



January 2015 BigHorn Gazette



Fallon Taylor with Jeffrey Burke

On December 15, Fallon Taylor the world ranking barrel racer stopped by the Henderson Saddle Association and met up with Jeffrey Burke. Fallon is the 2014 WPRA World champion Barrel Racer. An amazing competitor, and a great person!

Fallon Taylor's career began at age 7, when in 1990, she was the youngest Professional Barrel Racer to belong to the Women's Professional Rodeo Association. She first qualified for the NFR in 1995 at the tender age of 13 (making her one the youngest qualifiers ever). It was then that she moved up to second place in the world among peers that were twice her age. Fallon went on to qualify for three more National Finals qualifications each year after. At 14, Fallon won the largest rodeo in the world, Rodeo Houston, and a check for over \$15,000.

After the 1998 season, Taylor elected to take a break from barrel racing to pursue her modeling and acting career. In 2012, Taylor narrowly missed qualifying for the Wrangler NFR by finishing 16th in the World. She used that as motivation, and along with her 8-year-old AQHA mare Flos Heiress "Babyflo", qualified for her 5th trip to the bright lights in Vegas. Not only is an NFR qualification after a 15 year hiatus for Taylor impressive - more touching to Taylor's heart was that her prized mare, Babyflo, was awarded the 2013 AQHA/WPRA Horse of the Year award. "This mare has a heart the size of Texas" said Taylor. Not only did Babyflo win the award, Taylor trained her. Taylor was also awarded the 2013 Jerry Ann Taylor Best Dressed Award.

When she is not rodeoing or training her own horses, she enjoys matching people with barrel horses. She is the founder of www.DynastyEquine.com. Taylor is married to professional football player, Delbert Alvarado, who has kicked for the Dallas Cowboys.

NGRA Membership Renewal

It's time to renew your NGRA Membership.

Renewal payments made prior to January 31, 2015 are \$24.00. Renewal payments made between February 1, 2015 and February 28, 2015 will be assessed a \$10.00 late fee (\$34.00). Memberships not renewed prior to March 1 will be cancelled.

Membership Renewal payments can be made on the NGRA website at www.ngra.com or via postal mail to the following address:

NGRA - Membership Renewal
PO Box 96055
Las Vegas, NV 89193

If you've renewed your membership - Thank you! If not, please do so prior to the January 31 deadline.

Thank you for your continued support of NGRA.

David Hering
NGRA Treasurer
treasurer@ngra.com

Stetsons and Stockings Charlie's Saturday, December 13

NGRA set out to tempt the clientele with cakes, envelopes which promised prizes, and snacks, and to entertain and involve them with games

The opening introduction was given by our Vice-President Ken Hruby who also manned the beer bust station. This was followed by our new Mr NGRA, Dawg, who performed a humorous opening number "Santa looks a lot like Daddy" made famous by Garth Brooks.

Further entertainment was provided by that well know belle of our community, Vivianne Du Monde. Having taken the plunge on the High Roller that morning and married her partner Mathew, they came to Charlie's to help us have fun. As well as performing that well-known Christmas classic "All I want for Christmas is You" she persuaded folk to leave their drink for a while and join in the games she organized. Especially popular was Strip Battleships. If you're curious about how this goes you should have been there.

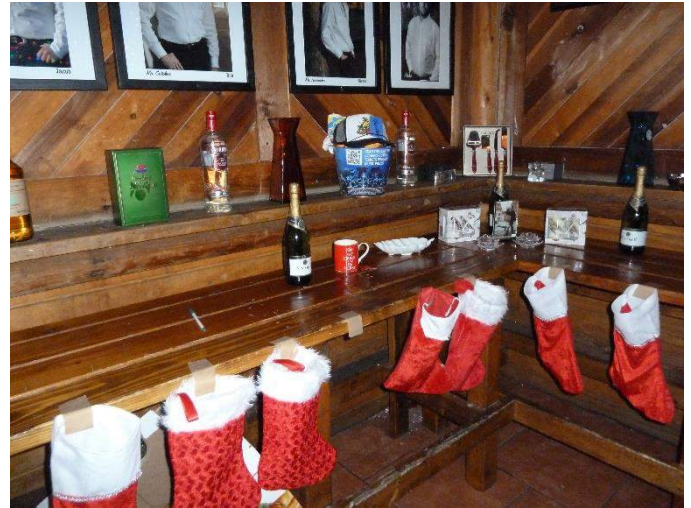


Stephan Schuppert, an NGRA member and Men of Charlie's Coordinator, gathered a band of dedicated bakers to produce a wonderful array of cakes.



