

# ARGRA *culture*

August 2007 SPECIAL EDITION



Ride 'em in the Rockies

## 2007 Fall Dance Dates

September 22,  
*Volunteer Dance*

October 20, 2007

Please remember  
Hillhurst Sunnyside Community Hall  
is a Non-Smoking Facility

## ARGRA Volunteers Needed

If you are interested in volunteering at the September 22st or October 20th dance, please contact Ross Scarrett our Volunteer Coordinator at [volunteers@argra.org](mailto:volunteers@argra.org) or Darrel Reid our Fundraising Director at [fundraising@argra.org](mailto:fundraising@argra.org). There are always a few spots that Ross and Darrel needs to fill.



## AGM *Announcement*

Come out and take part in the operation of your association. The annual general meeting will be held: **Monday September 10th at 7 pm.**  
**Location is at the Old 'Y' - Common Room (223 12 Avenue S.W.)**

*(see page 6 for information)*

## President's Message *by Heather Murray*

"You've got to find what you love." I am honored to be your President for 2005-2007 and want to thank all our friends, members, competitors and all who make of the Alberta Rockies Gay Rodeo Associations and amazing place to call home and that's what I love.

As members you know we have a great deal of activities that are held outside the anticipated monthly dances, there are dance lessons, a horse club and we make a great presence in the IGRA communities of the south going and competing, act as officials or have our own pep squads, we never tire of being a team, and that's what I love.

Our Horse club is becoming more and more popular, the word is getting out and people are joining up. We saw the over whelming growth with the amount of local competitors

this year at the 14 annual Canadian Rockies International Rodeo. There will be more events this coming year. With the change last year in the monthly dance venue, it has been at times a trying experience, we' all do not like change, but I feel that this first year has created a warming-in period and we will all find the new memory and experience will populate the Hillhurst-Sunnyside halls as well as they did at Victoria park.

Today we stand at a significant crossroads, as we consider our future of the Gay westerns lifestyle, what we want to do, where we want to take ARGRA. We have a responsibility to culture and nourish what we love. Historically we know we can not stand still, growth, expression and infusion is ARGRA's life blood. So "you've got to find what you love. I love the gay western lifestyle, and I know you do to so raise a hand *(continued on page 3)*

# Volunteers Bring it all Together



**Thank you all!**

*Dear ARGRA Board,  
Rodeo Committee and  
All Rodeo Contestants...*

I wanted to say that you so much from the bottom of my heart... The new Scooter/Power Chair that you gave me has really changed my life, and for your kindness and generosity I am truly grateful. You have given a new found freedom to an old cranky gal... I never would have believed something like this could have ever happened to me.

I sincerely thank everyone that contributed and organized getting me my new chair...

*Thanks again...*

*Charlotte Peffers*



## Sponsorship Director's Message *by Greg Holsworth*

**The ARGRA Sponsorship Team** had a great year. Many thanks to Jamie Cumberland on Buckle Sponsorship, Suzanne Feese with Rodeo Programme Advertising, Brox Anderson with Retail Tent and Darrel Reid with the Silent Auction. Together with the sponsors that I work with, we brought in record revenues from our sponsors/advertisers/retailers/donors. The position I currently hold, Director of Sponsorship, was created two years ago at the 2005 AGM. The Board of Directors then realized that we needed to grow our relationships with each of our sponsors/advertisers/retailers as they play a vital role to the overall success and health of ARGRA. Their collective support allow ARGRA to maintain our low ticket and alcohol prices, making our events affordable to a larger audience than would otherwise. To

all of our sponsors/advertisers/retailers, I thank you for your continuing support of western Canada's second-largest, and Alberta's largest, GBLT event. This AGM marks the end of my term and I am not seeking re-election. If you, or someone you know, are interested in running for this position, I encourage you to attend the AGM. This is a fun, and challenging position, and is the business-face of ARGRA. Succeeding as Director of Sponsorship means working effecting with the ARGRA sponsorship team, and of course maintaining and growing our valued relationship with our sponsors/advertisers/retailers.

*Greg Holsworth*

*ARGRA Sponsorship Director,  
2005-2007*





## President's Message *(continued from page 1)*

and let us know where we can improve. Or better yet get involved, I know there is an oasis of ideas out there.

