of over 40,000 people.
- Updated AGRA Board @ Charlie's by making it more colorful and eye catching.

2014 Goals

- Increase Facebook followers to at least 1,000 “likes” currently at 237 Likes as of 2/20/14.
- Increase AGRA awareness through out the community utilizing different venues i.e. bars, community centers, LGBT businesses, and other LGBT non-profit organizations.
- Improve publicity of ALL AGRA events via Facebook, local publications, through out the entire year.
- Assist in increasing AGRA membership and diversifying the membership.

Thank you,

Todd M Wyckoff
Public Relations Directon



CONTACT INFO

Board of Directors

Michael Weidmann
President
(602) 885-9565
m.weidmann@cox.net

Jai Crystal
Treasurer
(602) 463-0972
jared@sba-tax.com

Kevin McSweeny
Fundraising Director
(602) 518-5064
plehoot@yahoo.com

Marcos Sandoval
Vice President
(602) 341-7672
trixd34@gmail.com

Patrick Roe
Secretary
(480) 577-5976
agrapat@hotmail.com

Todd Wyckoff
Public Relations
toddmwyckoff@hotmail.com

Ron Trusley
Trustee
(602) 510-9671
rtrusley@cox.net

Justin Gonzalez
Editor
(480)220-8087
justin@thecreativearcade.com

2013 Royalty

Kayla Krawford
Miss AGRA 2013
602-377-3311
Dswann2013@gmail.com
Facebook.com/kaylakrawford

Dan Oldenburg
Mr AGRA 2013
602-694-6411
way2broke2rope@yahoo.com

JoJo Sin Clair
Miss AGRA 1st Runner Up 2013
ejmuniz09@yahoo.com

Gunner Gatlyn
MsTer AGRA 2013
602-435-6099
gunnergatlyn@gmail.com



ARIZONA GAY RODEO ASSOCIATION

A.G.R.A.

P.O. BOX 40465

PHOENIX · AZ 85067-0465



LAYOUT & DESIGN BY
CREATIVE ARCADE LLC
www.TheCreativeArcade.com
info@TheCreativeArcade.com