These were auctioned by our resident expert auctioneer and NGRA President, Doug Graff, who could probably get blood out of a stone if pushed. Together they added \$290 to the night's takings. A fantastic effort and our thanks go out to our cake makers, Stephan himself, NGRA Secretary Jeffrey Neal, Kathy Richardson, Joseph Gurican and Mark Smith

Throughout the evening Sleigh Belle, aka Miss Kitty, aka your Newsletter editor Barry Jones, sold envelopes giving punters the chance to win one of our fantastic selection of prizes.



Two of our lucky prize winners

The show was brought to a close by our Miss Closet Ball, Princess, who looked amazing.



Doug Graff and Princess

Thanks must also be given to the dedicated band of volunteers who worked behind the scenes to make this come together David Wright for being a wonderful assistant to me Efrain, Julio and Angel who stepped in at the last minute when illness left gaps in my helpers, and to Buzz Green who handed the prizes to the lucky winners. If I have missed anyone I humbly apologize. It was a busy night.

And of course we extend our gratitude to Will Glenn the manager at Charlie's who generously donated prizes and to Percy and the bar staff who concocted the Charlie's Cowboy Christmas Cocktail for us.

All these efforts together with the sale of snacks to the customer of the bar raised \$637.50 for NGRA funds.

Once again thanks to everyone who made this a fun night.

Carolyn Jones
Fundraising Director
fundraising@ngra.com

Charlie's Man of the Year Contest Charlie's Saturday, December 20

Charlie's Las Vegas, one of NGRA's long standing sponsors, held the Man of Charlie's Man of the Year Contest on Saturday December 20.

Layne Chinen won the title of Man of the Year 2014. The event raised \$303 which was shared between joint beneficiaries: the Sin Sity Sisters of Perpetual Indulgence, the St Therese Center, the LGBT Center and the NGRA.

NGRA Membership

As 2014 draws to a close and we all get ready for 2015, NGRA is also getting ready to start a new year, which also means it's time for NGRA membership renewals. 2014 was a good year for us as we were able to donate thousands of dollars to local charities (most notably Sin Sity Sisters and Opportunity Village). As you already know, NGRA raises money throughout the year so that in May, we can produce BigHorn Rodeo, which allows us to raise additional money that we can then donate to local charities. The most important commodity that NGRA has is you--its members. I hope that all of our members are planning on renewing their membership but I'd also like to hear your thoughts on what, if anything, we need to do to make your membership more appealing. The cost of the membership is written into our bylaws and can't be changed. That's not to say we can't try to make the membership more appealing but I don't know how. Please send your ideas to me at vicepresident@ngra.com and, if feasible, I'll happily take your thoughts to the Board. Not only am I hopeful that all current NGRA members are going to renew their membership but I'm also hopeful that we can increase our membership this year. Please talk to your friends, partners, companions, etc. about joining NGRA. I'm not asking you to recruit--that's my job--but the best advertising is word of mouth and word of mouth from a trusted source is even better. Please talk to your friends and let them know how much good NGRA does for the community and, if they have questions, please have them email me and I'll be happy to talk to them.

Thank you and Happy New Year.

Ken Hruby
Vice President, NGRA
vicepresident@ngra.com

Fundraising

Firstly I would like to wish you all a Happy and Prosperous New Year. It will be year in which I face new challenges trying to raise funds to allow NGRA to continue their work of staging a successful rodeo and passing the profits on to the wider community. In facing this challenge I rely on all of you to help either by joining the Fundraising Team, or by passing on your good ideas, and above all by supporting our events.

Some of you may have been in Charlie's Bar on December 13 to see some of the new ideas we are bringing to our evenings. I hope you found the evening good fun and worth turning out for.

The Fundraising Team met on December 18 to plan the year ahead. We shall continue to have monthly events at Charlie's with our January event on the 10th entitled "Resolution Meltdown". We plan to broaden the scope of events. We are selling snacks and real shots, entertaining the audience with the chance to participate by staging games, auctions and other activities and generally trying to stamp a rodeo feel on the evenings. The game of chance for the evening will vary and not always be a simple raffle. We are exploring the possibilities of widening the number of bars where we stage events. We are also looking at staging events outside of bars to appeal to those of you who are not "bar people".

Many of you will be making resolutions as we enter the New Year. Maybe, like many of us, you will struggle to succeed. But if you join us on January 10 we shall see if you have reached "Resolution Meltdown" or if you are persevering.