Our first dance is September 22, 2006 see you all there; bring a friend - a person that may not otherwise come out to the events, let prove to the Calgary gay community that we can grow, strive and be alive. With in this year activities ARGRA also involved with the June Pride Calgary activities, parade and festival. A barrel racing theme was carried out and the first place for non-for-profit parade float was taken home, and that's what I love.

Striving for excellence in ARGRA is of utmost importance to all that are involved. ARGRA has worked hard in the past year supporting community donations, putting on extra events and creating awareness of the western gay lifestyle. ARGRA continues to strive in a leadership role to promote the businesses that support us as a community. I would also like to thank those sponsors who without their

support this production could never have become an outstanding success.

There are many facets to putting on a jaw dropping event. The Canadian Rockies International Rodeo 2007 is a result of dedicated individuals. The ARGRA Executive and Rodeo Committee led by Rodeo Director Lorrie Murphy have spent hundreds of hours organizing and planning the rodeo.

On behalf of ARGRA would love to thank all of the many volunteers, retail vendors, association members, rodeo contestants, rodeo officials, our rodeo sponsors and our devoted members, and that's what I love.

Good luck to all this year watch ARGRA activities in many different facets please come out join the fun and participate.

*And that's what I love!*

*Giddy Up,*

*Heather Murray*

*ARGRA President 2005-2007*

## Advertise with ARGRA

If you are interested in taking out a business card ad with ARGRAculture, please contact the Communications Director at [communications@argra.org](mailto:communications@argra.org). The cost is \$20 per newsletter issue for a business card ad.

*ARGRAculture is produced 5 times a year as a communications to the membership. If you have any questions, concerns or feedback, we would love to hear from you. You can reach any of the executive via their contact information at the back of the newsletter.*

## MEMBERSHIP SURVEY

Have you ever wanted to do something and never quite sure what folks thought about it? Well, those of us on the executive are looking for your feedback. This month we have enclosed a short survey form looking for your feedback. Enclosed as either an insert or as a separate attachment (email version), we would like to hear back from you.

Please take a few moments and fill out the enclosed survey and either return it by mail or email to our Membership director. Your feedback is appreciated.

ARGRA  
DANCE'S 07-08  
September 22, 2007  
October 20, 2007  
November 17, 2007  
December 8, 2007  
January 12, 2008  
February 16, 2008  
March 15, 2008  
April 26, 2008  
May 31, 2008  
CRIR June 27-29, 2008  
[www.ARGRA.org](http://www.ARGRA.org)

# Charlie's

Las Vegas  
Denver  
Phoenix  
Chicago

## Horse Club

For event locations and details contact  
Linda Dick and Skeeter Day at Email:  
linda.skeeter@shaw.ca

ARGRA  
DANCE'S 07-08  
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CRIR June 27-29, 2008  
www.ARGRA.org

# Rodeo Director's Message

by Lorrie Murphy

The Bud Light Ride 'em in the Rockies 2007 rodeo was a weekend of sun and fun and success. The stands were packed during the days and the dance halls were filled to capacity in the evenings. I am pleased to report that there were no major injuries to competitors or livestock once again this year.

ARGRA will be sitting down with the management of Symons Valley Ranch in the next few months to start planning for next year's rodeo. We are looking forward to working with Jason and his staff once again.

I would like to thank all the members of the Executive and the Rodeo Committee for their commitment to the 2007 rodeo. Their hard work and dedication helped make the rodeo the success it was.

I would like to invite the membership to attend the AGM on September 10, 2007 at the OLD Y. Without your input we can not continue to be the success we are.