Once again we welcome new members to the Team, ideas and feedback on the events you attend even if you want to be critical.

The next fundraising meeting will be on January 7. You are very welcome to come along and share in the fun.

Carolyn Jones
Fundraising Director
fundraising@ngra.com

From Your Volunteer Coordinator

With the next volunteer gathering planned for February there does not seem to be a lot for me to say other than I want to wish you all a very happy New Year and a successful and fulfilling 2015.

Thanks for all you do for NGRA and see you in May at BigHorn if not sooner.

Carolyn Jones
Your Volunteer Coordinator
volunteers@ngra.com

Rodeo Director for BigHorn 2015



Tall in the saddle we spend Christmas Day,
Drivin' the cattle on snow-covered plains.
Of all the good gifts given today;
Ours is the sky and the wide open range.

Back in the cities, they have diff'rent ways,
Football and egnog and Christmas parades.
I'll take the blanket; I'll take the reins;
Christmas for cowboys on the wide open plains.

A campfire for warmth as we stop for the night;
The stars overhead are the Christmas-tree lights,
The wind sings a hymn as we bow down to pray;
Christmas for cowboys on the wide open range.

It's tall in the saddle we spend Christmas Day,
Drivin' the cattle on the snow-covered plains.
So many gifts have been opened today;
Ours is the sky and the wide open range,
It's Christmas for cowboys on the wide open plains.



Only 4 months left until rodeo and lots to get done.
Please join us for our monthly rodeo planning committee,
Monday, January 12th, 6:30 at the Center.

Laura Scott
Rodeo Director
rodeodirector@bighornrodeo.com

Win a Quilt



Heavy duty king sized quilt made up of old GSGRA Rodeo T-shirts. \$10 per raffle ticket. Money raised goes to the Gold & Silver Rush Days. Extra prize money for contestants at Palm Springs Hot Rodeo and Las Vegas BigHorn Rodeo. Need not be present to win.

Email rodeodirector@bighornrodeo.com for more information.

Quick and Easy Marketing Moves to Boost Rodeo or Event Attendance

Written by Unknown
Updated and Edited by Brent Rosinski
January 1, 2014

Rodeo season is upon us and associations are in various stages of marketing their events to build awareness, solicit vendors and sponsors, and, most importantly, ensure strong attendance. Strong attendance is the most critical of these activities. People want to attend an event that is successful — and attendance is a very visual, quantifiable measure of success. They see the rodeo as an opportunity to network, exchange ideas, fundraise, and gain new competitors and members...so more attendees means more opportunities to connect. Sponsors and vendors are primarily interested in maximizing their exposure to decision-makers in the field of rodeo and the value they perceive through rodeo sponsor/vendor opportunities is directly related to event attendance. Additionally, media contacts and sponsors the organization hopes to influence will be more inclined to give attention to the organization if they know that its event will be highly attended.



The following six moves can help give your rodeo or event an extra attendance boost.

1. Send a special invitation to members who have never attended a rodeo or event before. This can be particularly impactful if the letter comes from an organizational leader like the Board President or someone who has a direct relationship with the member. Even if a member is not able to attend the event this year, you will still gain some insight into why, which could result in changes for future years.
2. Reach out to all new members who have joined in the last year. Again, this can be an invitation from a board leader, such as the Membership Director. New members likely are not aware of the full value that is available by attending events and rodeos, so a personal outreach effort to discuss this could be just what is needed to pull in a few more member attendees. You can bet that when the first-year member receives his/her dues renewal s/he will remember this invitation.
3. Engage members, fans, and followers through social media. Most associations find that they have a whole group of professionals who are loosely affiliated through social media, but have never been contacted directly by an individual of the organization to ask them to engage further. Your local events and rodeos are the perfect opportunity for these individuals to convert their online interest into in-person networking. Make an effort to connect one-on-one through social media with people who haven't engaged through another forum; you may be surprised at the responsiveness.
4. Cross-promote with companies and organizations that support your membership. Many sponsors and exhibitors overlook the very easy promotional value they can gain by simply contacting their current and potential customers to encourage them to attend the rodeo/event and visit them while they're there.
5. Offer an incentive to those who help build attendance. This can be as simple as recognizing event promoters online or at the rodeo/event. It can be as involved as providing financial credit toward membership dues, event registration, advertising, or even cash back. An incentive-based campaign that recognizes successful attendee recruitment can generate new attendees, new members, and grow the overall organization.
6. *Marketing is not the sole responsibility of the Marketing Director.* Far too often organizations of all sizes leave the official job of marketing to, well, the Marketing Director. But, here's a little flash – anyone associated with your organization that comes into contact with a prospective member is performing a marketing function. So the question is – are they prepared to carry out that function well?