*Thank you,*

*Lorrie Murphy*

*Rodeo Director 2006-2007*

## Board of Directors Special Edition Report

The positions that make up the ARGRA Board of Directors (ARGRA Executive) are all demanding but very rewarding positions. The commitment required is considerable and it is the duty of the Board of Directors to represent the general membership in all aspects of Association operations. They are responsible for all activities that occur during the entire calendar year and must be dedicated individuals to succeed in these positions. The Executive and Rodeo Committee both receive feedback from members on all aspects of operations and must react accordingly. The rewards are intangible, and can be well worth the effort. The exact responsibilities of each position changes slightly every year with the election of the new Executive, but the basic duties are outlined below. In addition to the duties listed, a commitment to taking care of ad hoc

responsibilities as they arise is expected, as is a presence at most ARGRA functions. Assistant positions are also available at the discretion of the current Board of Directors, which is a great way to learn what is involved with these positions and get involved in a real way. If you are interested in the following positions, they are nominated and elected at the Annual General Meeting, held this year on September 10, 2007, at the Old Y (223 12th AVE SW). If you cannot be present, but still have an interest in running for one of these positions, please contact Alec Massee (association secretary) at 403-238-7520, prior to September 7, 2007 to express your interest.

*(Continued on page 6)*

# The Bud Light Canadian Rockies International Rodeo

## Thanks all of our 2007 Sponsors

Title



Platinum



403.777.9494



FIVE

Calgary Downtown Sites:  
www.5calgary.com

Proud to be the Official Hotel of ARGRA



Gold



Silver



#13

Castleridge Veterinary Clinic

Int'l



Bronze

Dan Walker

Leander Coachlines

Becker Buckles

Michael Kaplan

Westway's Guest House

Kelly Zook in memory of Geri Rinaldi

Leander Coachlines

Prints Charming

Russell's Colbalt in memory of Russell Pullishy

Backlot

Apollo, Friends in Sport

Dr. Ross Metzger Dental

Ray Todd

fishman's Personal Care Cleaners

The Calgary Eagle

Virtech

Evergreen Farms

Northern Metallic Sales (RM) Ltd.

Purr Energy/Indulge Catering

E. Colleen Hanna

ISCCA

## **The following positions are up for election this year:**

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### **President (2 year term)**

As President, you will be a member of all committees organized by ARGRA, including the Rodeo Committee. You will attend and preside over all meetings of the Association and the Board of Directors. The President, or other designate (i.e. Communications Director) shall be the official spokesperson for ARGRA. You will coordinate all efforts of the Association and act as a leader for the organization. This is a demanding position that requires dedication and involvement for success.

### **Vice-President (2 year term)**

As Vice President, you will preside over all meetings the President is not able to attend, and shall take over for the President if s/he is unable to fulfill her/his duties. The Vice President shall chair the committees designated by the Board and fulfill such Association duties as assigned (i.e. organizing dance lessons; participation in the Calgary Pride Parade). You will assist in the coordination all efforts of the Association and also act as a leader for the organization.

### **Sponsorship Director (2 year term)**

As Sponsorship director, you are responsible for the maintenance and management of all sponsorship relationships, working with the executive and various rodeo committee coordinators. As the primary contact for all sponsors, you will be responsible for negotiations of all sponsor contracts, advertising sales for rodeo programme, retail tent, sponsor invoicing and follow up, and compliance for all contracts. This is a demanding and yet rewarding position that requires strong organizational, managerial, and interpersonal skills for success.

### **Membership Director (1 year term)**

The Membership Director was a new position created to provide consistent and effective communications with the membership, being the voice of the membership. Duties include maintenance of membership list, annual membership drive, communicating with the membership on events (phone), member surveys. Working closely with the VP, Secretarial and Sponsorship, the Membership director will develop and enhance the benefits awarded to our membership. Dedication to the membership and strong relational skills are an asset to this position.

### **Fundraising (1 year term)**

The Director of Fundraising is responsible for the organization and production of all fund raising activities for ARGRA. These include 9 monthly fundraising dances held in Calgary, as well as increasing out-of-town activities deemed appropriate by the Association and other ad hoc fund raising activities. This is a very time intensive position and you will be responsible for volunteer recruitment and coordination, as well as venue selection, planning, and organization. Prior to all events, the gather and transportation of supplies is required as well as returning or storing all supplies after events is required. Recruitment of entertainment and disc jockey, planning and ordering supplies, managing suppliers, and procuring agreements from suppliers is also a function of the Director of Fundraising. You will plan fundraising events from all aspects and ensure success of fundraising efforts. You will also liaise with other organizations to create mutually beneficial events and fund-raising opportunities. The creation, production, and

execution of these events is also a responsibility of the Director of Fundraising. You will control financial reporting and expense management of individual events in this position. The selection, ordering, managing, pricing, and storage of ARGRA branded merchandise is also a responsibility of this position. This position demands a commitment at all fund raising activities from start to finish and requires strong organizational, managerial, and interpersonal skills for success.