While each of these moves is intended to boost your rodeo/event attendance, they have the added bonus of giving the organization an excuse to contact and be front-of-mind with members and/or important industry supporters. This outreach may result in collateral benefits to the organization such as increased member retention and engagement by members and supporters in other activities of the organization. The impact that can result from a few little extra marketing steps can be significant and make the rodeo/event attendee experience all the more enriching.

From Your Royalty



First and foremost I want to say how incredibly honored I am to be representing the Nevada Gay Rodeo Association and community as Mr NGRA 2015. There are always so many people that I have to thank for their support, trust, and work they did for the organization. I want to thank Kip Kipilla for being our head judge and Alex Michaels for hosting the event. I want to thank David Blackwood, aka Taylor Trash, for an amazing job organizing and coordinating the event that night. Thank you to my dresser James Valentine. Thank you to Charlie's Las Vegas for hosting and sponsoring the event.

I want to take a moment to thank the 2014 Royalty Team: Miss NGRA A'Lotta Trash; Mr NGRA Brent Rosinski; MsTer NGRA Preston, and Mr NGRA 1st Runner Up Jason Metzger for their year and outstanding job in our community.

Thank you to my running mate, Traci Foxx aka Traci Kimberlin. You did an amazing job during our 3 months of candidacy. You are going to have an amazing year and all my support in whatever you choose to do.

To everyone in NGRA, thank you for what you do for us and our community. Without you we can do nothing!

Traci and I raised \$755.00 during our candidacy for the Sin Sity Sisters of Perpetual Indulgence to go toward their Sisters Aids Drug Assistance Program (SADAP). We along with NGRA love this organization and everything that they represent and that they do. Thank you Sisters!

I hope to see everyone out through the year to support the Team and NGRA in raising funds for the community and for BigHorn Rodeo being held May 8, 9, and 10 at Horseman's Park as well as at World Gay Finals Rodeo 2015, held right here in Las Vegas on October 8, 9, and 10 at the South Point Hotel and Casino.

Again thank you to everyone.

Your 2015 NGRA Royalty

Mr NGRA – Michael "Dawg" Yarbrough
mrngra@ngra.com

Happy Birthday

To those Members with birthdays in January:

1	Ted Caldwell
6	Ken Wells
10	Jeffrey Neal
12	Matthew Cox
15	Bill Trunzo
26	Jimmy Gattis

Member of the Month

David Blackwood

David Blackwood was nominated as December Member of the Month for his work on the Royalty Competition.

Congratulations David.