### **Rodeo Director (1 year term)**

As the Rodeo Director, you are responsible for coordinating a committee of volunteers to create a world-class rodeo event in Calgary. Experience in rodeo production is imperative for success in this position and this is an extremely time-intensive position, particularly leading up to, and including the rodeo weekend. You will need to be aware of what is required to put on a smoothly executed rodeo that meets all Association requirements as well as exacting IGRA rules and regulations, and the requirements of any other company or organization that ARGRA has an agreement with (i.e. sponsors, suppliers, etc.) You will take ultimate responsibility for all facets of rodeo operations and production during the planning, set up, running, and tear down of the rodeo both before, during, and after rodeo week. You will be responsible for organizing contracts with the rodeo venues, and all other contracts and agreements (except where another designate is responsible for such actions.) You will also be responsible for setting and maintaining accurate records of all activities pertaining to the rodeo and the creation and maintenance of the rodeo budget. Quick decision making skills, strong interpersonal skills, impeccable organization, dedication, and major time commitment, and experience in the production of a major rodeo event are all imperative for success as Rodeo Director.

## **Association Committee**

### **Positions available:**

Please note all positions are subject to change by the Board of Directors. The Board of Directors has historically appointed the following positions to assist in the smooth operations of the Association. These positions are subject to the discretion of the current Board of Directors, and the availability of interested volunteers. These are excellent positions to become involved without the level of commitment required by the Board of Directors. If you have an interest in any of the below, contact any member of the Board of Directors (listings on the back of the newsletter).

### **Telephone Hotline Coordinator**

As the ARGRA Telephone Hotline Coordinator, you will be responsible for updating the prerecorded message, checking for messages regularly, and answering or relaying messages to appropriate individuals.

### **Web site Coordinator**

You will create and maintain ARGRA's online presence at: [www.argra.org](http://www.argra.org). You will ensure all technical and content changes are consistent and are incorporated under direction from the Board of Directors and Rodeo Committee in an accurate and timely fashion. You will have freedom to explore design ideas, and you will provide creative input for evolution of materials. You will work closely with the Director of Communications to ensure a consistent brand image and profile in all online applications. Several ad hoc & time sensitive projects are required to be completed by this position.

## **Horse Club Coordinator**

You will work with the VP to coordinate and communicate with Horse Club members to inform them of what is coming up and gather ideas to organize appropriate activities. Past activities have included, book clinic dates and arena facilities, horsemanship video nights, trail rides for Horse Club members and a larger trail ride open to all ARGRA members. As Horse Club Coordinator, you will also represent the interests of horse competitors at Rodeo Committee meetings.

### **Graphics Coordinator**

You will design and coordinate production of all promotional materials required (i.e. posters, rodeo programme, brochures, dance posters, t-shirts, competitor tags, etc.) under the direction from the Director of Communications and the Board of Directors. You will also ensure electronic files are prepared appropriately for production. You will have some freedom to explore design ideas, and you will provide creative input for evolution of materials. You will work closely with the Director of Communications to ensure a consistent brand image and profile in all graphic applications. Several ad hoc & time sensitive projects are required to be completed by this position.

## **Newsletter Coordinator**

You will write, compile, edit and produce ARGRA's membership newsletter under the direction of the Director of Communications and the Board of Directors. You will ensure newsletters are produced to meet regular and special deadlines. You will have freedom to explore design ideas and you will provide creative input for evolution of materials. You will work closely with the Director of Communications to ensure a consistent brand image and profile in all newsletter applications. Several ad hoc & time sensitive projects are required to be completed by this position.

### **Rodeo Committee**

Please note all positions are subject to change by the Board of Directors. The Rodeo Committee is appointed by the Rodeo Director beginning at the first Rodeo Committee meeting in September. The Rodeo Director appoints the following positions to assist in the smooth planning, operation and execution of the Canadian Rockies International Rodeo. These positions are subject to change at the discretion of the current Rodeo Director, and the availability of interested volunteers. These are excellent positions to become involved in the production of a world-class event, that does not require the level of commitment required by the Board of Directors. They require attendance at Rodeo Committee meetings, and some outside commitment.

**Assistant Rodeo Coordinator**

Intended as an opportunity to learn more about ARGRA and the production of the CRIR, as Assistant Rodeo Director, you will be responsible for sharing the tasks of the Rodeo Director's position and for fulfilling the Rodeo Director's responsibilities when unavailable. Quick decision-making, strong interpersonal and excellent organizational skills are required for success in this position.

**Awards Coordinator**

You will be responsible for all aspects of the Sunday Night Awards presentation at the rodeo, prepare master awards book, buckle sponsors for rodeo announcer, and award book for the Awards Master of Ceremony. You will coordinate, verify, and control preparation of ribbons, buckles, and awards, proof awards book with the Rodeo Director, Sponsorship Director, and Buckle Coordinator. You will also be responsible for follow up and distribution of outstanding ribbons, awards, and buckles after the rodeo.

**Gate Administrator Coordinator**

As Gate Administrator, you will supervise volunteers recruited to work on rodeo weekend, collecting packages, distributing wristbands at the entrance to the main hall. You will also answer questions from volunteers and solve problems as they arise and pertain to ticket and gate admission. You will also supervise volunteers and shift changes at rodeo gates, and be responsible for all aspects of gate control and reporting. You will coordinate as required with the Treasurer/Financial Coordinator.

**Ticket Administration Coordinator**

You will control and track all tickets as distributed and collected. As Ticket Administrator, you will ensure that tickets are sent to purchasers in a timely manner, and that accurate records are kept of all ticket activity. You will be responsible for providing updates to Rodeo Committee as required on ticket sales (purchased, sponsor, volunteer, etc.) You are also responsible for ticket sales at dances and other events and will liaise with the ARGRA Treasurer as required.

**Entertainment Coordinator**

As Entertainment Coordinator, you will be responsible for securing and scheduling entertainment for the weekend of the CRIR. You will be responsible to ensure that any special requirements for entertainers and discussed with the Rodeo Director and to make sure that these requests are implemented upon approval. The Local Entertainment Coordinator is responsible for scheduling and directing all entertainers to ensure they are on time for their performances, educating them on schedules for the rodeo weekend, and act as liaison for all entertainers.

**Rodeo Financial Coordinator**

You will be responsible for the supervision and accounting of all monies spent and collected, relating to the rodeo, prior to, and after the rodeo weekend. This position reports to the Treasurer.

**Credit Card Hotline Coordinator**

You will administer the VISA and MasterCard order line for ARGRA, create forms and processes, coordinate and communicate with Ticket and Gate administrators, answer calls or messages at all times, record required information, verify membership information, authorize VISA or MasterCard transactions, and coordinate with the Treasurer and Membership Director as required. The provision of information to callers regarding hotels, flights, site bookings and any aspect of the rodeo is also required. Strong organization and interpersonal skills are an asset.

**Buckle Sponsorship Coordinator**

As Buckle Sponsorship Coordinator under the direction of the Sponsorship Director, you will be responsible for raising funds through selling sponsorship of competitor and other ARGRA buckles to corporate organizations and individuals. Maintenance and management of existing sponsor relationships, raising awareness of opportunities, and representing ARGRA to the sponsor community are the responsibilities of this position. Professional conduct, strong communication and organization skills, and strong negotiation skills are required for success in this position.



### **Rodeo Programme Sponsorship Coordinator**

The Rodeo Programme Sponsorship Coordinator under the direction of the Sponsorship Director is responsible for raising funds through selling advertising space in the rodeo programme. You will be responsible for maintenance and management of existing sponsor relationships, raising awareness of opportunities, and representing ARGRA to the sponsor community. Professional conduct, strong communication and organization skills, and negotiation are required for success in this position.