RESOLUTION MELTDOWN

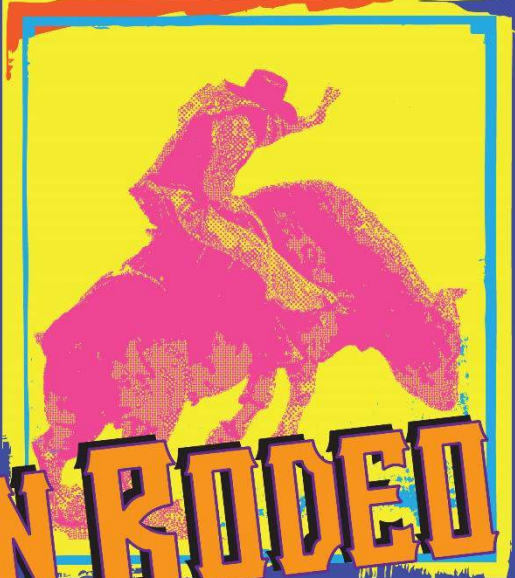
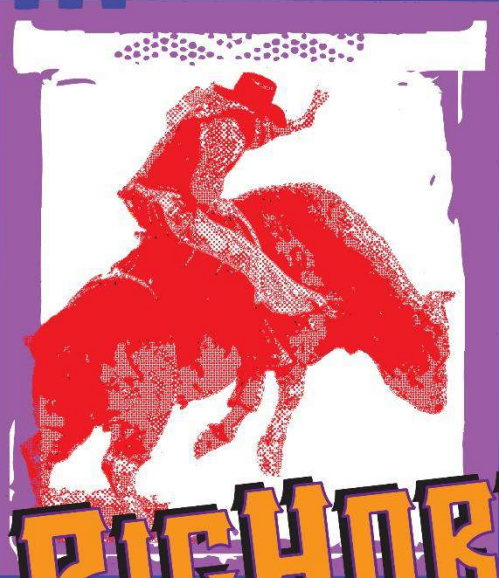
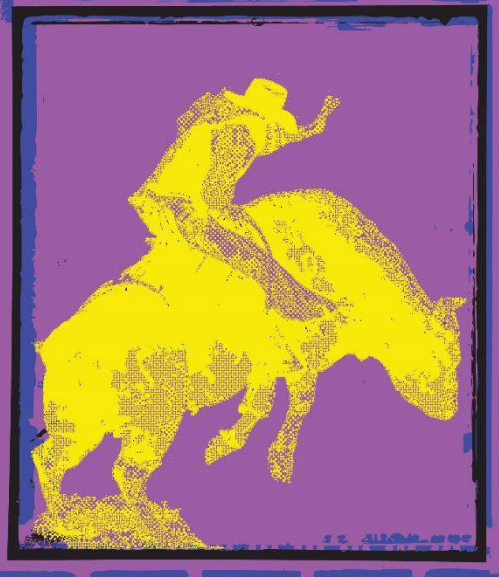
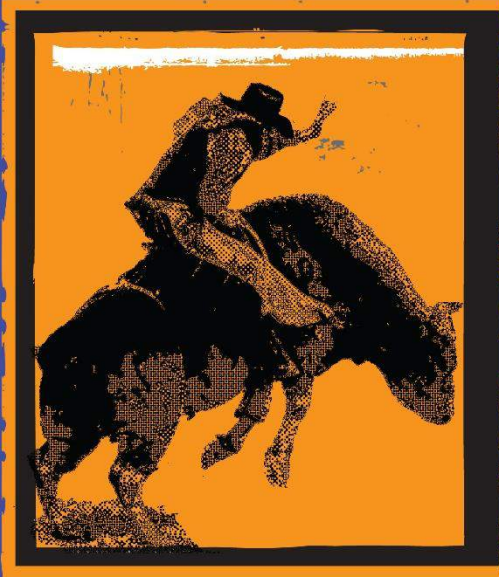


SATURDAY JANUARY 10TH. 2015
THE MELTDOWN STARTS AT 9:30PM

Charlie's
Las Vegas

GAME OF CHANCE • BEER BUST • SHOTS • ENTERTAINMENT • TRIVIA QUIZ

Proceeds benefit NGRA and BigHorn Rodeo



BIGHORN RODEO

Saturday & Sunday
May 9th-10th 2015

Horseman's Park 5800 E. Flamingo
Las Vegas, Nevada
Rodeo start time 11:00am

\$10 per day
or weekend
for \$15

Pool Party Alexis Park Friday May 8th Noon - 5pm

Host Hotel Alexis Park All Suite Hotel 800-582-2228 for discount mention ngra015
www.bighornrodeo.com



IGRA **NORA**

GOLD & SILVER RUSH DAYS

\$4,100
IN EXTRA PRIZE MONEY

GSGRA **Greater Palm Springs Chapter**

PALM SPRINGS HOT RODEO
MAY 1-3
www.palmspringsrodeo.org

NEVADA BIGHORN RODEO
MAY 8-10
www.bighornrodeo.com

Eligibility:

- 1.) The Contestant must be in compliance with all IGRA Rules.
- 2.) The Contestant must compete in both the Palms Springs Hot Rodeo, May 1, 2, 3, 2015 and BigHorn Rodeo Las Vegas, May 8, 9, 10, 2015.
- 3.) To qualify for a category award, the contestant must compete in at least one event in a category at each rodeo. The events do not need to be the same at each rodeo.
- 4.) To qualify for the Over-All award, the contestant must compete in 3 of the 4 categories at each rodeo.

Calendar

January

Sat 3	9:00 pm	Men of Charlie's Man of the Month Contest Benefits the Sin City Sisters	Charlie's, 5012 South Arville Street, Las Vegas, NV 89118
Wed 7	6:30 pm 7:00 pm	Pre-Meeting Dinner Fundraising Meeting	Carolyn's Home
Sat 10	9:00 pm	Resolution Meltdown	Charlie's, 5012 South Arville Street, Las Vegas, NV 89118
Mon 12	6:30 pm	Rodeo Planning Committee	Gay & Lesbian Community Center, 401 South Maryland Parkway, Las Vegas, NV 89101
16-18		IGRA University	El Tropicano Riverwalk Hotel, 110 Lexington Avenue, San Antonio, TX 78205
Wed 21	6:30 pm	NGRA Board and General Membership Meeting	Gay & Lesbian Community Center, 401 South Maryland Parkway, Las Vegas, NV 89101

The IGRA University Facebook page is back up and running in anticipation of their 2015 session on January 16-18 at the El Tropicano Hotel in San Antonio. Give 'em a like so you can keep up with all the details as they are released.