### **Rodeo Grounds Coordinator**

As Rodeo Grounds Coordinator, you will ensure that all facets of the rodeo facility meet ARGRA and IGRA specifications. Ordering, confirming, gathering, transporting of confirmed equipment and supplies is required as well as confirmation of rodeo stock with a stock contractor. Strong organizational skills and experience in negotiation are essential as you will liaise with many vendors and coordinate onsite with the Arena Director, Chutes Coordinator, Rodeo Director, and other officials, as required.

### **Retail Coordinator**

The Retail Coordinator under direction from the Sponsorship Director is responsible for all aspects of the retail area at the CRIR. You will be responsible for selling vendor space, coordinating vendor needs, and acting as a resource on Rodeo weekend as required. Contacting past and potential retailers, updating retailer the data base, making changes/suggestions, as necessary to improve the retail area, researching and providing information in importing/exporting products, and confirming all logistics information with retailers to ensure smooth operation of the retail area is required for this position. Strong interpersonal and organization skills are an asset.

### **Volunteer Coordinator**

You will recruit and schedule all volunteers (350+) as required for all rodeo and association activities and act as an onsite resource for volunteers at all activities. Prior organization and recruitment duties are required by this position, as are strong interpersonal skills.

### **Security Coordinator**

As Security Coordinator you will coordinate with the Rodeo Director and Volunteer Coordinator to schedule and coordinate Security volunteers to cover all necessary entrance & exit points and grounds patrols. You will educate volunteers on their role, crowd control, what to do if illegal activities are noticed, and on the schedule of events with the Volunteer Coordinator.

### **Pancake Breakfast Coordinator**

As Pancake Breakfast Coordinator(s), you will be responsible for volunteer recruitment and coordination for the breakfasts on rodeo weekend, as well as venue selection, planning and organization. Prior to rodeo weekend, you will be responsible for the gathering, storage, and transportation of supplies and equipment as required, as well as returning or storing all supplies and equipment after rodeo weekend. You will be responsible for the smooth operation of an event that feeds an average of 750 people per day. Cooking is not necessarily required, as volunteers can be arranged.

### **Grand Entry Coordinator**

You will coordinate all participants and entries as well as the schedule and agenda for Grand Entry. This includes being responsible for all required aspects, ensuring safety, and that ARGRA and IGRA rules are followed. This position requires organizing the mounted portion, organizing presentations, the Rider-less Horse ceremony, national anthems of Canada and the US, dignitaries and VIPs, Officials, the Cowboy Prayer, and the announcement portions of Grand Entry, prior to, and on, rodeo weekend.

### **Rodeo Secretarial Coordinator**

As CRIR Secretarial Coordinator working with the association secretary, you will assist the IGRA Rodeo Secretary and Auditor in all aspects of operations, including Friday night competitor registration and official check-in. You will also ensure all scores are recorded and posted per ARGRA and IGRA rules. You will be responsible to ensure all IGRA regulations are followed and all necessary supplies are available. You will liaise with the Board of Directors, the Rodeo Director, and IGRA officials as required.

# Contact *ARGRA*

**Website:**

www.argra.org

**Telephone Hotline:**

403.541.8140

## Board *members*

**Trustee**

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**President**

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**Vice-President**

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**Sponsorship Director**

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**Fundraising Director**

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**Rodeo Director**

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*rodeodirector@argra.org*

**Treasurer**

Brent Zuber . . . . . 403.802.1263  
*treasurer@argra.org*



**Back From The Rodeo & Ready To Ride.  
Don't Fall Off That Bull, Lets Dance!**

Time to get back in the saddle after a nice summer break... come on down to our...

**SEPT 22, 2007 - DANCE**



**All ARGRA Volunteers Get in Free!  
Members \$6, Non-members \$10!**

Where: Hillhurst-Sunnyside Community hall, 1320 5th Ave. N.W., Calgary, Alberta  
Doors open at 7:30pm, Memberships are available for purchase.



### OVER 18 *Policy*

Due to our liquor license anyone under the age of 18 will not be allowed into the ARGRA dances. This includes the monthly dances as well as the CRIR Entertainment and dance Friday night, Saturday night dinner and dance, Sunday night awards and dance. All ages are welcome to attend the rodeo Saturday and Sunday. If you look like you may not be 18, then you will need to produce a picture I.D. Thanks for helping us enforce our liquor license obligations.