Calendar (continued)

February

Sat 7	9:00 pm	Men of Charlie's Man of the Month Contest Benefits the St Therese Center	Charlie's, 5012 South Arville Street, Las Vegas, NV 89118
Mon 9	6:30 pm	Rodeo Planning Committee	Gay & Lesbian Community Center, 401 South Maryland Parkway, Las Vegas, NV 89101
13-15		Arizona Gay Rodeo (AGRA)	Corona Ranch and Rodeo Grounds, 7611 South 29 th Avenue, Laveen, AZ 85339
Wed 18	6:30 pm	NGRA Board and General Membership Meeting	Gay & Lesbian Community Center, 401 South Maryland Parkway, Las Vegas, NV 89101
Sat 21	9:00 pm	Wild and Woolly Wodeo	Charlie's, 5012 South Arville Street, Las Vegas, NV 89118
Sat 28	8:00 pm	Red Dress: Steam Punky Funky	Gay & Lesbian Community Center, 401 South Maryland Parkway, Las Vegas, NV 89101

March

Sat 7	9:00 pm	Men of Charlie's Man of the Month Contest Benefits the NGRA	Charlie's, 5012 South Arville Street, Las Vegas, NV 89118
Mon 9	6:30 pm	Rodeo Planning Committee	Gay & Lesbian Community Center, 401 South Maryland Parkway, Las Vegas, NV 89101
Sat 14	9:00 pm	Miss Cow Patty	Charlie's, 5012 South Arville Street, Las Vegas, NV 89118
Mon 16	6:30 pm	NGRA Board and General Membership Meeting	Gay & Lesbian Community Center, 401 South Maryland Parkway, Las Vegas, NV 89101
Sat 28		Yard Sale	DeBaygo Residence

NGRA Board of Directors

Effective November 18, 2014

President	Doug Graff	president@ngra.com
Vice President	Ken Hruby	vicepresident@ngra.com
Secretary	Jeffrey Neal	secretary@ngra.com
Treasurer	David Hering	treasurer@ngra.com
Director	Carolyn Jones	director1@ngra.com
Director	Christina DiGioia	director2@ngra.com
Director	Jason Metzger	director3@ngra.com
Director	Bill Trunzo	director4@ngra.com
IGRA Trustee	Guy Puglisi	trustee@ngra.com

NGRA 2015 Royalty

Effective November 29, 2014

Royalty Team		royaltyteam@ngra.com
Mr NGRA	Michael "Dawg" Yarbrough	mrngra@ngra.com

BigHorn Rodeo 2015 Contacts

Rodeo Director	Laura Scott	rodeodirector@bighornrodeo.com
Assistant Rodeo Director	Ken Hruby	assistant@bighornrodeo.com
Bar Manager	Eric Peterson	bar@bighornrodeo.com
Assistant Bar Manager	Brent Rosinski	
Barn Manager	Devon Deming	barn@bighornrodeo.com
Contestant Hospitality	Johnny Bob Dalton Gary Segal	hospitality@bighornrodeo.com
Finance Director	David Hering	treasurer@ngra.com
Marketing/ PR Director/ Program	Brent Rosinski	marketing@bighornrodeo.com
Program Advertising	Brent Rosinski	advertising@bighornrodeo.com
Security Coordinator	Barry Jones	security@bighornrodeo.com
Volunteer Coordinator	Carolyn Jones	volunteers@bighornrodeo.com

Other contacts will be added as Laura appoints her Team.

Other NGRA Contacts

Fundraising Director	Carolyn Jones	fundraising@ngra.com
Historian	David Wright	history@ngra.com
Marketing / Media Director		pr@ngra.com
Membership Secretary	David Blackwood	membership@ngra.com
Newsletter Editor	Barry Jones	news@ngra.com
Rodeo Education	Laura Scott	education@ngra.com
Sponsorship Director	Laura Scott	sponsors@ngra.com
Volunteer Coordinator	Carolyn Jones	volunteers@ngra.com
Webmaster	Brent Rosinski	webmaster@ngra.com